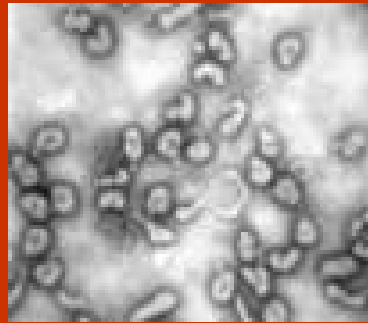


Pandemic Planning

Business Planning and Communications



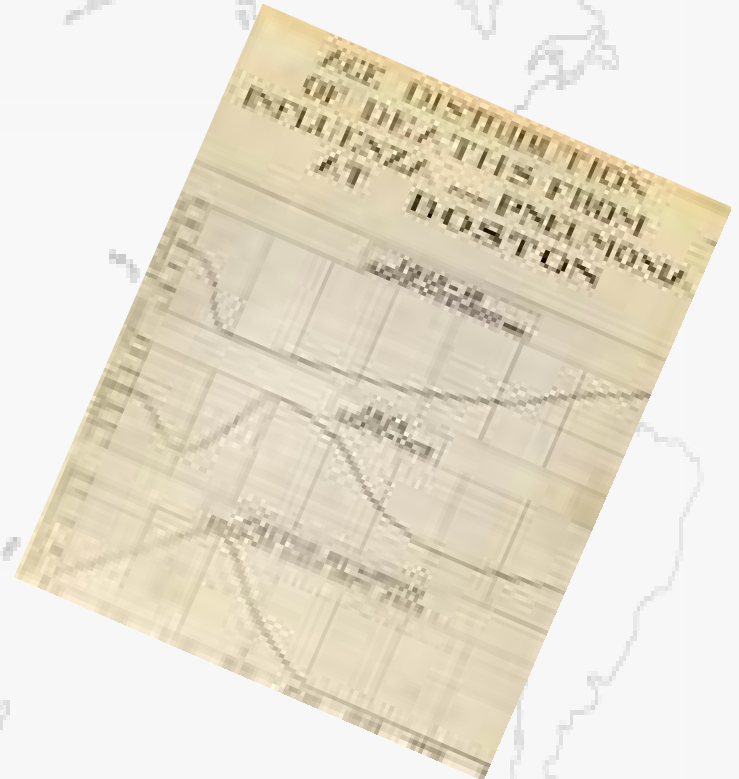
Nancy Hatch Woodward

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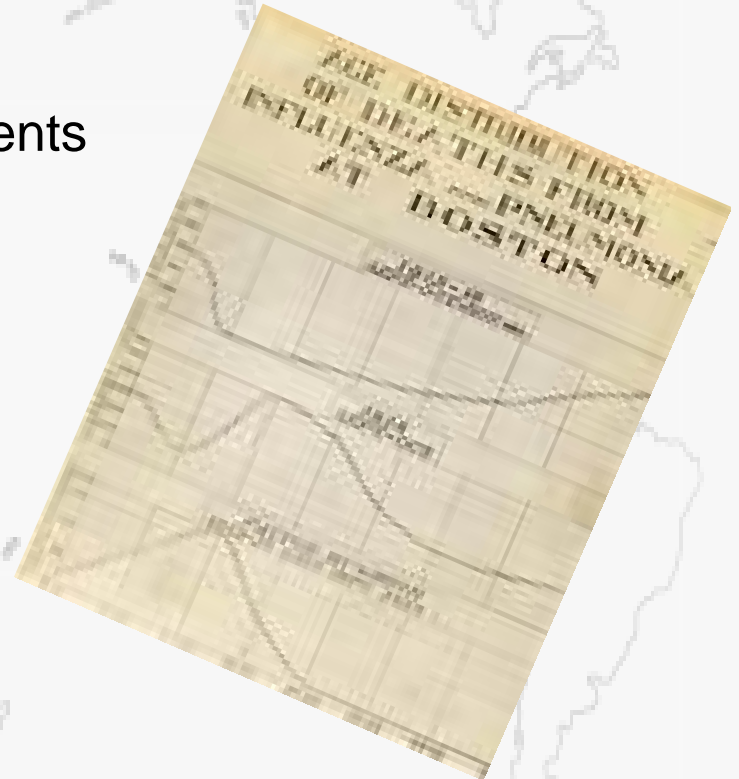
Not If, But When



