

Business Not As Usual: Video User Guide

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Resources to support partners with pandemic influenza planning

(See webpage for downloads)

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Appendix B: It’s Not Flu As Usual brochure

Appendix C: Guidance on Preparing Workplaces for an Influenza Pandemic

Appendix D: Business Continuity Template

INTRODUCTION

The user guide is a tool created to expand on the information presented in the video. It includes a brief introduction to pandemic influenza and business continuity planning to share with your audience prior to viewing the video. It also offers key questions that can be used to generate discussion after the video has been shown.

The guide was designed for two types of users:

- Local health jurisdiction presenters who will lead a meeting on business continuity planning.
- Self-directed individuals who are interested in business continuity planning at their business or community-based organization.

HOW THE GUIDE IS ORGANIZED

The Guide is divided into three simple steps:

Step 1: Introduce the Business Not As Usual video

Step 2: Show the video

Step 3: Engage Attendees in discussion about the video content

Each section of the guide provides information and resources that correspond with the topics covered in the video. The Appendix section includes handouts, resources and materials that can be copied and used when needed.

BEFORE GETTING STARTED

- Decide who your audience will be and the key messages you want to convey.
- Prepare handouts and materials in advance. Consider the materials included in the Appendices (starting on page 8) that would be most useful to your audience.
 - For business audiences we suggest you include Appendix C: Guidance on Preparing Workplaces for an Influenza Pandemic
 - For community-based organizations we suggest you include Appendix D: Business Continuity Template

SUGGESTED AUDIENCES

- Community-based organizations that need to provide services to vulnerable populations during emergencies.
- Community health clinics
- Small and large businesses and businesses that provide key services to the community in the event of a disaster or emergency.
- Other government agencies
- Schools

STEP 1: INTRODUCE BUSINESS NOT AS USUAL

INTRODUCTION

An important first step in introducing people to the Business Not As Usual video is providing an introduction to pandemic influenza and business continuity planning. The scenario described in the video and user guide is based on a severe pandemic flu. This is **not** an H1N1, low-level pandemic flu event. However, planning for a more severe pandemic will also help prepare you and your partners for a lower-level response.

Before you begin, you may want to provide your audience with the background information listed below.

What is pandemic influenza?

Influenza viruses cause infections of the respiratory tract (breathing tubes and lungs). In some persons, complications of influenza can be severe, including pneumonia.

Pandemic influenza is a global outbreak of disease from a new influenza A virus that is unlike past influenza viruses. Because people have not been infected with a similar virus in the past, most or all people will not have any natural immunity (protection) to a new pandemic virus.

How is a pandemic different from regular flu season?

A pandemic flu is a new influenza virus that could be a much more serious flu virus than seen in a typical flu season. Different from the typical strains of flu, humans would have no or little natural resistance to a new strain of influenza. As a result, pandemic flu is likely to be more severe, affect more people, and cause more deaths than seasonal influenza.

Also, there is a vaccine for seasonal flu, which is prepared each season against new variations of the seasonal influenza. There is no vaccine available at this time for a pandemic flu, and it is expected to take at least six months after a pandemic flu appears to develop a vaccine.

Why is pandemic influenza so serious?

Because most or all people would not have immunity to a new pandemic virus, large numbers of persons around the world can be infected. If the pandemic virus causes severe disease, many people may develop serious illnesses. Some of those who develop severe influenza will die.

Once a pandemic virus develops, it can spread rapidly causing outbreaks around the world. The U.S. Centers for Disease Control and Prevention (CDC) predicts that as much as 25% to 30% of the US population could be affected. In King County alone, a severe pandemic flu could make 540,000 people ill, 270,000 would need outpatient care, over 59,000 would need hospitalization, and 11,500 could die.

High levels of illness and death during a pandemic could lead to other forms of social and economic disruption. With so many people in so many places becoming ill, caring for the ill, and looking after their children at home, the available workforce will be reduced. Impacts of a pandemic on everyday life may include school and business closings, the interruption of basic services such as public transportation and food delivery, and cancellation of large public gatherings.

Impact of pandemic flu on business:

- From 25-35% of the workforce could be affected at any given time
- The economic impact in the U.S could range from \$71.3 to \$166.5 billion
- The epidemic could persist for two months or longer
- Psychological impacts on the workforce will be extreme
- Community containment measures, such as closing schools and other establishments and canceling events, may be implemented to minimize disease spread.

Role of local health department in pandemic flu planning:

- Brief businesses on pandemic flu and community containment measures that may be used i.e., (social distancing, restriction of large public gatherings, school closures, etc)
- Provide technical assistance
- Establish ongoing communication with businesses before, during and after an event

What is business continuity planning and why is it important?

“Business continuity” means ensuring that essential business functions can survive a natural disaster, technological failure, human error, or other disruption. In recent times, assuring business continuity has also meant planning for terrorist-related

biological, chemical, or nuclear attacks.

Many existing business continuity plans anticipate disruptions such as fires, earthquakes, and floods; these events are restricted to a certain geographic area, and the time frames are fairly well defined and limited. Pandemic flu, however, demands a different set of continuity assumptions since it will be widely dispersed geographically and potentially arrive in waves that could last several months at a time.

