



# **Director's Update Brief novel 2009-H1N1**

**Tuesday  
11 AUG 2009 0815 EDT**

**Day 119**

**Week of Workforce Augmentation**

## Key Events

novel 2009-H1N1 – 11 AUG 2009

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- **Key events:**
  - novel 2009-H1N1 Declarations
    - WHO: Pandemic Phase 6 (11 JUN 2009 1600 EDT)
      - Outbreaks in at least one country in > two WHO regions
    - USG: Public Health Emergency declared (26 Apr 2009)
      - Renewed by HHS Secretary Kathleen Sebelius
    - HHS: Downgraded to Phase 1 – Awareness (9 May 2009)
- **US Cases** (as of 6 August 2009; next update 17 August 2009)
- **No longer reporting total cases.**

| US TOTALS         | HOSP  | DEATHS |
|-------------------|-------|--------|
| CASES             | 6,506 | 436    |
| SLTTs<br>AFFECTED | 50    | 35     |

Epidemiology/Surveillance  
**Synopsis of Influenza Morbidity and Mortality**  
2009 novel 2009-H1N1 – 11 AUG 2009  
Week ending August 11

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- ILI Activity
  - % of ILI outpatient visits is below the national baseline
  - Overall, the % of outpatient visits for ILI decreased slightly
- Mortality
  - The proportion of deaths attributed to pneumonia and influenza was low and within the bounds of what is expected in summer.
- Hospitalization
  - H1N1 cumulative hospitalization rates for adults and children remain low and well below the seasonal average of last 4 years.
- Virologic
  - Almost 100% of specimens characterized are influenza A and the majority of those subtyped pandemic H1N1.
- Geographic spread
  - 4 states reporting widespread activity and most report only sporadic or local activity (N=35)

At-Risk Populations  
**Outreach to medically high risk groups**  
novel 2009-H1N1 – 11 AUG 2009

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**MEDICALLY HIGH-RISK**

- **Pregnant Women**
- **Children**
- **Chronic Conditions**
  - **Pulmonary (asthma, COPD)**
  - **Cardiovascular**
  - **Hematologic**
  - **Neurologic**
  - **Neuromuscular**
  - **Metabolic disorders incl. diabetes**
  - **HIV/AIDS**
  - **Cancer, other immunosuppression**
- **American Indian/Alaska Native**

**METHODS**

- **Conducted rapid inventory of:**
  - **CDC SMEs with medically high-risk groups**
  - **Partner organizations through JIC Clinician Team & Partners, CDC SMEs**
  - **H1N1 outreach activities thus far**



**At-Risk Populations**  
**Outreach to medically high risk groups**  
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**FINDINGS**

- **Activities range from minimum e-mail blast with general H1N1 info to extensive collaboration (e.g. Maternal Health)**
- **For all medically high-risk groups listed, none completely omitted**
  - **Unknown whether info in email used or deleted**
  - **Quick scan of websites showed several had April/May H1N1 info**
- **In general, focus on clinician outreach. Less outreach to member organizations for persons with chronic medical conditions**
- **SMEs from across CDC not yet optimally utilized; opportunity to improve effort through coordination of JIC/Vaccine TF outreach with other parts of CDC**



At-Risk Populations  
**Outreach to medically high risk groups**  
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**SUMMARY**

- **Initiated activities to identify and fill gaps**
- **Identification of activities and gaps begun through inventory**
- **CDC SMEs engaged; H1N1 highlighted as a priority**
- **Timeline: steps planned for this week**



## Communication Planning (JIC)

novel 2009-H1N1 – 11 AUG 2009

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### Overarching Communication Goals for August & September

- Foster awareness/adoption of prevention strategies and recommendations
  - Personal infection control, anticipated community measures
- Promote/facilitate seasonal flu and H1N1 vaccination
- Build awareness of Federal/PH efforts to respond to health threat
- Engage wide range of partners and channels to disseminate consistent messages to public and high risk groups
- Set and guide expectations regarding flu and interventions
  - Expect uncertainty & change
  - Expect varied use of interventions
- Primary audiences
  - Public, high risk groups, public health, private sector, education sector, health care providers, workplaces



