

Georgia's Pan Flu Response H1N1

READY FOR THE NEXT?

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GEORGIA DEPARTMENT OF
COMMUNITY HEALTH
Division of Emergency
Preparedness & Response

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

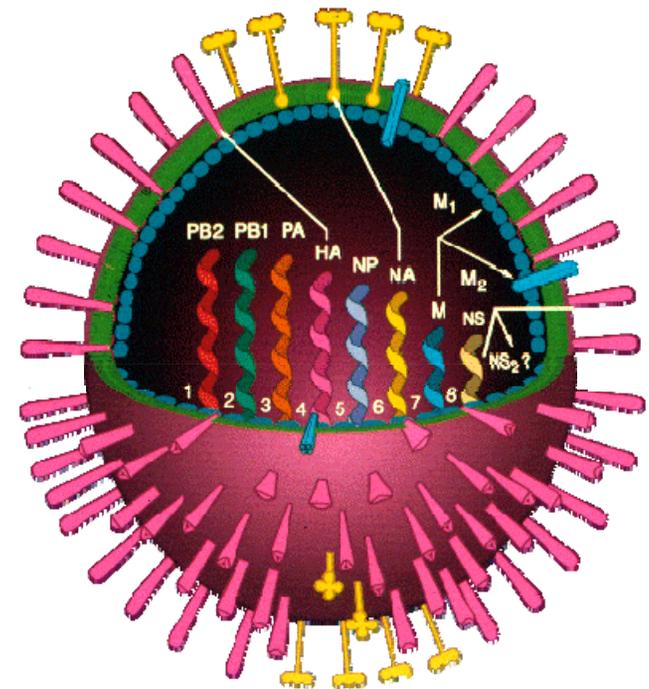
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- Health Care Consumerism**
- Financial & Program Integrity**
- Health Improvement**
- Solutions for the Uninsured**
- Workforce Development**
- PeachCare for Kids™ Program Stability**
- Customer Service**



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+



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COMMUNICATION

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

- Grade B



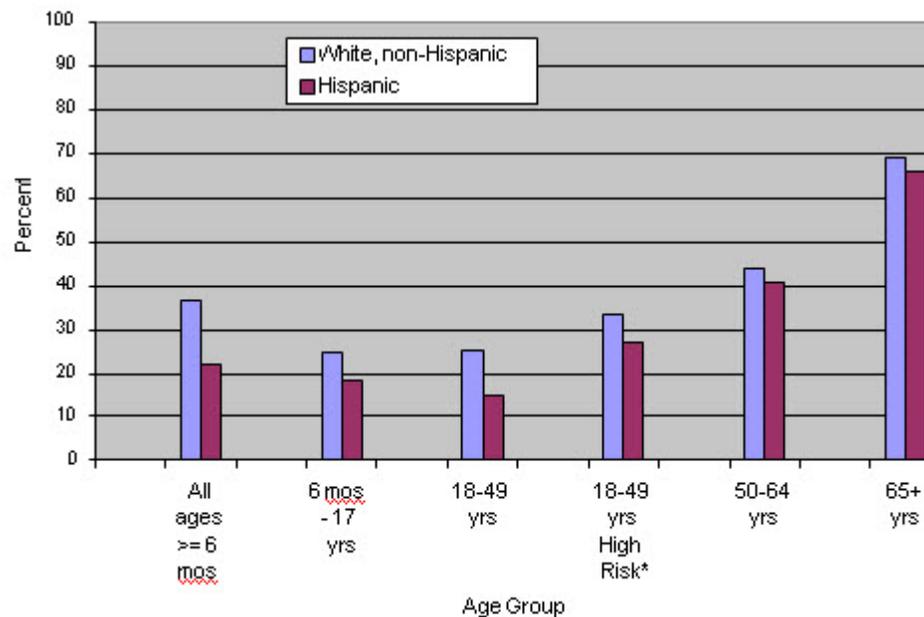
2009 H1N1's Impact on Hispanic Communities?

