



DEPARTMENT OF HEALTH

**News Release**

**LINDA LINGLE**  
GOVERNOR

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**DEPARTMENT OF HEALTH AND HAWAI'I RESEARCH CENTER FOR  
FUTURES STUDIES PRESENT GROUND-BREAKING PANDEMIC  
PREPAREDNESS GAME**

HONOLULU – The Hawai'i State Department of Health (DOH) and Hawai'i Research Center for Futures Studies (HRCFS) are set to launch the world's first Emergent Reality Game (ERG) on pandemic influenza. The online game, named *Coral Cross* ([coralcross.org](http://coralcross.org)) offers a real-time interactive experience where participants can become better informed on the unfolding H1N1 Influenza A situation and pandemic preparedness, and share views and values on issues including priority groups for an eventual vaccine.

"A game may seem an unusual approach for a state agency to use to promote public dialogue on a serious issue," noted Director of Health Chiyome Fukino, M.D. "But it's part of our ongoing commitment to find and evaluate the most effective ways to communicate with the public on important public health issues."

"This is an unprecedented chance for folks in Hawai'i to show the world how planning and policy-making decisions can be furthered using game techniques," stated Stuart Candy, HRCFS researcher and Coral Cross project lead. "We're looking to the viral capabilities of technology to try to transmit pandemic preparedness faster than the flu can spread and to seek feedback and ideas that may influence pending public policy."

Designers at HRCFS created Coral Cross as one component of a DOH public engagement demonstration project on pandemic influenza funded by the U.S. Centers for Disease Control and Prevention. DOH is seeking public input on what values and concerns decision-makers should consider when prioritizing who in Hawai'i should receive limited supplies of vaccine in the event of a severe pandemic. Other project components include a recently-concluded television panel discussion series, Vaccine: Surviving Hawai'i's Next Pandemic, and community meetings.

The public can register to participate in Coral Cross at [coralcross.org](http://coralcross.org). Coral Cross is scheduled to launch early next week.

For more information on the DOH public engagement project on vaccine allocation priorities, including the upcoming public meeting on Saturday, May 30, 2009, go to [hawaii.gov/health](http://hawaii.gov/health).

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