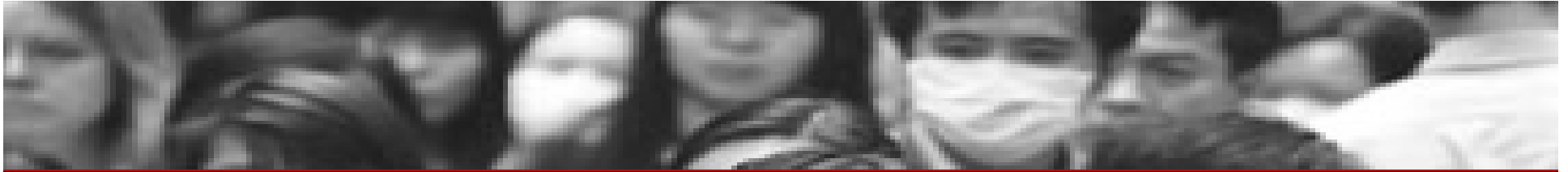


Preparing for Today's Threats:
Bird Flu and
Pandemic Influenza

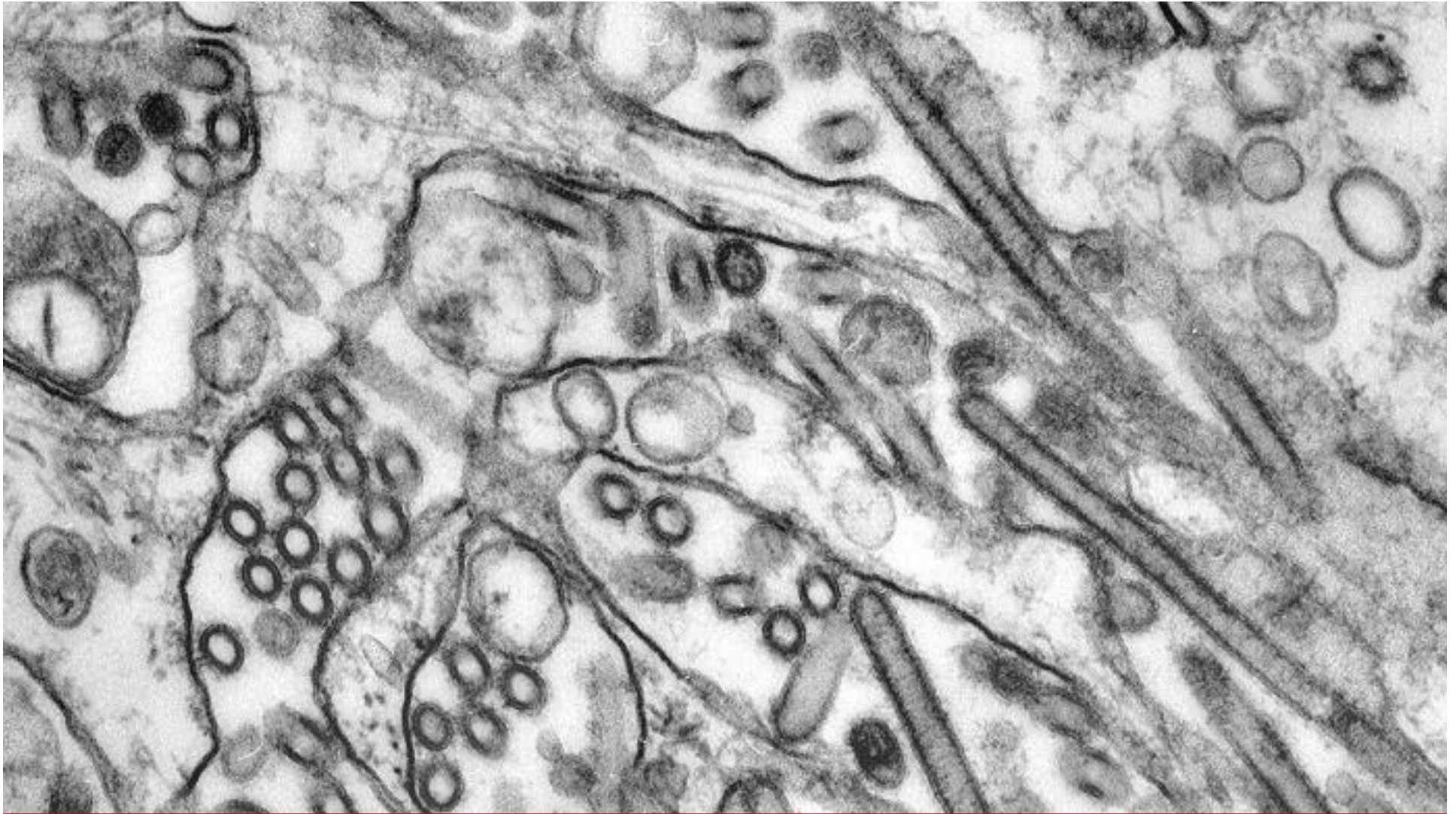
Sean G. Kaufman, MPH, CHES





Objectives

- Overview of H5N1
- Disease Transmission and Expectations
- Planning and Pandemic Preparedness
- Existing Gaps and Solutions



H5N1



What is a pandemic?

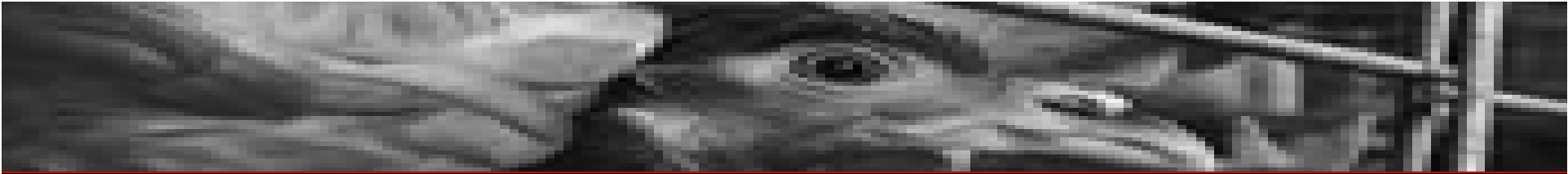
Presented and developed by:
