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Will Your Business Survive a Pandemic?

November 7, 2007
11:00 a.m.- 12:00 p.m.

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CRISIS CARE NETWORK

Pandemic Preparedness, Response, and Recovery

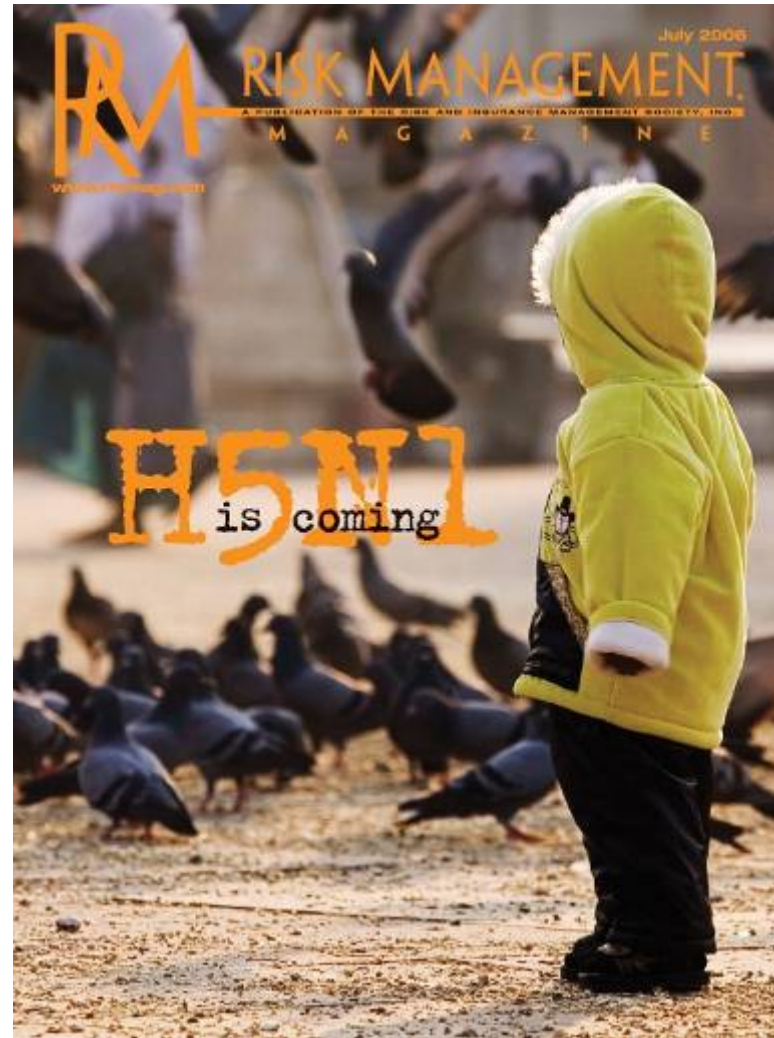
Bob VandePol
President, Crisis Care Network

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The Psychological Impact of a Pandemic

Experts have predicted that the negative ramifications triggered by the psychological implications of isolation, panic, loss of routine, grief, distrust, etc. could exceed those of the disease itself.

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Organizational Recovery from Trauma

There is no business recovery without people who:

- **Are healthy enough to return to work and be productive**
- **Are assured enough of their safety to not feel afraid to return to work**
- **Have had their trust in the leadership established so that they desire to return to work**
- **Have had their loyalty rewarded so they remain employees over the short haul and the long haul**

Leadership in Times of Crisis

**Your employees will go through
a crisis with you or without
you.**

Lead them!

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Crisis Leadership = Vision + Action








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Leaders ACT!

