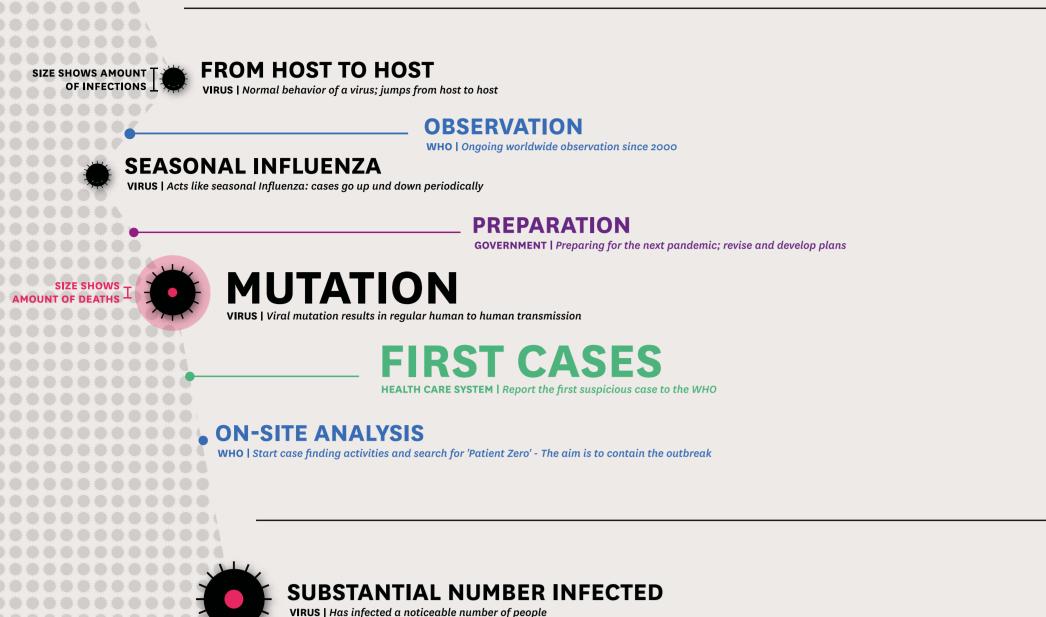
# Journey through a flu-pandemic

# **PANDEMIC FLU ACTIVITY**<sup>\*</sup>

SEASONAL INFLUENZA



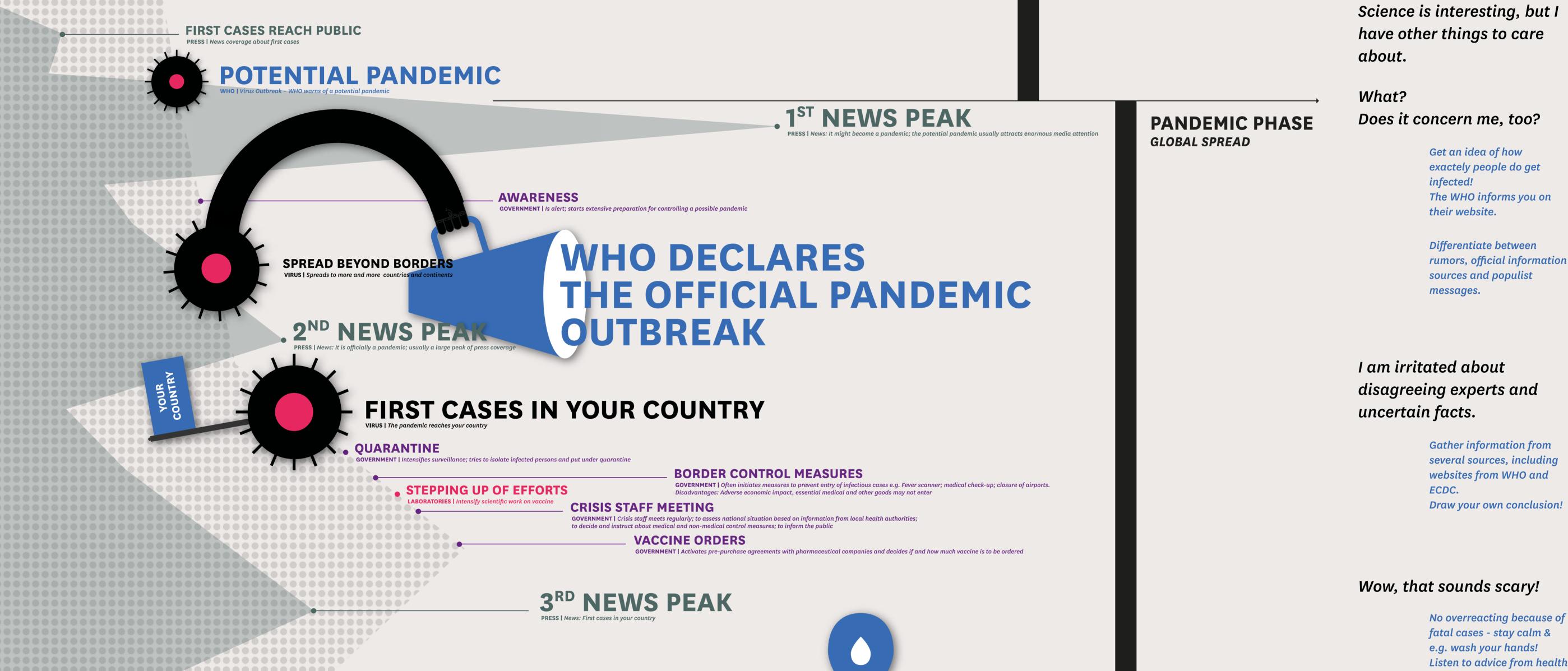
**INTERPANDEMIC PHASE** AVERAGE SEASONAL INFLUENZA ACTIVITY ME

I have no idea about the possible threats.

Live my life!

**ALERT PHASE** NEW INFLUENZA VIRUS IDENTIFIED

Live as healthy as possible!



SCHOOL CLOSURE

GOVERNMENT | Consideration about closing schools or shutting down public transportation

# **POTENTIAL VACCINE FOUND**

**DISCOVERY GETS PUBLIC** PRESS | News: Vaccination discovered

**CASES WORLDWIDE** numan transmission leading to rising number of case in many countries including your own

VACCINE AUTHORISATION **GOVERNMENT** | After testing phase – authorisation of vaccine

VACCINE MASS PRODUCTION

HEALTH SYSTEM OVERLOAD

INFORMATION CAMPAIGNS



CHANGE IN PANDEMIC CONTROL STRATEGY

GOVERNMENT | Intensive control strategy for few cases changes to a more feasible, less intensive strategy to deal with many cases

NARROW VACCINE SUPPLIES GOVERNMENT | In case of narrow vaccine supplies an official advisory board makes sure that risk groups get vaccinated first

VACCINE DISTRIBUTION

GOVERNMENT | Information Campaigns with main topic: Vaccine and risk groups

ION STARTS

**RUMORS** 

PRESS | Sometimes rumors about vaccination come up

**NUMBERS GO DOWN GOVERNMENT |** Often change in the reporting system, to reduce the work load for the Public Health service at that time erefore, the the cases often seem to go down

VIRAL TRANSMISSION DECREASES IRUS | Transmission is slowing dow

**DECREASING VACCINE UPTAKE** PRESS | Media attention is decreasing although transmission is still ongoing; often discussions about how well the pandemic was managed begin including blaming of different institutions for mis-management authorities (e.g. WHO) or ask your doctor!

Oh my, the virus has reached my neighborhood!

> No tested vaccine is available yet. Avoid spreading the virus! Stay home if you feel sick, wash your hands carefully! In some cases avoiding public spaces and public transportation can be useful!

