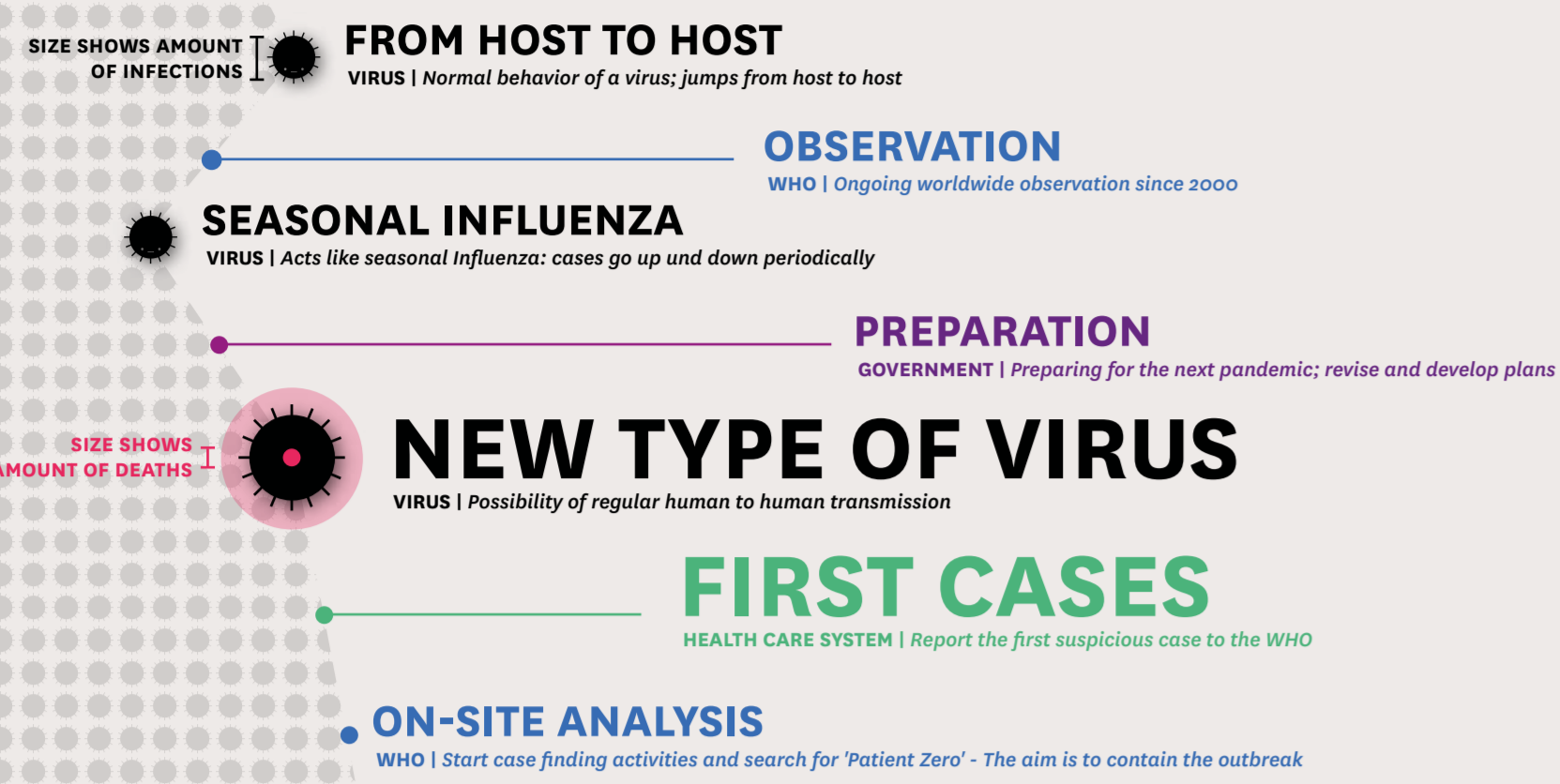


Journey through a flu-pandemic

SEASONAL INFLUENZA

PANDEMIC FLU ACTIVITY



INTERPANDEMIC PHASE AVERAGE SEASONAL INFLUENZA ACTIVITY

ME

I have no idea about the possible threats.

Live my life!

Live as healthy as possible!

