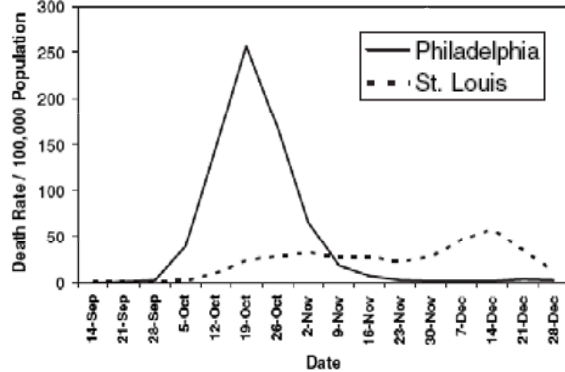


It's Not All Bad News - Community Measures

A Tale of Two Cities
Lessons from 1918



In 1918, cities that closed schools and other mass gatherings early had 50% less deaths, especially at peak. *Hatchett et al, PNAS, 2007.*

The CDC estimates that up to 70% of all pandemic flu deaths may be preventable by early implementation of community social distancing measures:

1. Stay home if you are sick.
2. Stay home if someone in your household is sick.
3. Keep children home when schools and colleges are dismissed and daycare facilities closed. Such closures can last up to 12 weeks.
4. Avoid large crowds and unnecessary social contacts.

"During a severe pandemic, it will be important for individuals and families to plan to have extra supplies on hand, as people may not be able to get to a store, stores may be out of supplies, and other services (e.g., community soup kitchens and food pantries) may be disrupted. Communities and families with school-age children who rely on school meal programs should anticipate and plan as best they can for a disruption of these services and school meal programs for up to 12 weeks."

*CDC Interim Pre-Pandemic Planning Guidance:
Community Strategies for Pandemic Influenza Mitigation*

ReadyMoms Alliance

a grassroots volunteer initiative

- We are parents concerned about the potential impact of the next pandemic on children, families, and communities, especially the potential for catastrophic numbers of child and adolescent deaths.
- We believe parents have a right to be fully informed of the risks, and be supported to make the decisions that are best for their family.
- We believe that failure to assist families to make informed choices will result in severe social disharmony as bereaved parents take their wrath against officials who have failed them.
- We believe it is possible to protect our families with adequate implementation of the social distancing measures as specifically recommended by the CDC, especially early and proactive school closure.
- We believe these same measures will also make it safe for essential workers to go to work.
- We understand that implementation of these measures will require communities to make some tough choices between the cost to the economy and saving lives.
- We believe that such choices cannot and should not be made FOR families and communities, only BY them.

To support and complement official actions, we are doing our best to offer suggestions and solutions that will assist families and communities to prepare adequately.

To find out more about how you can prepare for a pandemic, visit the following websites:

www.readymoms.org
www.fluwikie.com
www.getpandemicready.org
www.pandemicflu.gov
www.cidrap.umn.edu

Are You PANDEMIC READY?

Stay Home - Stay Put - Stay In - Stay Healthy



3 Days – 3 Weeks – 3 Months

The world may be on the brink of another influenza pandemic
World Health Organization (WHO)

The population may be directed to remain in their homes
under self-quarantine for up to 90 days
*Department of Homeland Security
Pandemic Influenza Best Practice and Model Protocols*

When trucks stop, America stops
American Trucking Associations

Are you prepared for the 3 most important things
that will affect you and your family?

Shortages Sickness School closures

Will you have enough:
FOOD? WATER? PRESCRIPTION MEDICINES?
BABY SUPPLIES? PET FOOD? CHOCOLATES?

Pandemic Flu – Why Worry?

Reason #1: Pandemics Kill

Did you know that Hurricane Katrina was NOT the worst natural disaster in US history? Even the mildest pandemic in 1968 killed 30,000 Americans. The worst one was in 1918, when more soldiers going to the war died from the flu than from the fighting! The CDC estimates that a pandemic like 1918 happening today will kill 2 million Americans.

1918 'Spanish' Flu Pandemic	675,000 deaths
2001 September 11 Terrorist Attacks	3,000 deaths
2005 Hurricane Katrina	1,500 deaths

Reason #2: Pandemics Travel Fast (so does the news!)

In 1918, it took only 20 days for the flu to cross from coast to coast (first case in Boston to first case in San Francisco). Today, it will spread from anywhere in the world to America at the same speed as flights can arrive! When it starts, everyone will learn about it at the same time. They will all want the same preparedness items as you do. Consider what that means for you and your family.

Reason #3: There will be No Vaccines for 6 Months

A pandemic will sweep through your community in 3 months, but a vaccine that will protect you against this flu cannot be made until the pandemic has started and will take at least 6 months.

"We must be prepared to face the first wave of the next pandemic without vaccine and potentially without sufficient quantities of influenza antiviral medications."

US Centers for Disease Control

Reason #4: "You're On Your Own"

Every community in every country will be affected. It will be worse than Katrina. And it will last 18 months, not 2 days!

"Any community that fails to prepare, with the expectation that the federal government will come to the rescue, will be tragically wrong"

Secretary Leavitt, Department of Health & Human Services

Reason #5: H5N1 is a Very Deadly Virus

The H5N1 'bird flu' virus has killed 60% of those it infects. Of these, the highest death rate of 75% is found for those aged 10-19. In comparison, the 1918 virus 'only' killed 2% of those infected. In other words, H5N1 will have to become 30 times weaker to cause a pandemic as severe as 1918. WHO experts also tell us that there is no guarantee that this avian flu will become weaker if and when it becomes pandemic flu!

Reason #6: Children are Especially Vulnerable

Children are more frequently infected by influenza than adults. Some viruses like H5N1 appear particularly deadly to the young. Schools are the most densely packed environment you can find anywhere. An average American home will have to be filled with 70 people to create the density you find in schools. In a pandemic, it will be crazy to worry about going on public transport and still send your child to school!

Are You PANDEMIC READY?

What You Need to Know

Shortages

When the drivers get sick, the trucks will stop – so will everything else. When the fuel runs out, it will be a lot worse!

Sickness

When doctors and nurses get sick, they will not be available when you or your loved ones need help. When too many people get sick, there will not be enough of anything to go round. When everyone is sick, there will be no one to cook, clean, shop, or look after you.

School Closures

Schools will close either early enough to save many lives, or late when children start dying. The choice can be made BY communities ahead of time, or it will be made FOR them!

What You Can Do To Prepare

Make a plan. Build a stash. Be informed.

Start building a stockpile of food, water, and other essential items. Plan for possible power, heat, communication, and other failures. Ask your healthcare provider for extra prescription medications.

Stay Home. Stay In. Stay Put. Stay Healthy.

Get the flu shot. Wash your hands. Mind your cough. Get a First Aid kit. Get non-prescription meds. Stay home if you are sick. Stay home if someone in your household is sick. Build a stockpile for this purpose! Reduce non-essential close personal contacts. Reduce the number of shopping trips. Build a stockpile for this purpose! Take a first-aid class. Learn basic homecare.

Get them home. Keep them in. Keep them safe.

Plan for 12 weeks of school, daycare, and college closures. Protect your children. Make childcare plans NOW! Set up shared care for groups of 6 or less only. Protect your teenagers. Keep them from malls. Encourage internet use. Help them learn about pandemic flu. Protect college students. Help them find their way home.