DCH Mission

**Access**
Access to affordable, quality health care in our communities

**Responsible**
Responsible health planning and use of health care resources

**Healthy**
Healthy behaviors and improved health outcomes
DCH Initiatives
FY 2008 and FY 2009

**FY 2008**
- Medicaid Transformation
- Health Care Consumerism
- Financial Integrity
- Health Improvement
- Solutions for the Uninsured
- Medicaid Program Integrity
- Workforce Development
- PeachCare for Kids™ Program
- Stability
- SHBP Evolution
- Customer Service and Communication

**FY 2009**
- Medicaid Transformation
- Health Care Consumerism
- Financial & Program Integrity
- Health Improvement
- Solutions for the Uninsured
- Workforce Development
- PeachCare for Kids™ Program
- Stability
- Customer Service
THE FOUR PILLARS
In the National Framework of Response

1. SITUATIONAL AWARENESS
2. MASS VACCINATION
3. COMMUNITY MITIGATION
4. COMMUNICATION
SITUATIONAL AWARENESS

CHANGING SEVERITY? Feb increase in hospitalizations?

ANTIVIRAL RESISTANCE?

Grade “A”
MASS VACCINATION

• **WILL VACCINE BE READY?**

• **SAFE AND EFFECTIVE?**

• **ALTERNATIVE VACCINATORS?**

• **DON’T FORGET SEASONAL FLU!**

• *Grade C+*
COMMUNITY MITIGATION

IF SEVERITY STAYS LOW/MODERATE

DISCOURAGE SCHOOL CLOSURES
DISCOURAGE CANCELLATION OF MASS GATHERINGS
ENCOURAGE COMMERCE

Grade B+
COMMUNICATION

- CREDIBLE, CONSISTENT, FREQUENT MESSAGING:
  - WITH THE PUBLIC
  - WITH CRITICAL INFRASTRUCTURE PARTNERS
  - WITH CAREGIVERS

- Grade B
2009 H1N1’s Impact on Hispanic Communities?

• The median age of the Hispanic population, 26.9 years
• The median age of non-Hispanic populations, 39 years
• 10% of those hospitalized with complications of H1N1 have been diabetic and diabetes more prevalent among Hispanics
• Pregnancy has been a factor in many H1N1 hospitalizations and deaths; fertility rate of Hispanic women almost twice that of other non-Hispanic white women
H1N1 Vaccination Coverage

Figure 3. Influenza Vaccination Coverage Among Non-Hispanic Whites and Hispanics by Age, United States, 2008-2009 Influenza Season

Age Group

*respondents who have diabetes, heart disease or asthma
FLU ASSOCIATED DEATHS BY GENDER AND RACE N=66

Influenza-associated deaths by gender and race N = 66
H1N1 Overall Grade

B+
Other Lingering, Challenging Questions

Unpredictability of rate of vaccine dev’t in eggs

Reliance on foreign vaccine factories

Hospital surge even in mild pandemic

How to assure messaging reaches special communities
Resources

- www.cdc.gov
  - U.S. public health guidelines
- www.pandemicflu.gov
  - HHS pandemic plan
- www.who.int
  - Global updates and official case reports
- www.health.state.ga.us
- “U.S. Reaction to Swine Flu: Apt and Lucky”
  by Donald B. McNeil, Jr.
Questions and Answers

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