## Communication Planning (JIC)

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| Components        | August                                                                                                                                                                                                                                                                                                                | September                                                                                                                                                                                                                                                                                                                                    |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Objectives        | <ul style="list-style-type: none"><li>•Frequent updates on H1N1 activities and recommendations</li><li>•Raise awareness of potential for severe flu season</li><li>•Promote awareness of PH guidance</li><li>•Set expectations related to recommendations (timing, regional variation, anticipated changes)</li></ul> | <ul style="list-style-type: none"><li>•Issue frequent updates</li><li>•Promote vaccination</li><li>•Support community measures</li><li>•Sustain/maintain use of personal infection control</li><li>•Raise awareness of antiviral meds as means to reduce severity</li></ul>                                                                  |
| Example of Themes | <ul style="list-style-type: none"><li>•Preparedness/prevention is a shared responsibility</li><li>•Important to get ready, prepare now</li><li>•Federal government working aggressively on many fronts</li><li>•Good reasons to be concerned</li></ul>                                                                | <ul style="list-style-type: none"><li>•Here's what's happening....</li><li>•Preventing/responding are shared responsibility</li><li>•Vaccine is (is becoming) available here's who should get it, here's the plan....</li><li>•Families, communities, should [insert recommendations]</li><li>•Continue to expect local variations</li></ul> |



Communication Planning (JIC)  
**Selected Initiatives to Support Communication Strategy**  
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**Social Marketing and Media Campaign for Traveler's Health (DGMQ)**

- **Key Message:**
  - Don't travel if you are sick.
  - Stay home if you are ill.
  - Stay put if you become ill while traveling.
- **Target audiences**
  - International travelers
  - Travel industry
  - Health care providers
- **Channels and Materials**
  - PSAs
  - Airport posters and flyers
  - T-HANs
  - Fact sheets
  - Purchased media time
  - Mobile device messaging

**Target date: 9/30/09**



Communication Planning (JIC)  
**Selected Initiatives to Support Communication Strategy**  
novel 2009-H1N1 – 11 AUG 2009

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**Communication Plan for Reaching Pregnant Women with Information about Novel H1N1 Influenza Vaccine**

**Goals:** to educate pregnant women and their medical providers about seriousness of influenza, importance of vaccination, and appropriate use of antiviral medications.

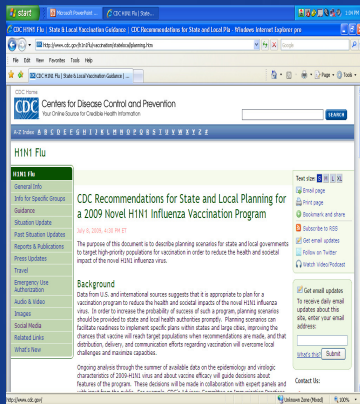
**Primary Audiences and Objectives**

- **Providers**
  - Increase awareness of risk from H1N1 influenza in pregnant women.
  - Recommend the seasonal/and novel H1N1 influenza vaccination to all pregnant women.
  - Be on alert for influenza symptoms in pregnant women and promptly treat.
- **Pregnant Women**
  - Talk to your doctor about influenza.
  - Get vaccinated against seasonal and novel H1N1 influenza.
  - Use other personal protective measures to prevent influenza
  - Seek treatment if you have flu-like illness.
- **Partners**
  - Use communication vehicles to spread awareness about novel H1N1 influenza.
  - Actively encourage pregnant women to get vaccinated.
  - Disseminate updated CDC information on seasonal and novel H1N1 influenza.



