



# The SPARS Pandemic 2025–2028: A Futuristic Scenario to Facilitate Medical Countermeasure Communication

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## ABSTRACT

Effective communication about medical countermeasures—including drugs, devices, and biologics—is often critical in emergency situations. Such communication, however, does not just happen. It must be planned and prepared for. One mechanism to develop communication strategies is through the use of prospective scenarios, which allow readers the opportunity to rehearse responses while also weighing the implications of their actions. This article describes the development of such a scenario: The SPARS Pandemic 2025–2028. Steps in this process included deciding on a time frame, identifying likely critical uncertainties, and then using this framework to construct a storyline covering both the response and recovery phases of a fictional emergency event. Lessons learned from the scenario development and how the scenario can be used to improve communication are also discussed.

**KEYWORDS:** prospective scenario, medical countermeasures, risk communication, public health emergency, crisis communication

Medical countermeasures (MCM)—including drugs, devices, and biologics (e.g., vaccines)—often play critical roles in curtailing the impacts of natural disease outbreaks as well as chemical,

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