

Looking Back and Moving Forward

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A Virus Is Like A
Teenage Boy

Pandemic

Definition:

The global spread of a new virus, by human-to-human contact, for which humans have no resistance

Pandemics Are Unpredictable

Factors include:

- ◆ Affected age groups
- ◆ Attack rate
- ◆ Virulence of the strain

Goals in a Pandemic

Minimize loss of life

Minimize societal effects

Make the difficult decisions

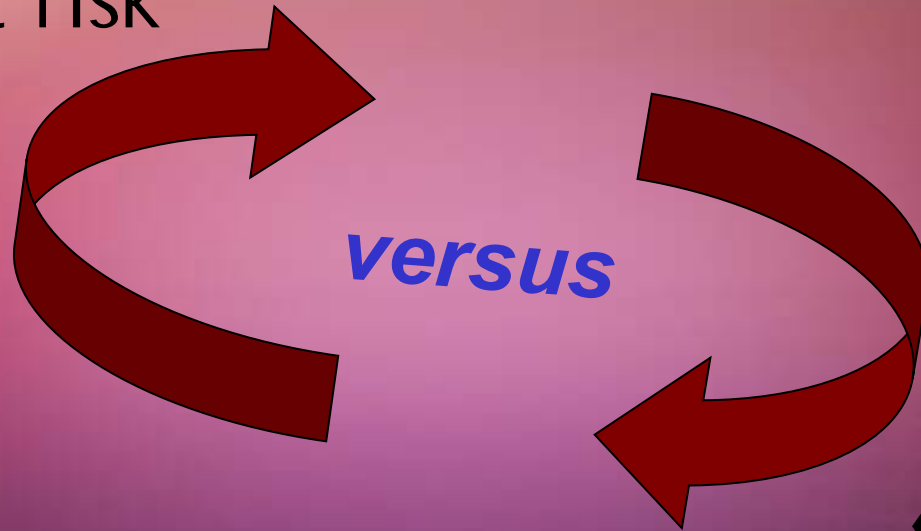
Ethical and transparent decisions

Hong Kong - The Metropole Hotel



The Balancing Act

- ◆ Patient risk



- ◆ Infection control
- ◆ Medical education

*“An outbreak in your midst
before the pathogen exists”*

Five Ethical Issues raised by SARS

- ◆ When public health trumps civil liberties: *the ethic of quarantine*
- ◆ Naming names, naming communities: *privacy of personal information and public need to know*
- ◆ Health care workers' duty to care and the duty of institutions to support them
- ◆ Collateral damage: *other victims of SARS*
- ◆ SARS in a globalized world

Social Impacts

- ◆ Effects sexes equally but influenced by gender roles
 - ◆ e.g. childcare, nursing
- ◆ Greater effect on:
 - ◆ Seniors, children, person with disabilities
 - ◆ Immigrants with language difficulties
 - ◆ Remote communities, Aboriginal populations

Medical Focus

- ◆ Flu Clinics
- ◆ Surge in Hospitals
- ◆ Nursing Homes
- ◆ Ethical Issues

Non Medical Focus

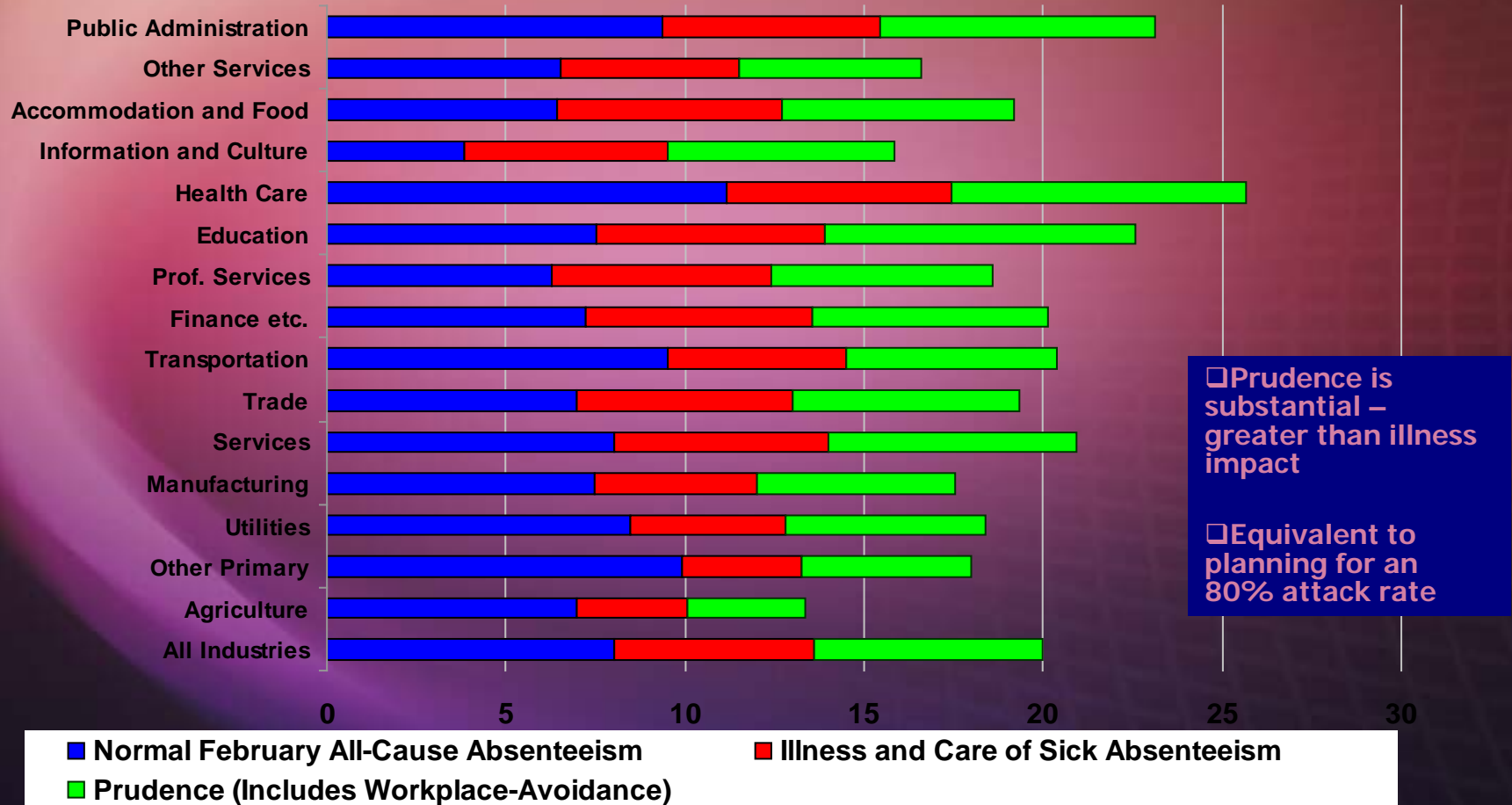
- ◆ Keep the sick home
- ◆ Information to workers
- ◆ Keeping people at work

