

**IVth Joint EC/ECDC/WHO
Workshop on Pandemic Influenza
Preparedness**
Luxembourg 25 – 27 September 2007

**Whole Country Responses
to the Pandemic Threat**
David Nabarro
25th September 2007

COMPLEX CHALLENGES AND ELUSIVE SOLUTIONS

A range of stakeholders and agendas: community groups, legislators, business executives, health professionals, security people and governmental interests, within each country, working out how to prepare for an uncertain threat

Many governments with different objectives, trying to work together in response to the uncertain threat

Several institutions with different mandates and work-styles: political bodies, specialized agencies (the OIE, FAO, WHO and other UN bodies) voluntary agencies (MSF, Care, World Vision, Red Cross), development banks, foundations, helping all to be ready for the uncertain threat.

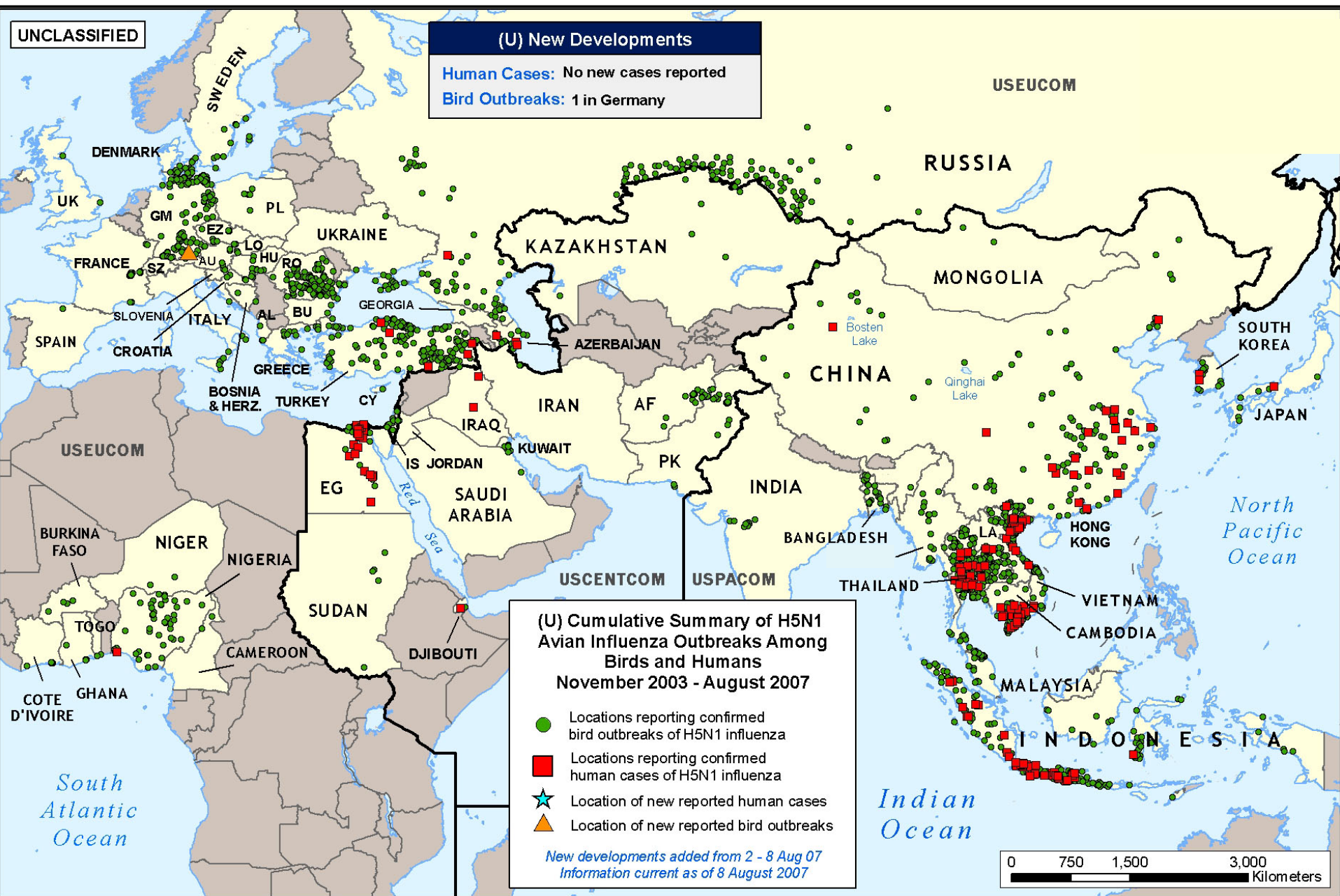
How best to work on this together, inclusively and in synergy?

