

# SARS Expert Committee

Public Communication Strategy –  
Release of Information and Public Education

13 August 2003



# Public communications – Aim

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To provide the public with information in a  
*timely, transparent and open* manner

# Release of Information

- A multi-pronged system of information dissemination through a wide network of channels
- Pro-active communications with members of the international communities (including expatriates living in Hong Kong and abroad)



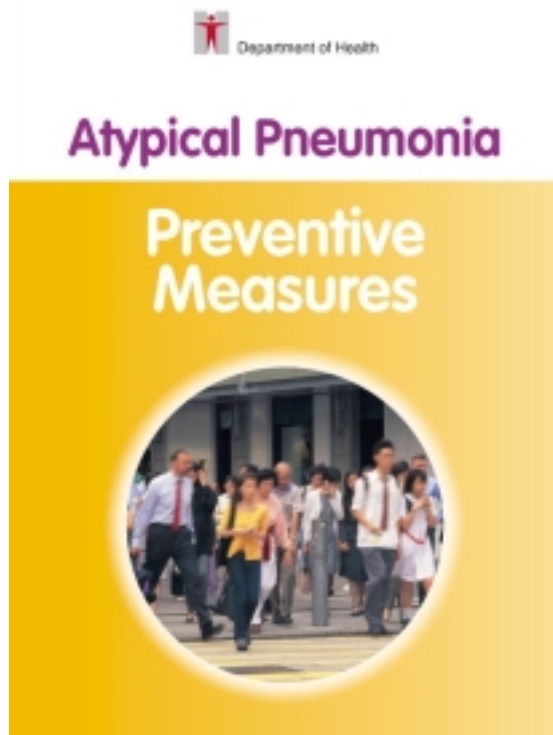
# Public Health Education

- Public campaign to raise public awareness on the preventive measures against SARS.



# Public Health Education

- Educational messages conveyed through various means and in various languages for ethnic minorities



Multi-Langual Version for Foreigners