Pandemic Planning

Not If, But When

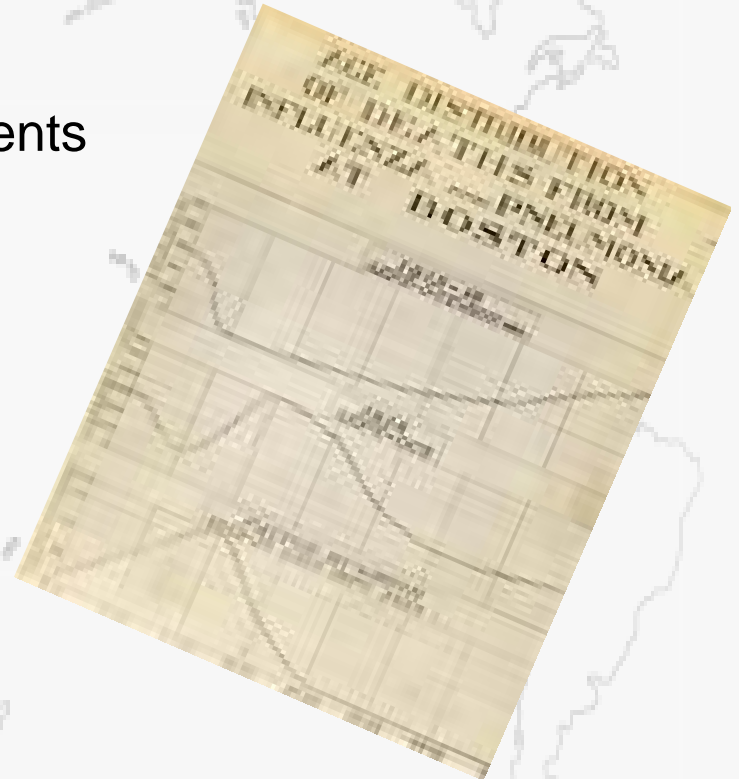
- Pandemics are recurring events



Pandemic Planning

Not If, But When

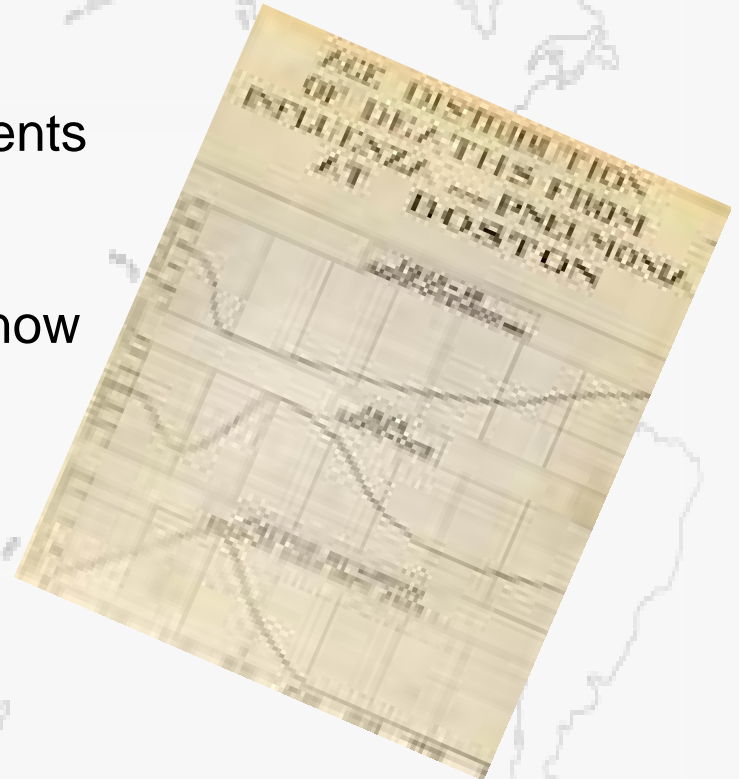
- Pandemics are recurring events
- Why the current concern?