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Preparis

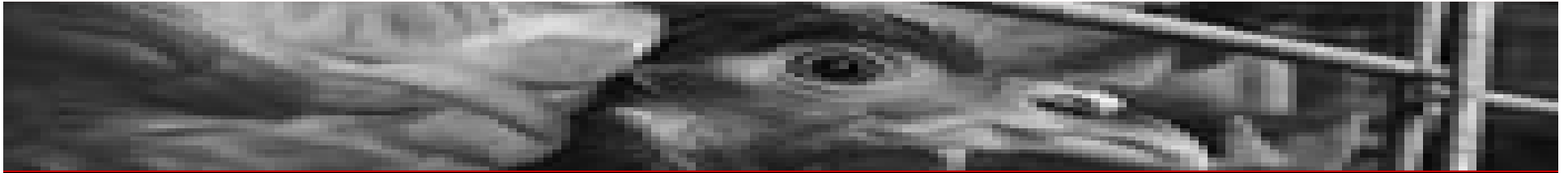


A World-Wide Epidemic

- Individual Health and Welfare
- Social Welfare Capacity
- Global Scale
- Impact Economy
- Cause Irresponsible Behavior
- Affects Everyone – Vicarious Rehearsal
- Requires Strategic Planning



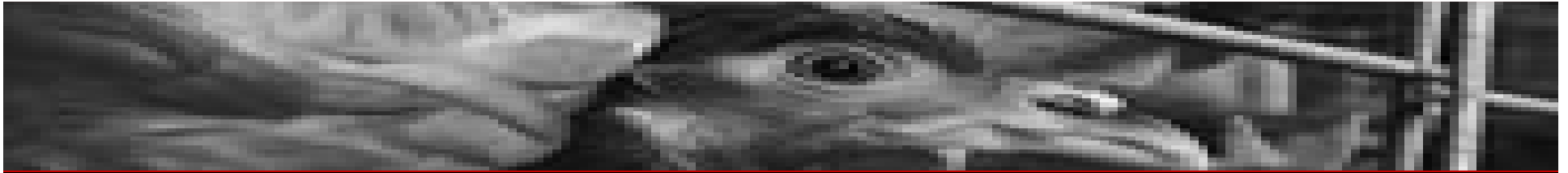
When can we expect a
pandemic to occur?



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?

