Preparing for Today's Threats:
Bird Flu and Pandemic Influenza

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Objectives

- Overview of H5N1
- Disease Transmission and Expectations
- Planning and Pandemic Preparedness
- Existing Gaps and Solutions
What is a pandemic?
A World-Wide Epidemic

- Individual Health and Welfare
- Social Welfare Capacity
- Global Scale
- Impact Economy
- Cause Irresponsible Behavior
- Affects Everyone – Vicarious Rehearsal
- Requires Strategic Planning
When can we expect a pandemic to occur?
How bad will it be?
We don’t know.
Is this really a threat?
Pandemics Occur When - 

- A new disease presents itself.
- The new disease has a profound impact on health.
- The disease is easily spread from one person to another.
H5N1: The Threat

- To date, ~ 273 people have been infected.
- Over 61% of people ill have died.
- There has been some human to human transmission.
- In the month of May 2006, 1 person died every two days.
Why are experts so concerned about H5N1?
1918 Pandemic

- Worst flu pandemic on the books.
- ~30% of the US population got sick.
- 2% of people who got sick died.
- Greatly impacted the international market.
So what do you think – is this a real threat?
Disease Transmission and Expectation
Transmission of Influenza

- Up to 24 hour incubation period.
- Can spread up to 5 days after becoming sick.
- For every 1 person – estimated 2 will become infected.
- Spread through contact with flu virus (coughing, sneezing, touching)
Future Expectations

- Percentage of death will decrease.
- Mutation of H5N1 will continue.
- Continued world-wide surveillance.
- Consistent communication from media.
- Vaccine production will begin when the problem starts.
Planning and Pandemic Preparedness
Magic recipe for preparedness…
Get a plan.
Know the threat.
Stock the tools.
Practice the skills.
Now you are prepared.
A plan by itself does not equal preparedness.
Building a Plan

• **A good plan is a simple plan!**
  - What to do
  - How to do it
  - When to do it

• **A good plan is not a secret plan.**

• **A good plan establishes roles.**
Knowing the Threats

- Provide information on all threats.
- Make people accountable for knowledge.
- Provide strategies which minimize risk.
- Discuss plan and expectation for each threat.
Stock the Tools

- Too much information.
- Make action tools available.
- Provide essential communication tools.
- Consider supplies.
Practice the Skills

- Working from home.
- Alternative scheduling.
- Social Distancing.
- Frequent hand sanitization.
- Communicating to internal and external audiences.
Existing Gaps and Solutions
Today – Businesses are:

- Planning
- Developing Policies
- Focusing on Preparedness
- Monitoring the Situation
Existing Gaps:

- Belief that a plan equals preparedness.
- Too little focus on workforce behavior.
- Little infrastructure separating strategic and tactical tasks.
- Too little communication with workforce and partners.
- Too little focus on recovery efforts.
What happens when people don’t have access to good information?
TERRIFYING TO THINK ONE COULD BE EXPOSED TO A POTENTIALLY FATAL SUBSTANCE, HUH?!
If you don’t tell people what you’re doing they assume you’re doing nothing.
Emergencies are not predictable -
but behavior is.
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How am I?

How are those around me?

How is my family?

What are the leaders doing?

How can I help?

Emergency Situation

You
If people know what is expected of them during an emergency situation – they are more likely to participate in appropriate behavior.
If we can set our alarm clocks to control what time we wake up in the morning – we can manage other behaviors.
Steps for Managing Emergency Behaviors

• **Split emergency into phases** *(preparedness, response, recovery, mitigation)*

• **Identify workforce behaviors for each phase.**

• **List activities aimed to produce behavior.**

• **Practice**
In conclusion...
We can’t have a plan for every emergency.
But we can inform and empower every person.
Make sure your primary investment is in people.
Questions?