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Not If, But When

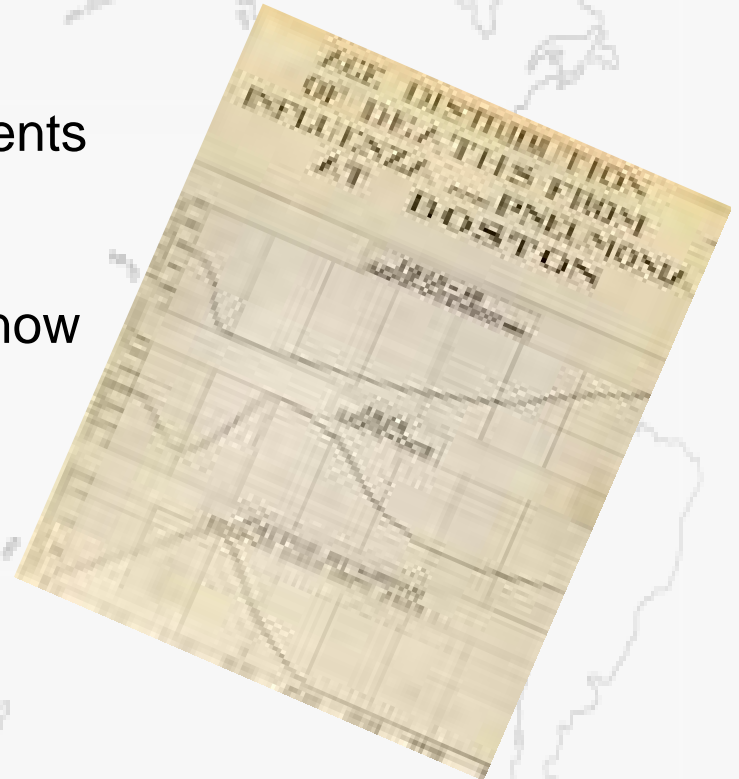
- Pandemics are recurring events
- Why the current concern?
- H5N1 – What you need to know



Pandemic Planning

Not If, But When

- Pandemics are recurring events
- Why the current concern?
- H5N1 – What you need to know
- A kissing cousin



Pandemic Planning

Current WHO Phase of Pandemic Alert

Inter-pandemic phase New virus in animals, no human cases	Low risk of human cases	1
	Higher risk of human cases	2
Pandemic alert New virus causes human cases	No or very limited human-to-human transmission	3
	Evidence of increased human-to-human transmission	4
	Evidence of significant human-to-human transmission	5
Pandemic	Efficient and sustained human-to-human transmission	6

Source: World Health Organization. "Current WHO phase of pandemic alert."

Pandemic Planning



Why Plan?

Pandemic Planning



Why Plan?

- Worst case scenarios

Pandemic Planning



Why Plan?

- Worst case scenarios
- SARS -- Toronto

Pandemic Planning



Why Plan?

- Worst case scenarios
- SARS -- Toronto
- Pre-planning is essential

Pandemic Planning



Why Plan

- Worst case scenarios
- SARS -- Toronto
- Pre-planning is essential
- Current business continuity plans aren't enough

Pandemic Planning

What Can We Expect?



Pandemic Planning

What Can We Expect?