Science is interesting, but I have other things to care about.

What?

Does it concern me, too?

Get an idea of how exactly people do get infected!
The WHO informs you on their website.

Differentiate between rumors, official information sources and populist messages.

I am irritated about disagreeing experts and uncertain facts.

Gather information from several sources, including websites from WHO and ECDC.
Draw your own conclusion!

Wow, that sounds scary!

No overreacting because of fatal cases - stay calm & e.g. wash your hands!
Listen to advice from health 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.

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

Get vaccinated to help control the outbreak!

STANTIAL NUMBER INFECTED
VIRUS | Has infected a noticeable number of people

ALERT PHASE NEW INFLUENZA VIRUS IDENTIFIED

FIRST CASES REACH PUBLIC
PRESS | News coverage about first cases

POTENTIAL PANDEMIC

WHO | Virus outbreak - WHO warns of a potential pandemic

1ST NEWS PEAK

PRESS | News: It might become a pandemic; the potential pandemic usually attracts enormous media attention

PANDEMIC PHASE GLOBAL SPREAD

AWARENESS

GOVERNMENT | is alert; starts extensive preparation for controlling a possible pandemic

SPREAD BEYOND BORDERS
VIRUS | Spreads to more and more countries and continents

2ND NEWS PEAK

PRESS | News: It is officially a pandemic; usually a large peak of press coverage

WHO DECLARES THE OFFICIAL PANDEMIC OUTBREAK

FIRST CASES IN YOUR COUNTRY
VIRUS | The pandemic reaches your country

QUARANTINE

GOVERNMENT | Intensifies surveillance; tries to isolate infected persons and put under quarantine

BORDER CONTROL MEASURES

GOVERNMENT | Often initiates measures to prevent entry of infectious cases e.g. Fever scanner; medical check-up; closure of airports.
Disadvantages: Adverse economic impact, essential medical and other goods may not enter

STEPPING UP OF EFFORTS

LABORATORIES | Intensely scientific work on vaccine

CRISIS STAFF MEETING

GOVERNMENT | Crisis staff meets regularly; to assess national situation based on information from local health authorities; to decide and instruct about medical and non-medical control measures; to inform the public

VACCINE ORDERS

GOVERNMENT | Activates pre-purchase agreements with pharmaceutical companies and decides if and how much vaccine is to be ordered

3RD NEWS PEAK

PRESS | News: First cases in your country

SCHOOL CLOSURE

GOVERNMENT | Consideration about closing schools or shutting down public transportation

POTENTIAL VACCINE FOUND

LABORATORIES | Potential vaccine discovered; testing phase starts

DISCOVERY GETS PUBLIC

PRESS | News: Vaccination discovered

CASES WORLDWIDE
VIRUS | Continuous human to human 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

PHARMA INDUSTRY | Starts large scale vaccine production

4TH NEWS PEAK

PRESS | News: Availability of the new vaccine and wave of (fatal) infections

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

INFORMATION CAMPAIGNS

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

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 | Distribution of vaccines to doctors

VACCINATION STARTS

HEALTH CARE SYSTEM | Start to vaccinate

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
Therefore, the cases often seem to go down

VIRAL TRANSMISSION DECREASES

VIRUS | Transmission is slowing down

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

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

MONITORING

WHO | Reports a decrease in new cases worldwide

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

TRANSITION PHASE GLOBAL RISK REDUCES

OFFICIAL END OF PANDEMIC

WHO | Pandemic end is officially declared

**POST-PANDEMIC/
INTERPANDEMIC PHASE**
AVERAGE SEASONAL INFLUENZA ACTIVITY

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

The pharmaceutical industry develops, produces, and markets drugs or 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.

WHO

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".

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.

THIS POSTER

- The aim of this poster is to take the reader through the different stages of an influenza pandemic.
- The poster is divided into two halves. The left half shows the progress of the influenza pandemic and media activity along the vertical axis. Material actions and reactions of key players are plotted along this timeline. The right half lists some useful advices.
- The poster addresses people from the press, health care workers, but also the public.
- The aim is to familiarize the reader with circumstances pandemic management has to deal with during different phases of a pandemic.
- 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.
- You can download the poster in print quality at: www.ecomeu.info/poster
- This timeline is also available as an interactive version: www.ecomeu.info/poster