1 Understanding the threats

UNCLASSIFIED

(U) New Developments

Human Cases: No new cases reported
Bird Outbreaks: 1 in Germany



(U) Cumulative Summary of H5N1 Avian Influenza Outbreaks Among Birds and Humans November 2003 - August 2007

- Locations reporting confirmed bird outbreaks of H5N1 influenza
- Locations reporting confirmed human cases of H5N1 influenza
- ★ Location of new reported human cases
- ▲ Location of new reported bird outbreaks

New developments added from 2 - 8 Aug 07
Information current as of 8 August 2007

THREE SCENARIOS

Scenario 3 - Rapid Onset / Widespread impact

Little time for preparation, rapid containment vital, movement restrictions, social distancing, emphasis on mitigation

Scenario 2 - Slow Onset / Localized Impact

Slowly acquires infectivity
Containment may be successful
Limited pandemic

Scenario 1 - Extended Phase 3 / Avian Influenza outbreaks continue

Sporadic human cases
Impact on livelihoods due to culling of birds

Time

IMPACT OF NEXT FLU PANDEMIC

- **High absenteeism in all sectors**
- **Significant economic effects**
 - **Compare with SARS - <1000 dead, \$50 billion economic loss.**
 - **Markets close, utilities become unreliable, telecoms break, cash in short supply**
 - **Travel and leisure travel reduces, demand for food changes**
- **Threats to Rule of Law and Security**
- **Need for Humanitarian Response**

AVIAN & PANDEMIC INFLUENZA THREATS

Livelihoods

- Food and income loss from poultry deaths, culling & decreased economic activity

Human Health

- High illness & potentially higher death rates
- Overstretched health facilities
- Disproportionate impact on vulnerable

Governance & Security

- Increased demand for governance & security
- Higher public anxiety
- Reduced capacity due to illness & death

Social & Humanitarian Needs

- Deterioration of coping & support mechanisms
- Interruption in public services
- Quarantine policies

Economic Systems

- Trade & commerce disruptions
- Degraded labour force
- Interruption of regular supply systems

OUTCOMES DEPEND ON MULTIPLE SECTORS

- 1 Livestock Production *Preventing the next influenza pandemic*
 - Growing, Processing, Marketing and Distribution of animal meat for human consumption
- 2 Human Health *Containing it*
 - Medicines, Commodities, Equipment, R and D, Patient Care, Lab services
- 3 Financial Services
 - Banking (cash and settlements), financial regulation, risk management and insurance
- 4 Utilities, Logistics, Personal Services
 - Electricity, Water, Food, Telecoms, Logistics, Postal services, Transport, Retailing (Catering for the needs of the most vulnerable)
- 5 Leisure and Recreation
 - Tourism and Travel, Airports, Sports
- 6 Government, Security, Military
 - Public Services, Law and Order, Judiciary and Correction, Private Security, Human Rights
- 7 Media
 - Broadcast, Print; Podcast and Blog;
- 8 Environmental hygiene
 - Cleaning, Maintenance, Refuse management, wildlife conservation

2 Encouraging a coordinated global response

GLOBAL STRATEGY

- **Promoting Bio-secure Livestock Systems (public and private action: compensation for culled birds; incentives for change**
- **Safeguarding human health (70% of new infectious disease outbreaks will be zoonoses): surveillance, outbreak detection, confirmation, containment, communication**
- **Mobilizing societies to act : act for good hygiene and health: effective transmission of clear messages**
- **Limiting the social, economic, governance consequences of disease outbreaks: planning, preparations, procedures and exercises**

INTERNATIONAL PARTNERSHIP ON AVIAN AND PANDEMIC INFLUENZA

- **Global Political Process**
- **More than 80 countries including US, Australia, Japan, Canada, China, European Union, APEC**
- **A series of meetings at intervals (Washington Oct 05, Beijing Jan 06, Vienna June 06, Mali Dec 06)**
- **Next – New Delhi December 2007**
- **Global Stock-take: Risks, Progress, Constraints**
- **Use of Funds, Funding Needs, Gaps – monitored by UN and World Bank**
- **Long term challenges of improving human security for livestock sector, public health sector, disaster preparedness**
- **International support needed: up to \$1 billion/year**