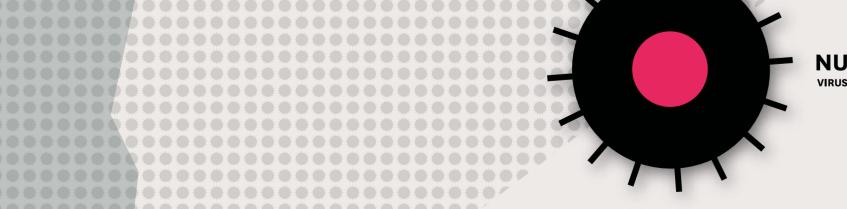
I have to take care of my family!

> Check whether you belong to a risk or priority group for vaccination! **Get vaccinated!**

You or somebody in your family got serious symptoms? If so go see a doctor! But please be patient, the health staff is working long hours now!

I hear no more news about the pandemic, is it over yet?

> Even when the press spotlight has found something more interesting you could be in danger.



#### NUMBER OF NEW INFECTIONS DECREASES VIRUS | Viral transmission reduces in most countries

Get information from reliable sources like the national health authority, the WHO, CDC, ECDC etc.

Get vaccinated to help control the outbreak!

## MONITORING WHO | Reports a decrease in new cases worldwide

SEASONAL INFLUENZA ACTIVITY LEVELS REACHED VIRUS | Viral transmission activity has returned to seasonal influenza levels

#### **OFFICIAL END OF PANDEMIC**

WHO | Pandemic end is officially declared

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## **POST-PANDAMIC/ INTERPANDEMIC PHASE** AVERAGE SEASONAL INFLUENZA ACTIVITY

# **TRANSITION PHASE**

**GLOBAL RISK REDUCES** 

# **GLOSSARY OF SHOWN ACTORS**

#### - HEALTH CARE SYSTEM -------

Health professionals, that provide preventive, curative, promotional or rehabilitative health care services.

### – GOVERNMENT –

The National Health Departments and the National Government of a country.

#### — LABORATORIES —

Smaller independent companies that can deliver scientific research, but have no facilities to produce vaccines by themselves.

------ PHARMA INDUSTRY -------

pharmaceuticals licensed for use as medications. Pharmaceutical companies are allowed to deal in generic or brand medications. They are subject to a variety of laws and regulations regarding the patenting,

testing and ensuring safety and efficacy and marketing of drugs.

#### - PRESS -

The mass media that focuses on presenting current news to the public. We summarized here printed newspapers, online- and TV media, but also social networks and private blogs.

The World Health Organization (WHO) is a specialized agency of the United Nations (UN) that is concerned with international public health. The WHO's constitution states that its objective "is the attainment by all people of the highest possible level of health".

WHO ------

## — VIRUS —

The virus shown represents a fictional influenza virus. The underlying data is based on the A/H1N1 pandemic. The size of the circle depicts the infected persons. The red circle depicts the A/H1N1 related deaths.

\* SHOWN SCENARIO: OUTBREAK OF A INFLUENZA IN A FOREIGN COUNTRY - SPREADING WORLDWIDE - HITTING YOUR COUNTRY

# **THIS POSTER**

1. The aim of this poster is to take the reader through the different stages of an influenza pandemic.

- 2. The poster is divided into two halves. The left half shows the progress of the influenza pandemic and media activity along the vertical axis. Potential actions and reactions of key players are plotted along this timeline. The right half lists some useful advices.
- 3. The poster adresses people from the press, health care workers, but also the public.
- 4. The aim is to familiarize the reader with circumstances pandemic management has to deal with during different phases of a pandemic.
- 5. For the sake of clarity this illustration is a highly simplified version of a pandemic and the key players are reduced to a few institutions.
- 6. You can download the poster in print quality at: www.ecomeu.info/poster

7. This timeline is also available as an interactive version: www.ecomeu.info/poster



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