- 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 ¹³

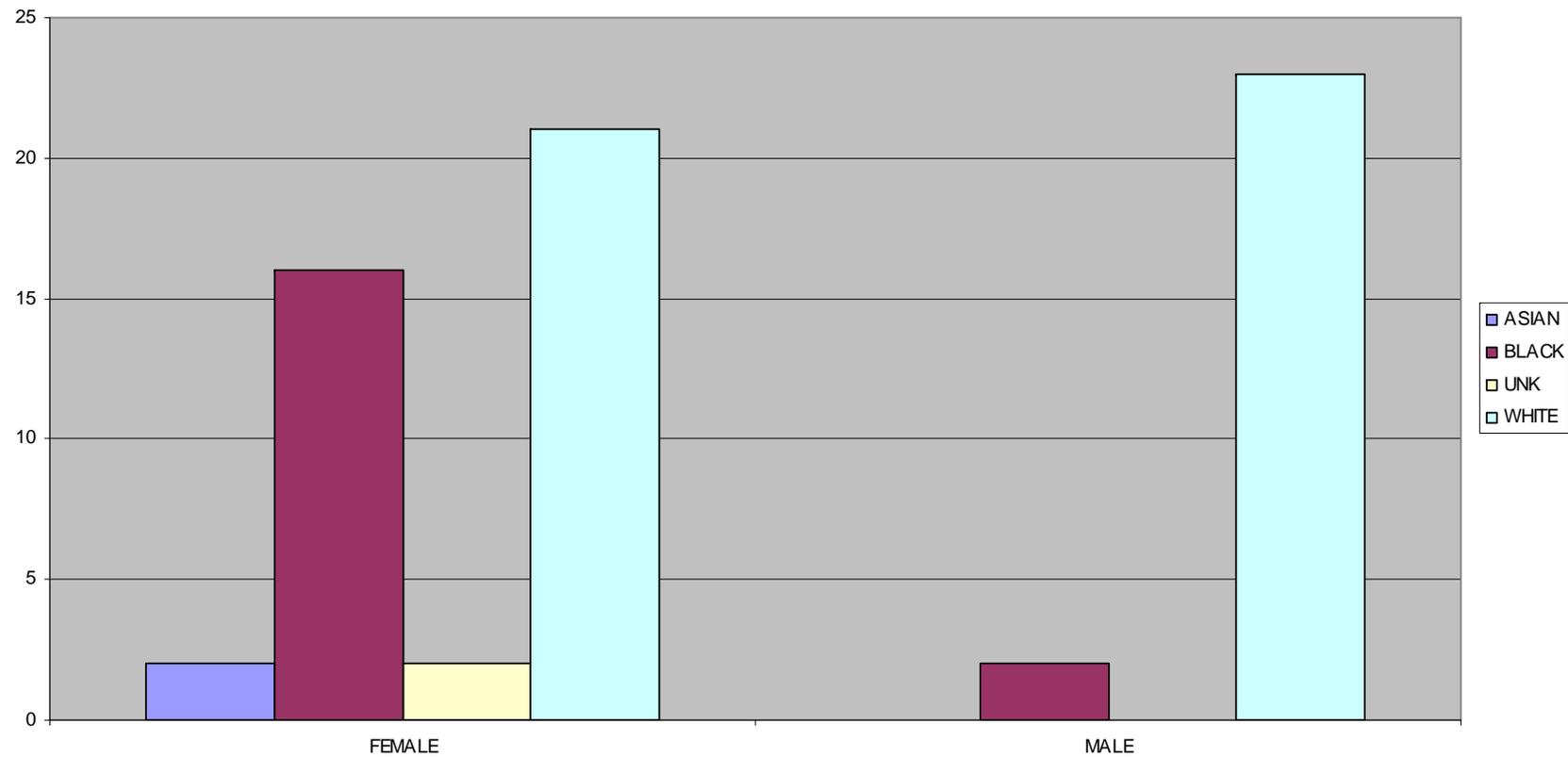


*respondents who have diabetes, heart disease or asthma



FLU ASSOCIATED DEATHS BY GENDER AND RACE N=66

Influenza-associated deaths by gender and race N = 66



H1N1 Overall Grade

B+



Other Lingerin, 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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