



# Pandemic Influenza Planning

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Telus Whistler Convention Centre  
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You don't have 'ordinary' days.  
Neither do we.

*What may be exceptional for most is  
typical to Red Cross.*





# Brief history lesson



1918

H1N1 “Spanish Flu”  
40-50 million deaths



1957

H2N2 “Asian Flu”  
1 million deaths



1968

H3N2 “Hong Kong Flu”  
1 million deaths



# Experience matters

- Spanish Influenza, 1918
  - Volunteer management
  - Logistical support to local health authorities
  - Public education
- SARS, April - May 2003
  - Red Cross coordinated NGO response
  - 10,000 individuals assisted
  - 7,600 volunteer hours
  - 3,800 home visits





## What might communities face during a health emergency?

- People become ill, remain at home and can be isolated.
- Communities begin to shut down as businesses close.
- Community members require information about prevention, symptoms, what to do if they are ill, where to get help.
- People, both healthy and ill, may require food delivery, medication, protective health equipment. Where will they receive this if stores are closed and they must remain at home?

**Is your community ready?**

**The Canadian Red Cross can help.**



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# Is your community prepared for a flu outbreak?

- What formalized agreements do your public authorities have with emergency management organizations and community agencies?
- Can you list the protocols and guidelines you have in place? Do the responsible parties know what they are?
- What are the defined roles and responsibilities for the response actors in your plan?
- What are your communication standards, both internally and externally?



# Our legislated mandate

The Canadian Red Cross Society is officially recognized by the government as a voluntary relief society, auxiliary to the public authorities in Canadian territory. Its aims shall be:

- (a) to provide protection and assistance to victims of armed conflicts and disasters,
- (b) to prevent and alleviate human suffering, and
- (c) to work for the improvement of health and prevention of disease.

## **Canadian Mandate**

- An Act to incorporate the Canadian Red Cross Society, 1909, c. 68
- Letters Patent of 1970, last amended in 2001

## **International Mandate**

- Geneva Conventions of 1864, 1906, 1929 and 1949, and Additional Protocols of 1977
- Statutes of the International Movement, adopted in 1986 and amended in 1995



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# Strategic relationships



- Federal government, including Public Health Agency of Canada
- Provinces & Territories
- Municipal governments
- Aboriginal communities
- Disaster response NGOs
- Corporations
- Voluntary sector



# Red Cross reach

- CRC is part of the International Federation of Red Cross and Red Crescent Societies and has a direct access to the World Health Organization in monitoring the outbreak
- Further through the Federation, the Canadian Red Cross has access to 187 National Red Cross/Red Crescent Societies worldwide.



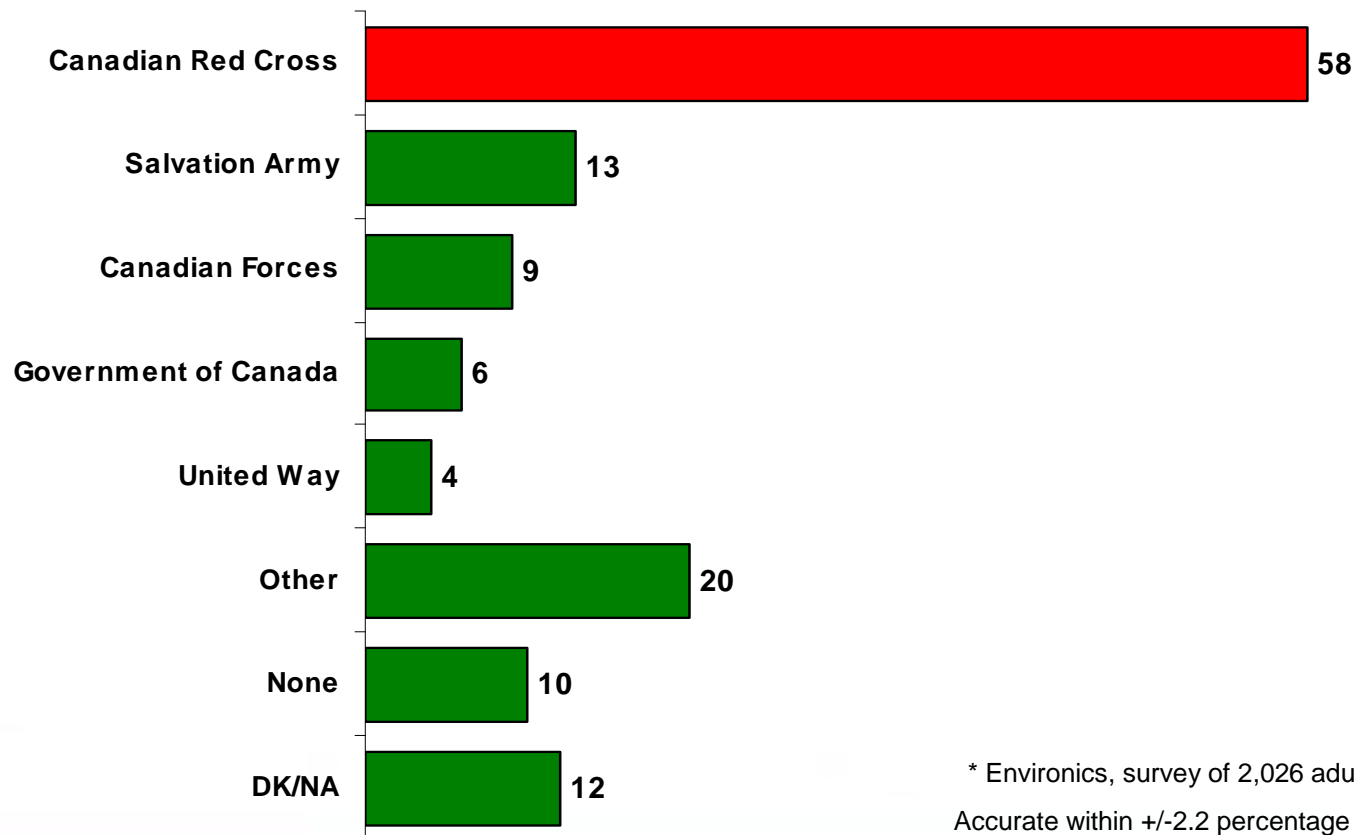
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# Public polling

