Influenza creates risks that depend on both individual choices/behaviors and public health risk management. This makes the roles of risk communication and perception especially important in coordinating risk management efforts. Risk Analysis is well suited to provide insight into consequence and response to influenza occurrence. Particularly since the 2009 H1N1 (“swine flu”) pandemic, this journal has seen a rise in submissions on all aspects of influenza, including hazard assessment, dose-response assessment, exposure assessment, characterization and transmission modeling, and assessment of social responses and consequences. This virtual issue is assembled as a guide to researchers and professionals in understanding and responding to further outbreaks, including the emerging H7N9 cluster, and to assist in directing data-gathering to improve knowledge.

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