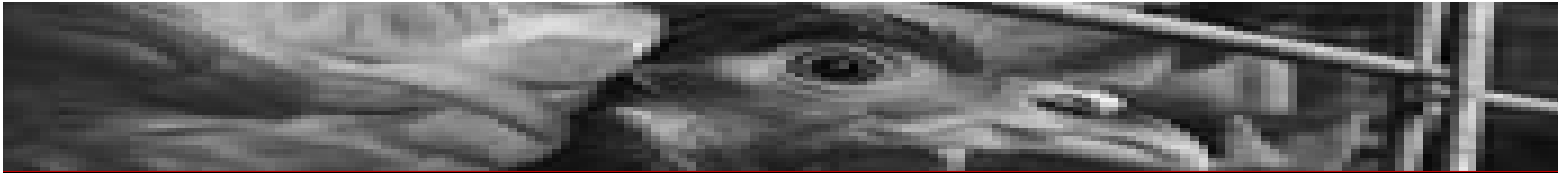
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1918 Pandemic

- 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



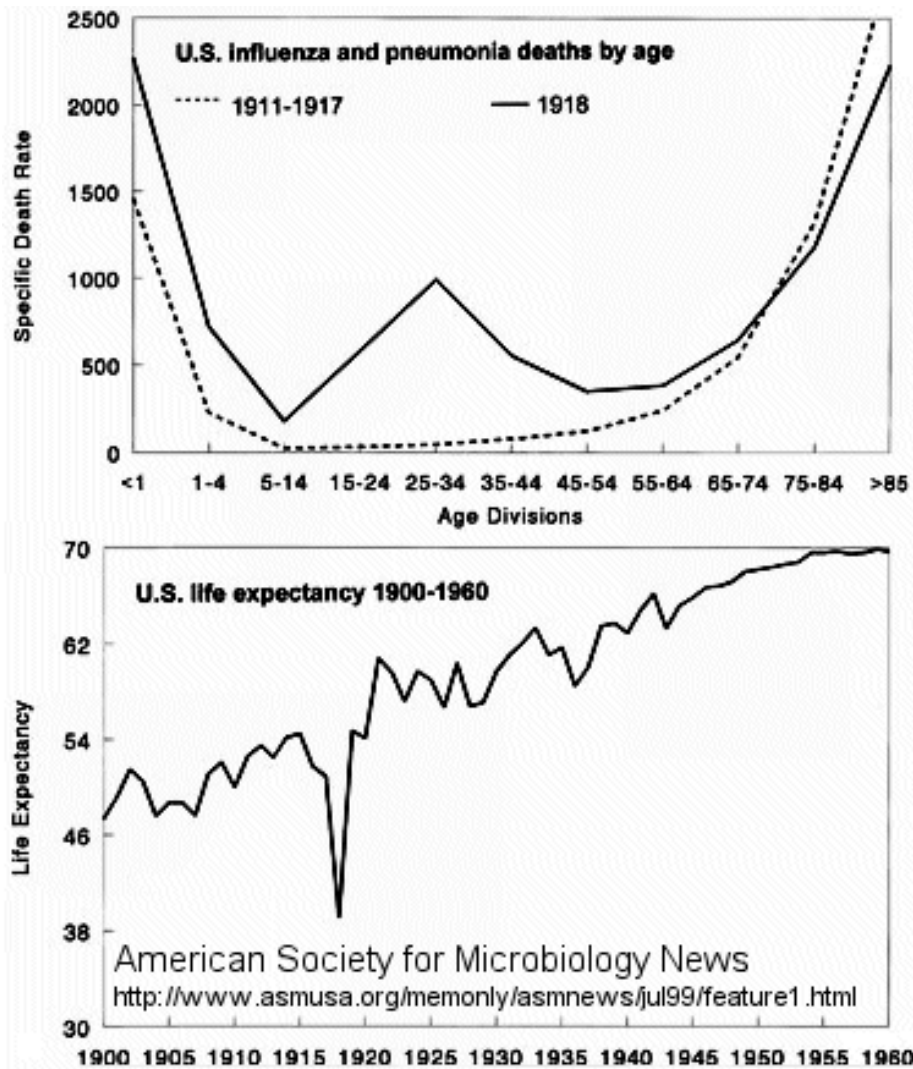
Transmission of Influenza

- 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...