Communication Planning (JIC)  
**Objective: Foster Awareness/Adoption of Recommendations**  
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Technical guidance +



Guidance Documents:  
understandable to intended  
audience

Foreign Language  
Translations

Talking Points for Media

Key messages

Partners for  
message  
coordination

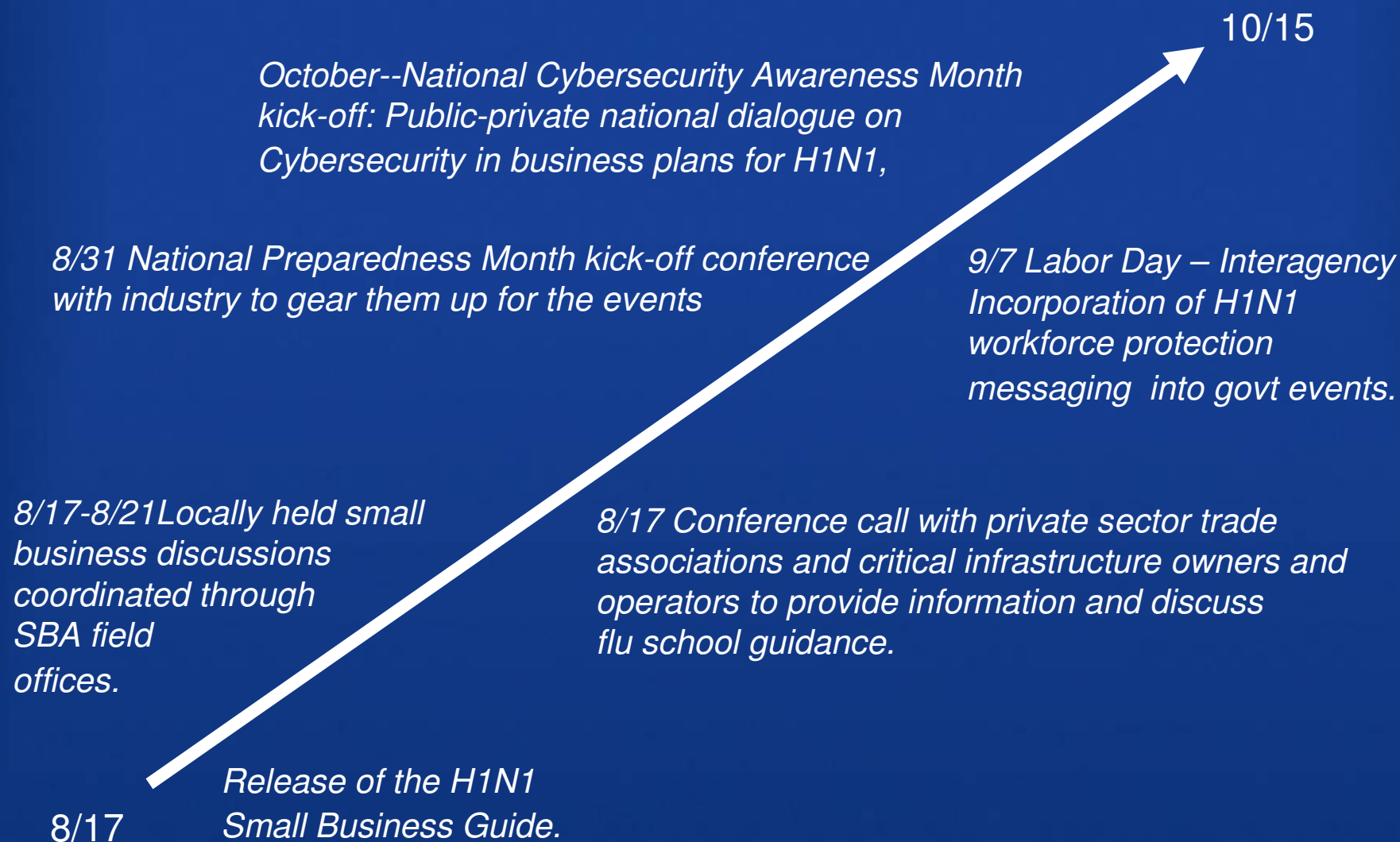
“Toolkits”