EXTERNAL ASSISTANCE

- **Supports national AHI programme and plan**
- **International Financing (Donors and World Bank)**
- **\$1.9 billion pledged Beijing January 2006,**
- **\$0.5 billion pledged December 2006**
- **Next review November 2007**
- **Need – \$0.5 - \$1 billion per year**
- **Technical help from Governments, WHO, FAO, UNICEF, OIE**
- **Careful monitoring of spending and progress**
- **Private Militaries and voluntary sectors engaged**

PURSUING SUCCESS

- **Political Commitment - to joint and effective action**
- **Resources – sufficient for incident response**
- **Functioning Alliances – government, public, private, media**
- **Combined operations – people’s health, livestock health, informed population, regulations properly enforced, data and samples shared**
- **Adequate incentives – to report, to cull, to improve safety**
- **Mobilized population – informed and ready to act as a movement for safe and healthy food, animals and health**

Pandemic Continuity Planning

PANDEMIC CONTINUITY PLANNING

- **Prioritize – identify critical functions that must be maintained**
- **Prepare – put in place key steps to ensure that they can be maintained**
- **Preserve - keep staff safe so they can serve**
- **Put to test – simulate a major catastrophe (such as pandemic) to see if the preparation works**
- **Promote – make sure that people know what they have to do (match message to audience)**
- **Proceed – Make it happen**
- **Pick up – Ready to recover when the time is right**

GETTING PREPARED

- GOAL

- Capacity for Early Detection, Investigation and Confirmation
- Containment Strategy based on pandemic severity
- Social distancing, personal protection, movement restriction, maintenance of essential infrastructure
- Systematic use of anti-viral therapy (oseltamivir)
- Rapid development and equitable distribution of effective vaccines (Major controversy: will poor countries have access)

- APPROACH

- High level of popular awareness and understanding
- All-of-Government approach
- Crisis plan to mitigate effects of pandemic on Economies, Governance, Basic Needs, Border Movements
- Humanitarian Relief Systems prepared

- PROCEDURES

- Protocols developed to prioritize access and use stockpiles
- Civil soc, NGOs, local government, Private Sector synchronized
- Communications system
- Contingency Plan developed and Simulated

Current Status

- **General Picture**
 - Plans not operationalised
 - Containment protocols need more testing
 - Sectors other than health not engaged
 - Patchy engagement of civil society and private enterprise
 - Vulnerable populations must be identified
 - Insufficient cross border working
 - Lack of integrated communications strategies and protocols
- **Specific evidence of good practice**
- **Trackers – Global (PIC) and Regional (eg ECDC and APEC)**

BULID ALLIANCES BASED ON TRUST

- **Normal business: Meetings and Statements**
- **Sufficient trust to share information (the threats to a nation warrant joint working)**
- **Agreeing to pursue one strategy and review it at intervals**
- **Achieving Harmony and Avoiding Discord**
- **Seeking Synergy (Better than the sum of the parts) and (ideally)**
- **Working as one (Unity)**



**listen to community members
when devising the response**

Care-givers



and children

Questionnaire Identity Number: □□□□□□□□□□

Avian Influenza/Pandemic Influenza Communication Research, Monitoring and Evaluation: Questionnaire for Child Care-givers

Country: _____ Province: _____ City/Village: _____

Household has children under 10 years of age (tick box) Interviewer: _____

INTRODUCTION AND CONSENT

We are interested in finding out what people in your community think, know and do about avian influenza/pandemic influenza. This questionnaire is for you. You will not receive payment for your participation in this evaluation. Government authorities will be given the recommendations and it is hoped that some improvements will result, but one cannot be sure. After our talk we can discuss any questions that you may have related to the research discussed.

This interview will not cause you any harm, which means your helping us will not cause you any problems. However, some of the issues that may be discussed may be of a personal and sensitive nature. If at any time you do not want to discuss any of the issues you do not have to do so and you can stop the interview at any time. If you agree to participate, some notes will be taken. The interview will not cause you any harm, which means your helping us will not cause you any problems. However, some of the issues that may be discussed may be of a personal and sensitive nature. If at any time you do not want to discuss any of the issues you do not have to do so and you can stop the interview at any time. If you agree to participate, some notes will be taken. The interview will not cause you any harm, which means your helping us will not cause you any problems. However, some of the issues that may be discussed may be of a personal and sensitive nature. If at any time you do not want to discuss any of the issues you do not have to do so and you can stop the interview at any time. If you agree to participate, some notes will be taken.

If you would like to speak to someone involved in this evaluation, please feel free to contact " " (details such as local address, phone numbers, etc.)