- **Acknowledge and name the incident**
- **Communicate pertinent information
with competence and compassion**
- **Transition to a future focus and next
steps**

Mass Disaster Phasic Transitions

- Deprivation  Basic resources
- Isolation  Connectivity
- Chaos  Structure
- Helplessness  Efficacy
- Victim  Survivor

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DID YOU KNOW

- 1918 Spanish Flu
- 1957 Asian Flu
- 1968 Hong Kong Flu



Policemen in Seattle wearing masks during the 1918 flu.
It killed more Americans than was killed during WWI.
From American Museum of Natural History www.amnh.org



O-MORBIDITIE



- Cardiovascular Disease
- Respiratory Disease
- Neoplastic & Hematologic Disease
- Infectious Disease
- Compromised Immune System
- Pregnancy



PHASE ALERT LEVELS

- Phase I Inter-Pandemic Phase
- Phase II New Virus in Animals
- Phase III Pandemic Alert
- Phase IV New Virus Causes Human Cases
- Phase V New Virus Causes Human Cases
- Phase VI Pandemic

YOUR EMPLOYEES

- Education
- Communication
- Pay
- Absence / Attendance
- Benefits
- PPE
- Social Distancing
- Travel

YOUR STORES

- Critical Locations
- Utilities
- Fuel
- Inside Products
- Security
- Banking
- PPE
- Disinfecting / Sanitizing

Infrastructure

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YOUR CUSTOMERS



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- AvianFlu.gov



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Jay Ricker

President, Ricker Oil Co.

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Be Prepared

- Have a disaster preparedness business plan in place
- Don't wait until there is a disaster (at that time it's too late)
- Many resources are available to provide detailed business plans

Business Plan

- Plan for the impact on your
 - Business
 - Employees and customers
- Establish policies to be implemented
- Allocate resources to protect your employees and customers

Business Plan

- Communicate and educate your employees
- Coordinate with external organizations (and help your community)

Plan for the Impact on Your Business

- Assemble a team to prepare
 - Identify essential positions/employees
 - Plan for 1/3 of your employees to be out during a pandemic
 - Cross-train
 - Restrict employee use of computers/telephones to their office

Plan for the Impact on Your Business

- Develop and plan for increase/decrease in demand for products/services
 - Do you have locations that can close
 - What can be eliminated
 - Can you move employees to other locations
 - Alternative plans for banking, vendors unable to make deliveries, etc.
- Establish emergency communication plan

Plan for the Impact on Employees & Customers

- Plan for employee absences
 - Encourage ill employees to stay home
 - » Encourage caregivers (of children, aged parents, etc.) to stay home
 - Are there positions that can telecommute
- Plan for containment measures and quarantines
 - Limit number of customers in store at one time, etc.
- Have communication procedures in place in the event managers, etc. are absent

Establish Policies to be Implemented

- Review leave/attendance policies
 - Implement alternative policies
- Review hours of operation/work hours
- Establish policies to help control the spread
- Identify key employees to implement the alternative policies

Allocate Resources

- Plan for “when” not “if”
- Order and maintain now, supplies that will be in demand and unattainable or restricted with a pandemic
 - Face masks, latex gloves, bleach, bottled water, hand sanitizer, soap, bleach/alcohol wipes

Communicate and Educate Your Employees

- Develop and communicate your plan to employees
 - Distribute material and instructions
 - » Hand washing, sneezing, etc.
- Identify methods of communicating plan

Coordinate with External Organizations

- Federal, state, and/or county health officials are conducting planning and training sessions
- Our county health department has requested businesses to participate in the planning team which will allow employers access to prophylaxis medications to be distributed by the employer (to employees). This may promote timely distribution among staff

Conclusion

- Plan for the worst
- Periodically review your plan
- Make needed revisions
- Communicate the plan!
- Many resources are available:
 - US Government Pandemic Flu Information
www.pandemicflu.gov
 - US Government Avian Flu Information
www.avianflu.gov
 - Centers for Disease Control and Prevention
www.cdc.gov
 - US Department of Homeland Security
www.ready.gov
 - Federal Emergency Management Agency
www.fema.gov