- Fact sheets
- Q & A
- Posters
- Flyers
- Podcasts/Videocasts
- Health Alerts
- Twitter Messages
- Hotline scripts
- Listserv content



Communication Planning (JIC)  
**DHHS/DHS Roll out for Business Guidance 8/17-October**  
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# Outreach to Businesses for H1N1

## Role of Businesses/Employers in Pandemic Planning and Response

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- Overall Goal of our Response for H1N1
  - reduce illness, death and suffering
  - maintain functioning of communities and society
- Businesses have a key role
  - Protect the health of the workforce
  - Keep businesses operational (especially Critical Infrastructure)
  - Assure functioning of communities

| BUSINESS PANDEMIC INFLUENZA PLANNING CHECKLIST                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                          |                          |                                                                                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Completed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | In Progress              | Not Started              |                                                                                                                                                                                                                                                                                |
| <p>In the event of pandemic influenza, businesses will play a key role in protecting employees' health and safety as well as limiting the negative impact to the economy and society. Planning for pandemic influenza is critical. To assist you in your efforts, the Department of Health and Human Services (HHS) and the Centers for Disease Control and Prevention (CDC) have developed the following checklist for large businesses. It identifies important, specific activities large businesses can do now to prepare, many of which will also help you in other emergencies. Further information can be found at <a href="http://www.pandemicflu.gov">www.pandemicflu.gov</a> and <a href="http://www.cdc.gov/business">www.cdc.gov/business</a>.</p> |                          |                          |                                                                                                                                                                                                                                                                                |
| <b>1.1 Plan for the impact of a pandemic on your business:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                          |                          |                                                                                                                                                                                                                                                                                |
| <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> | Identify a pandemic coordinator and/or team with defined roles and responsibilities for preparedness and response planning. The planning process should include input from labor representatives.                                                                              |
| <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> | Identify essential employees and other critical inputs (e.g. raw materials, suppliers, sub-contractor services/products, and logistics) required to maintain business operations by location and function during a pandemic.                                                   |
| <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> | Train and prepare ancillary workforce (e.g. contractors, employees in other job titles/descriptions, retirees).                                                                                                                                                                |
| <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> | Develop and plan for scenarios likely to result in an increase or decrease in demand for your products and/or services during a pandemic (e.g. effect of restriction on mass gatherings, need for hygiene supplies).                                                           |
| <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> | Determine potential impact of a pandemic on company business financials using multiple possible scenarios that affect different product lines and/or production sites.                                                                                                         |
| <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> | Determine potential impact of a pandemic on business-related domestic and international travel (e.g. quarantines, border closures).                                                                                                                                            |
| <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> | Find up-to-date, reliable pandemic information from community public health, emergency management, and other sources and make sustainable links.                                                                                                                               |
| <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> | Establish an emergency communications plan and revise periodically. This plan includes identification of key contacts (with back-ups), chain of communications (including suppliers and customers), and processes for tracking and communicating business and employee status. |
| <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> | Implement an exercise/drill to test your plan, and revise periodically.                                                                                                                                                                                                        |
| <b>1.2 Plan for the impact of a pandemic on your employees and customers:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |                          |                                                                                                                                                                                                                                                                                |
| <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> | Forecast and allow for employee absences during a pandemic due to factors such as personal illness, family member illness, community containment measures and quarantines, school and/or business closures, and public transportation closures.                                |
| <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <input type="checkbox"/> | <input type="checkbox"/> | Implement guidelines to modify the frequency and type of face-to-face contact (e.g. hand-shaking,                                                                                                                                                                              |

Outreach to Businesses for H1N1  
**USG Private Sector Outreach: Pandemic Planning and Response**  
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**CDC in coordination with  
Departments of:**