Do you have any questions for your teacher?

If written consent: _____ agree to being in the form today. I know that only those in the evaluation team will see what I write. I can withdraw this permission at any time.

Signature: _____ Date: _____

Questionnaire Identity Number: □□□□□□□□□□

Avian Influenza/Pandemic Influenza Communication Research, Monitoring and Evaluation: Questionnaire for School Children

Country: _____ Province: _____ City/Village: _____

Interviewer: _____ (if required) Language: _____

School name and location: _____

Age of student: _____ Gender (tick box) Male Female

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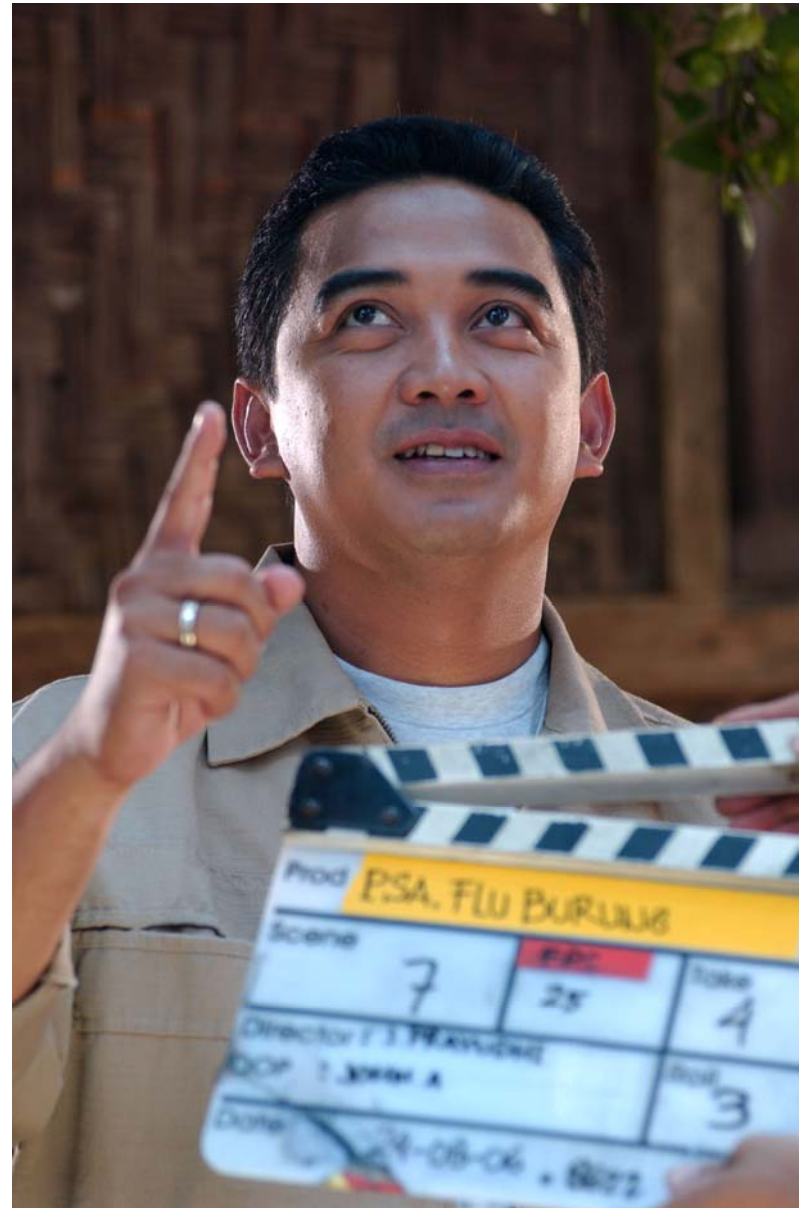
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Signature: _____ Date: _____

devise clear messages



communicate
with
...millions of
people



....with **involvement** of local leaders



Undeniable Links

- **Diseases threaten our future (HIV, SARS, Ebola)**
- **Diseases do not respect borders**
- **Diseases appear without warning**
- **Animals are a key source**
- **Governments, voluntary sector and business community must be engaged**

Unmistakable Benefits

- **Continuity of essential systems in the event of an influenza pandemic, a disease outbreak, a major catastrophe**
- **Anticipation of risks and threats faced**
- **Good Management, effective governance**

"Unless we change direction, we are likely to end up where we are headed."



But we do need to know which direction is likely to be better !

This paper was produced for a meeting organized by Health & Consumer Protection DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumer Protection DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.