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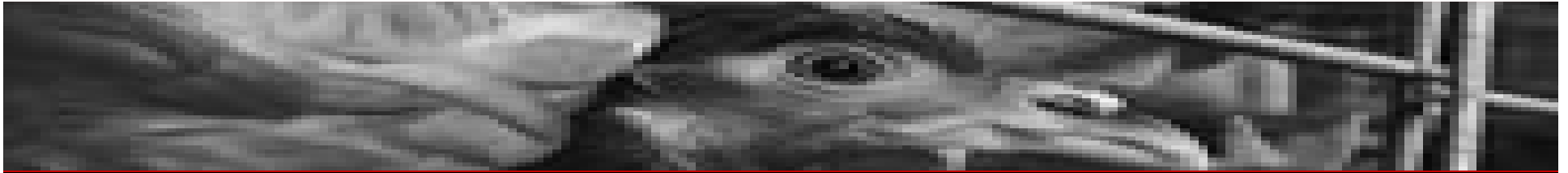
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Get a plan.

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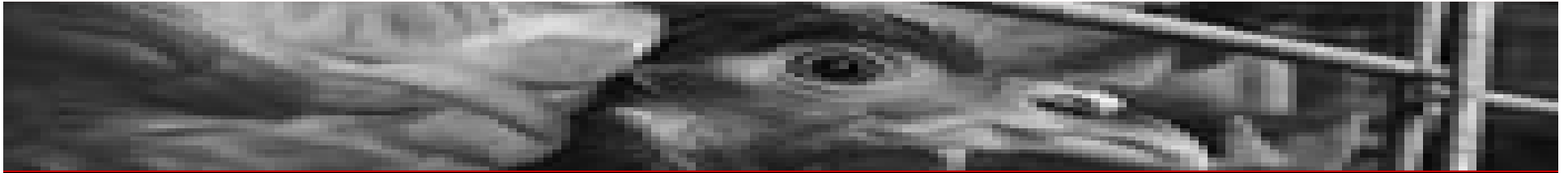
Preparis



Know the threat.



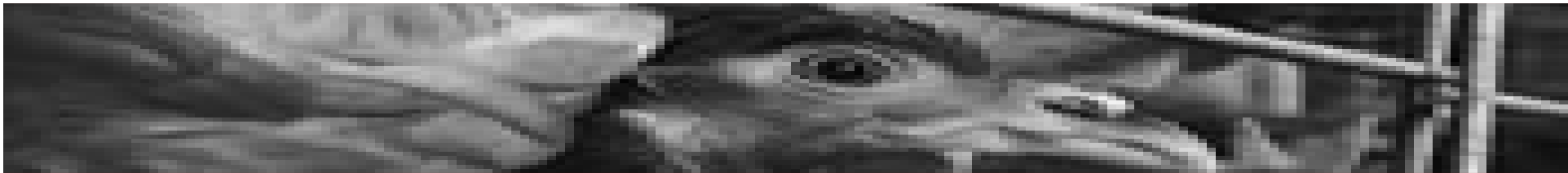
Stock the tools.



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



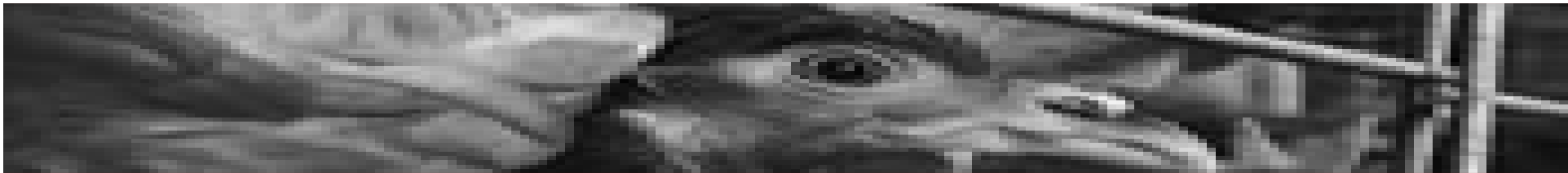
Today – Businesses are:

- Planning
- Developing Policies
- Focusing on Preparedness
- Monitoring the Situation



Existing Gaps:

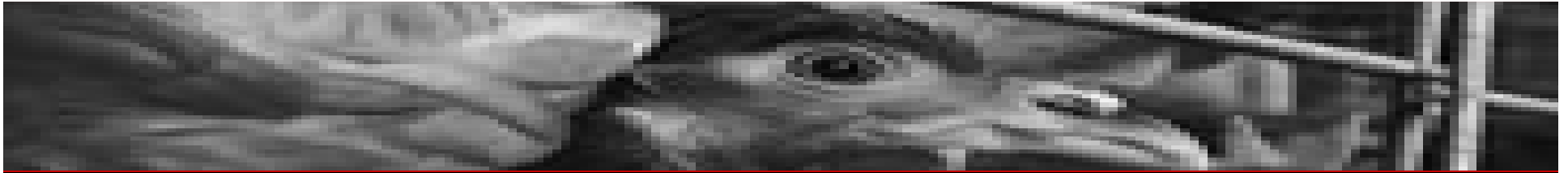
- Belief that a plan equals preparedness.
- Too little focus on workforce behavior.
- Little infrastructure separating strategic and tactical tasks.
- Too little communication with workforce and partners.
- Too little focus on recovery efforts.



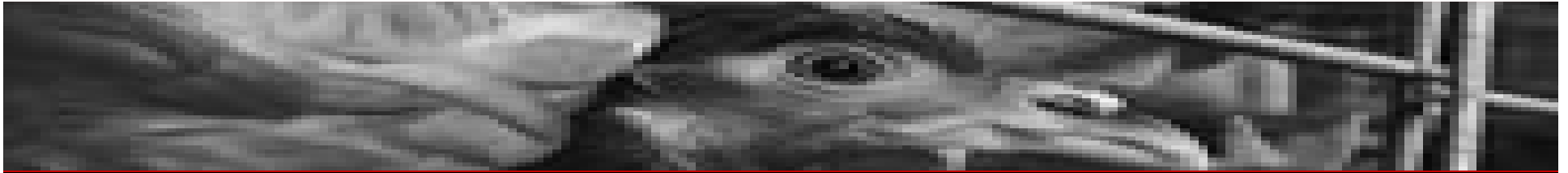
What happens when people don't have
access to good information?







If you don't tell people what you're doing
they assume you're doing nothing.



Emergencies are not predictable -
but behavior is.

Emergency Situation

You

How am I?

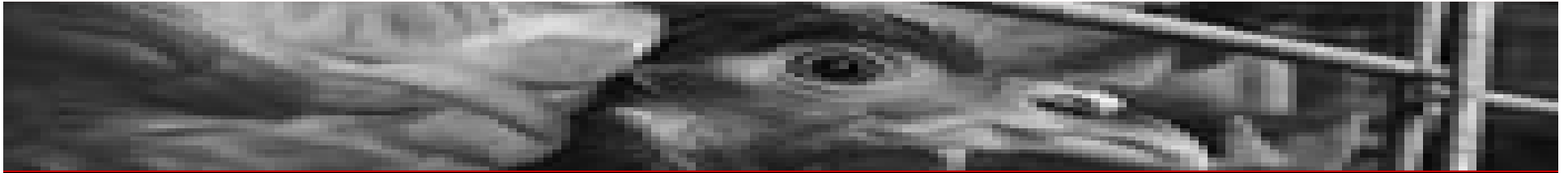
How are those around me?

How is my family?

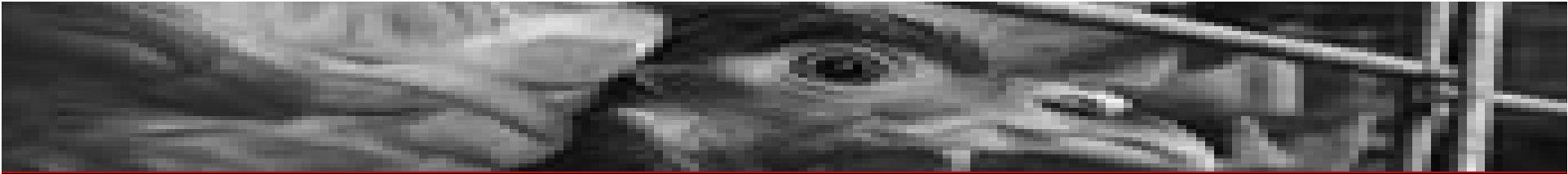
What are the leaders doing?

How can I help?





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?