“What organizations come to mind when you think of help to people affected by disaster in Canada?”



\* Environics, survey of 2,026 adult Canadians, Spring 2008  
Accurate within +/-2.2 percentage points, 19 times out of 20.



In May 2009,  
435,000 people visited the  
Canadian Red Cross  
web site



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# Collaborating with your community to prepare for pandemic response

- Additional Red Cross disaster supports during a pandemic
  - Public information, in collaboration with public health authorities
  - Call centre support
  - Assessment of family needs
  - Home delivery: food, medication, personal items



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# Public Education

- 2008 campaign about prevention of disease transmission
  - magazine ads
  - community newspaper
  - public service announcement
  - posters





# Workplace education

## Webcast

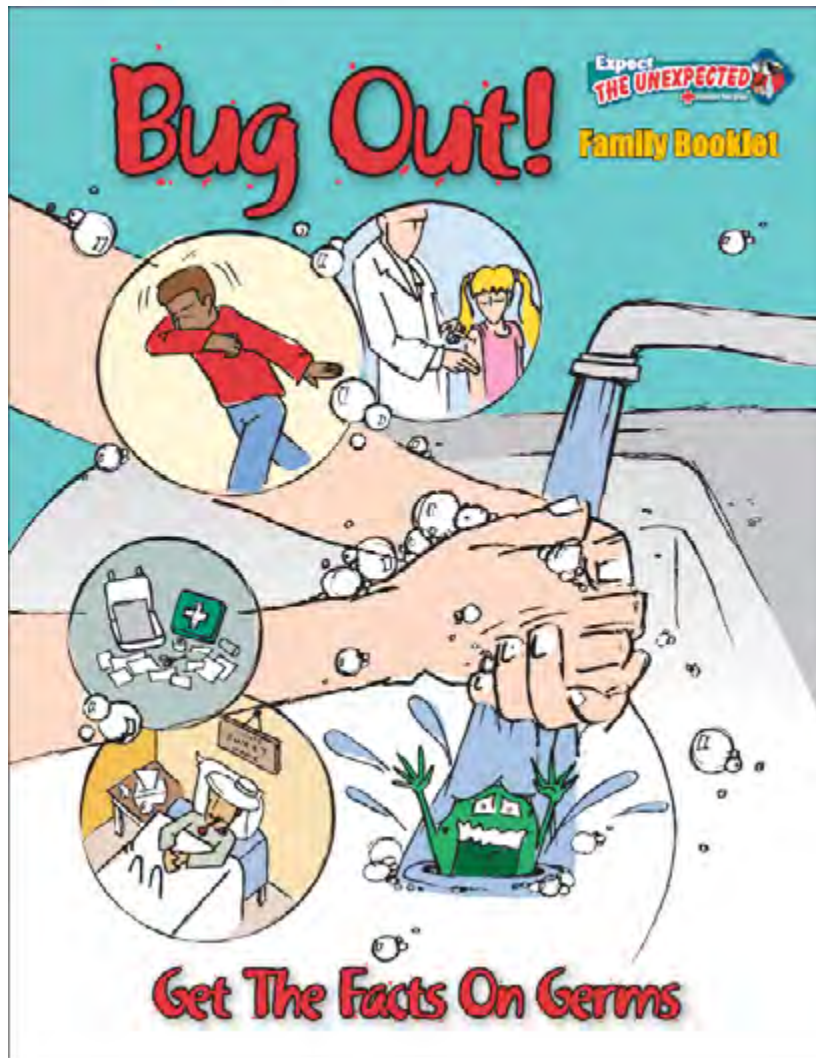
- How to Manage Flu: Prevention of Disease Transmission in Canadian Workplaces
- Free and available at [www.redcross.ca/flu](http://www.redcross.ca/flu)





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# Youth education

Free and available at  
[www.redcross.ca/flu](http://www.redcross.ca/flu)



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Deal With Terrorism and Tragic Events

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**For students aged 14-16.**



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# Youth education

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# Thank you.

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Visit the Red Cross in booth 110.