

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.



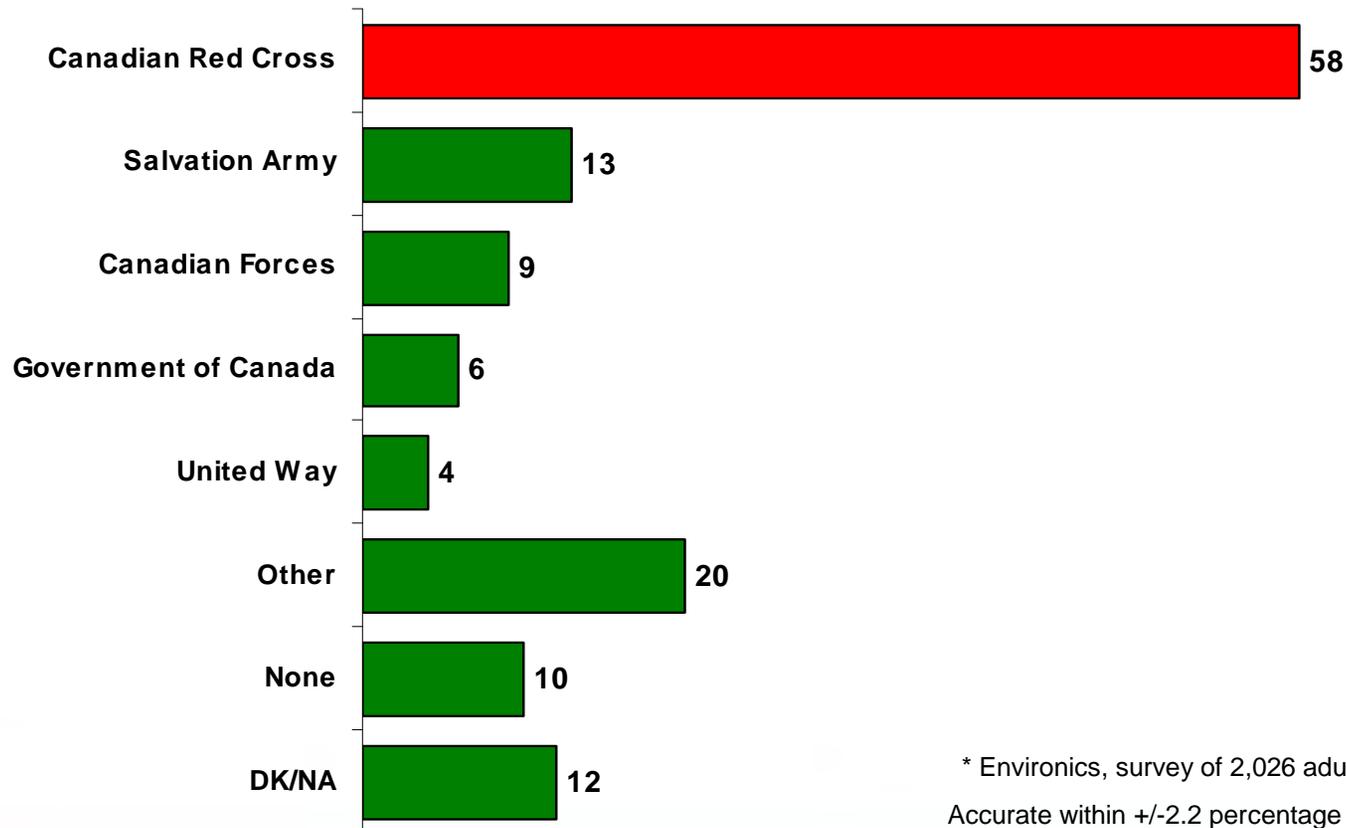
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Public polling

“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

Protect with as little as soap and water.

Make a point to wash your hands:

- After using the washroom or changing a diaper
- Before and after eating or preparing food
- After getting any animal or poking up after the family pet
- When you come home from being outside

reduce the spread of disease
www.redcross.ca/flu

You can shield those around you.

Remember to...