Absenteeism

- ◆ Normal winter rate: 8%
- ◆ Total absenteeism over 2 week peak:
20 - 25%
- ◆ Lower rates before and after

Industry planning estimates include estimates of possible workplace-avoidance impacts (based on social density and leave availability) and additional prudence

Peak Absenteeism Rates by Industry – Planning



You Play With The Hand You Are Dealt

- ◆ Cooperation
- ◆ The urge to blame
- ◆ The review
- ◆ Develop thick skin

You Need The Tools

- ◆ Sharing information in SARS
- ◆ Quarantine penalties

Beware of Unintended Consequences

- ◆ The urge to do something
- ◆ Travel advisory

Beware of Unintended Consequences

- ◆ When to use resources
- ◆ Antivirals
- ◆ Mask selection
- ◆ Closing schools

Managing Up Or Managing Down

- ◆ Communications
- ◆ Explaining statistics
- ◆ Changing the definition
- ◆ Simple directives

Managing Up Or Managing Down

- ◆ Countering CNN
- ◆ Keep it simple, honest and consistent

What was Different

- ◆ Not SE Asia
- ◆ Fast spread but undetected at first
- ◆ Mild
- ◆ Who was affected

What Is Next?

- ◆ Third wave
- ◆ Season Flu
- ◆ Avian flu
- ◆ Viral replacement

The Silver Lining of H1N1

H1N1 replaces seasonal H1N1 or H3N2

Vaccine production can remain trivalent

H1N1 seasonal shows some tamiflu resistance

Who was at Risk from H1N1

- ◆ 329 deaths in Canada
- ◆ 2/3 with underlying medical conditions
- ◆ Highest ICU admission rate children under 5
- ◆ Next highest ICU rate 45-64
- ◆ Most affected 23-45
- ◆ Pregnant women

What is next?

- ◆ Review
- ◆ Revise plans
- ◆ Exercises

The North American
management of Swine Flu was
a disaster

Is Swine Flu the New Y2K?

Complacency

Complacency

Complacency

Surveillance

- ◆ Better diagnostics around the world
- ◆ Greater chance early recognition
- ◆ Eliminate lag?

Despite The Best Planning

- ◆ Plans work for the first five minutes
- ◆ WHO levels must include spread plus severity
- ◆ Pandemics start anywhere and spread quickly

Consistency

- ◆ Target groups only be given vaccine
- ◆ Vaccines for sports teams
- ◆ Which vaccine for pregnant women
- ◆ Different approaches in different provinces and municipalities

Limits of Science

- ◆ Early study of masks
- ◆ Study on order of shots not peer reviewed
- ◆ The urge to react to outliers

Paying Special Attention

- ◆ Vaccination Clinics
 - Start late
 - inconsistent messaging
 - badly organized

Communications

Understanding herd immunity

Selling vaccination

Communicating mixed messages

Communications (cont.)

- ◆ Dealing with panic
- ◆ Ongoing education
- ◆ Dealing with critics

Health Bosses Accused of Fear Mongering

“Public health officials are misleading Canadians by continuing to characterize the H1N1 virus as a threat in the hopes of unloading millions of doses of unused vaccine.

They are trying to save face because of an expensive overreaction .”

-Dr Richard Schabus

How to Deal With Critics

- ◆ Stay in front
- ◆ Bring into the tent
- ◆ Confront with facts

Vaccines

- ◆ The importance of vaccine
- ◆ World wide under production
- ◆ Further education of the public
- ◆ Two production sources for Canada

Antivirals in the Pandemic

- ◆ Not widely used in NA before
- ◆ Proved they make a difference
- ◆ Some use as prophylaxis
- ◆ Inconsistent use across country