- Infections, hospitalizations, deaths



Pandemic Planning

Characteristic	Moderate (1958/68-like)	Severe (1918-like)
Illness	90 million (30% population)	90 million (30% population)
Outpatient medical care	45 million (50% of those ill)	45 million (50% of those ill)
Hospitalization	865,000	9,900,000
ICU care	128,750	1,485,000
Mechanical ventilation	64,875	745,000
Deaths	209,000	1,903,000

Source: PandemicFlu.gov. Estimates based on extrapolation from past pandemics in the United States

Pandemic Planning

What Can We Expect?

- Infections, hospitalizations, deaths
- Shortages



Pandemic Planning

What Can We Expect?

- Infections, hospitalizations, deaths
- Shortages
- Economic impact



Pandemic Planning

Your Employees Want to Know



Pandemic Planning



Your Employees Want to Know

- What is all this hype about a pandemic?

Pandemic Planning



Your Employees Want to Know

- What is all this hype about a pandemic?
- How should I protect myself and my family?

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Center for Disease Control:

www.pandemicflu.gov

World Health Association:

www.who.org

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www.NancyHatchWoodward.com

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Pandemic Planning



Your Employees Want to Know

- What is all this hype about a pandemic?
- How should I protect myself and my family?
- What is the company planning to do to protect us and our jobs?

Pandemic Planning



Your Employees Want to Know

- What is all this hype about a pandemic?
- How should I protect myself and my family?
- What is the company planning to do to protect us and our jobs?
- Will I have to come to work or can I work at home?

Pandemic Planning



Your Employees Want to Know

- What is all this hype about a pandemic?
- What is the company planning to do to protect us and our jobs?
- How should I protect my family?
- Will I have to come to work or can I work at home?
- What is my employer planning for expats?

Pandemic Planning



Your Employees Want to Know

- Will our organization be open during a pandemic?

Pandemic Planning



Your Employees Want to Know

- Will our organization be open during a pandemic?
- What will trigger the plan and how will I know?

Pandemic Planning



Your Employees Want to Know

- Will our organization be open during a pandemic?
- What will trigger the plan and how will I know?
- Will my job be needed during a pandemic?

Pandemic Planning



Your Employees Want to Know

- Will our organization be open during a pandemic?
- What will trigger the plan and how will I know?
- Will my job be needed during a pandemic?
- What if I can't come to work?

Pandemic Planning



Your Employees Want to Know

- Will our organization be open during a pandemic?
- What will trigger the plan and how will I know?
- Will my job be needed during a pandemic?
- What if I can't come to work?
- If I'm at work, what precautions is my employer taking to protect my health?

Pandemic Planning



Your Employees Want to Know

- Will our organization be open during a pandemic?
- What will trigger the plan and how will I know?
- Will my job be needed during a pandemic?
- What if I can't come to work?
- If I'm at work, what precautions is my employer taking to protect my health?
- How will I know when I can return to work?

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The Aftermath

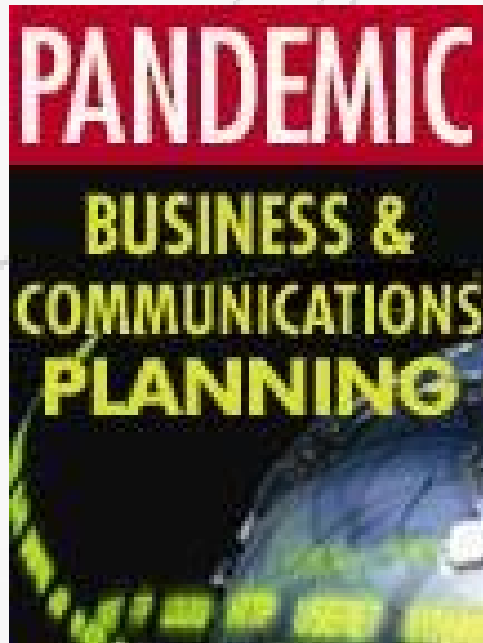
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