- Cough or sneeze into a tissue or your elbow
- Wash your hands after a sneeze or cough
- Teach your children the proper way to sneeze or cough

reduce the spread of disease
www.redcross.ca/flu

If you feel a sneeze coming on, should you...

- Cover your nose with your hands?
- Look up at a light?
- Sneeze into a tissue or your elbow?

Using your hands will only spread germs to everything you touch.

reduce the spread of disease
www.redcross.ca/flu

I'm too busy to have a cold this week.

When you're feeling sick, stay home.

Your health will improve faster and your fellow workers will thank you for not spreading a cold or flu in the office.

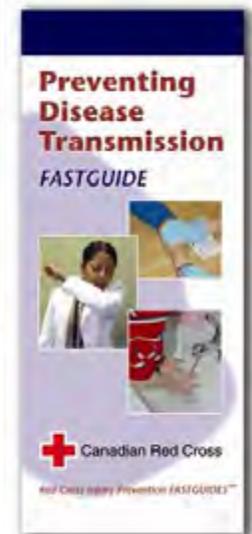
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Workplace education

Webcast

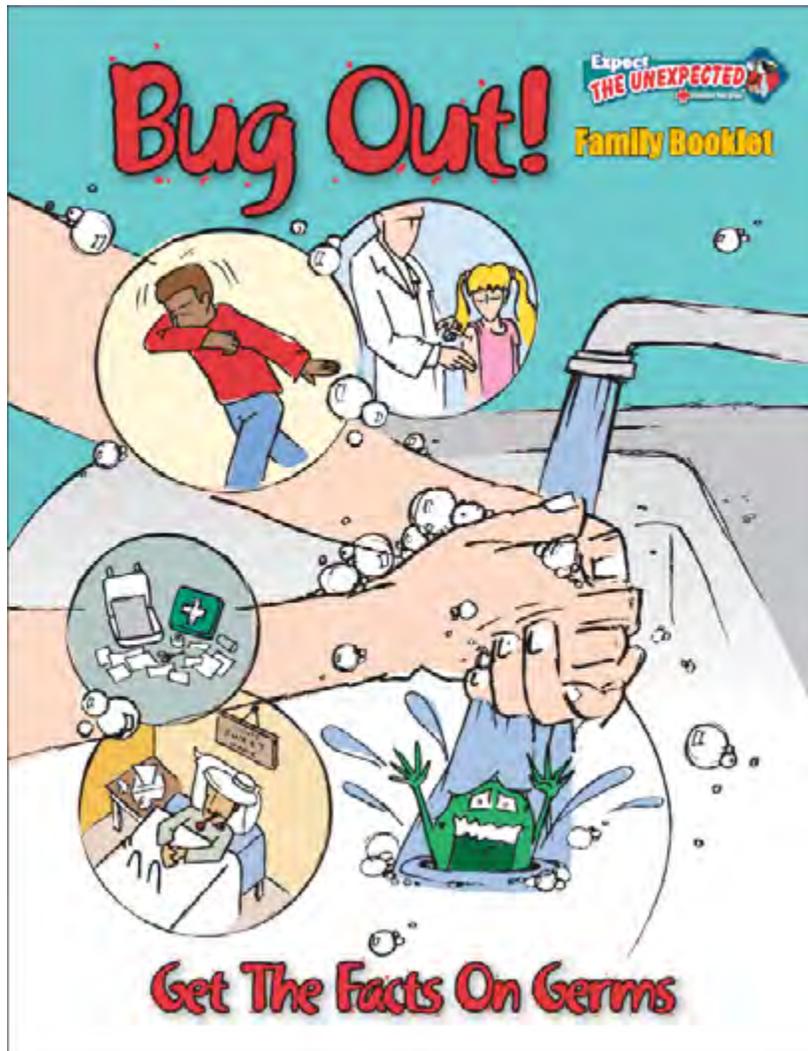
- How to Manage Flu: Prevention of Disease Transmission in Canadian Workplaces
- Free and available at www.redcross.ca/flu





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Youth education

Free and available at
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Thank you.

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Visit the Red Cross in booth 110.