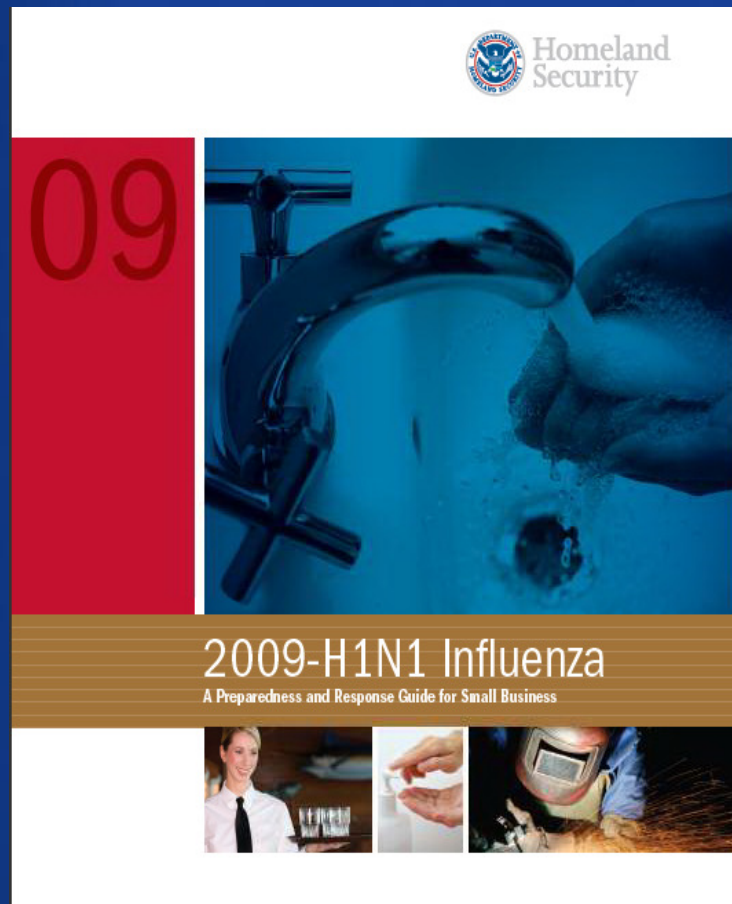
- Health and Human Services
- Homeland Security
- Labor/OSHA
- Commerce
- Transportation
- Treasury
- SBA
- White House NSS (sub-IPC)

**Business Organizations**



Outreach to Businesses for H1N1  
**Concern About Small Businesses**  
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**Small businesses:**

- Limited resiliency
- Few have business continuity plans
- 52% of businesses with <100 workers have paid sick leave benefits compared with 80% of businesses with  $\geq 500$  workers\*
- Absenteeism from illness (and other reasons) disruptive
- Continuity of operations tied to larger business' supply chain issues

\* Source: BLS, National Compensation Survey, March 2009 <http://www.bls.gov/news.release/ebs2.t06.htm>

Outreach to Businesses for H1N1  
**Examples of Outreach with Private Sector for H1N1 response**  
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- Participated Aug 7 meeting in Boston with ASTHO and large retail pharmacies to discuss their roles in H1N1 Vaccination Campaign
- Working with DHS and large US businesses to encourage:
  - flexible HR policies that will permit sick workers to stay home
  - hand hygiene, cough etiquette at workplace
  - flexible response plans based on local situation
  - business continuity plans that account for absenteeism and possible community disruption
- Providing CDC messages, materials, and tools to business organizations to distribute to members (e.g. National Safety Council, US Chambers of Commerce, National Business Group on Health).



Outreach to Businesses for H1N1  
**Next Steps for H1N1 Outreach for Businesses**  
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- New business guidance release week of August 17
- Dept Homeland Security Business Outreach (always includes CDC SMEs)
- Dept of Labor exploring legislative solutions
- Harvard School of PH Business Poll
- Encourage business-local public health communications
- August - September outreach
  - DHS/CDC outreach to businesses and CI/KR
  - SBA event for small businesses
  - Labor Day events
  - CIDRAP (Univ of Minn) Business Conference
  - US Chamber of Commerce
  - White House Outreach to Business