To reduce the impact of a pandemic on your operations, employees, customers and the general public, it is important for all businesses and organizations to begin continuity planning for a pandemic now. Lack of continuity planning can result in a cascade of failures as employers attempt to address challenges of a pandemic with insufficient resources and employees who might not be adequately trained in the jobs they will be asked to perform. Proper planning will allow employers to better protect their employees and prepare for changing patterns of commerce and potential disruptions in supplies or services.

What is the Business Not As Usual video?

Business Not As Usual is a 20-minute planning video for the public and employers of all types (business, government, community-based organizations, schools, etc.) The video demonstrates practical planning types you can do now.

STEP 2: SHOW THE VIDEO

"Just wanted to let you know what a great tool your film Business Not as Usual: Preparing for a Pandemic Flu is. We have used it in internal trainings and for sessions in the community (e.g. with faith based organizations and community based non-profits) as a really good explanation of the potential impacts of a pandemic on a business - large or small. Well done!" ~ User from Hennepin County, Human Services and Public Health Department

Presentation Logistics

The following checklist can help avoid common presentation challenges. Be sure to take these steps at least 24 hours before your presentation.

- Test that your laptop or DVD player can read is able to open and play the Business Not As Usual DVD.
- If using a computer, change your settings so your screen does not lock or go to sleep during the video.
- If you are bringing your own projection equipment, make sure you do a final check that you have all required cables and power cords. Bring an extension cord and tape (to tape the cord to the ground) just in case.

- If you are using a provided computer and/or projection equipment, be sure to allow plenty of time for setup and testing the equipment.

Remember: Room setup can make a big difference. Make sure that the arrangement of tables and chairs will promote group discussion. Make sure that you have ample space for your laptop, projector, handouts and other media. Allow at least 1 hour for setup time for stress-free set up.

STEP 3: ENGAGE ATTENDEES IN DISCUSSION ABOUT THE VIDEO CONTENT

After viewing the video, engage your audience in a discussion about what they have just seen and heard. Use a severe pandemic flu as your scenario. Present the following key assumptions and display them visually, either displayed in the front of the room or printed on a handout. While the discussions may vary slightly depending on the audience, below are some sample questions to get the conversation started.

The discussion questions below can be discussed as one group or in small working groups at table. Think about your audience, the key messages you want to convey, and what would be the best way to meet their needs.

Key Assumptions to Share during the Discussion

- A flu pandemic is spreading rapidly in the community.
- A pandemic flu is widespread and business/organizations will not be able to rely on other outside staff and resources to help with essential functions.
- There are limited supplies of antiviral drugs (e.g. Tamiflu), and vaccine is not likely to be available for 6-12 months from the onset of pandemic flu.
- Pandemic flu will overwhelm the medical system and not everyone will be able to get the care that they need.
- Ill individuals have been isolated and their contacts quarantined during the first stages of the pandemic to delay spread in the community
- Worksites and public places have been asked to implement social distancing measures to control the spread of disease. This means people are asked to be 3 to 6 feet away from each other. Common areas have asked to be closed in worksites (e.g. lunch rooms).
- 25%-35% of the workforce is out sick due to pandemic flu.

Discussion Questions

The following questions assume you are planning for a **severe** pandemic that is an ongoing crisis. The pandemic flu could last anywhere from 12 to 18 months.

If you only have limited time with your audience

Share a sample plan with your audience and start the discussion with the first 2 questions (same for business or community-based organization) on identifying essential or critical functions and staffing.

Questions for Businesses

- What are your essential or critical functions? How would you prioritize these? What functions do you continue? What functions do you reduce? What functions do you suspend?
- Who will staff your essential functions? What is your line of succession for these functions? Identify at least 2 people for each function. How can you cross-train staff to perform these roles?
- Do you have a human resources policy for workers who sick and unable to work? What if staff need to be out for longer than they have sick days saved up? How would your policies change in the event of a pandemic flu?
- Do you have contingency plans for staff that have children and may need to stay home with them if schools and daycares are closed? What if their children or family members are sick for a long period of time?
- Can your staff telecommute? Can you offer alternate shift scheduling (allowing some staff to work different hours to keep the number of staff in one location at a minimum)?
- Do you have plans and strategies for communicating with employees and customers during a pandemic? How would you communicate effectively and efficiently? What are some of the key messages you would have to communicate? Who develops and who approves messaging about: business operational status, damage assessment, services offered or changed, funds needed, volunteers needed, other needs? Who communicates the message?
- How can you get these messages out? Think of new technologies such as text messaging. Having several channels to get information out is key.
- Do your suppliers have a pandemic flu plan? How will you get the supplies you need to stay in business? What will you do if you run out of critical supplies? Are there supplies you can stockpile?
- Does your business have resources and capabilities that would be of benefit to the community – capital resources, space and facilities, etc.?
- Are there organizations or other businesses that would be key partners? Who can you share resources with or how can you make the most of limited resources available?
- What measures can you put into place in order to keep staff and customers from congregating?

- What are other ways you could protect your employees and customers in the event of a pandemic?
- What other issues would concern your business?
- Are there other policies that would need to be put into place?

Questions for Community-based Organizations

You can use the same questions as business listed above and with a couple of additions.

- How can you get messages out? How will you be able to deliver critical information to the people you serve in the languages they understand?
- How will you check-in on clients during the pandemic flu? How will you advocate for resources needed by your clients? Who will you turn to for critical information for the health and safety of your clients?
- Does your organization have resources and capabilities that would be of benefit to the community – such case managers, interpreters/translators, etc.?
- Are there organizations or other businesses that would be key partners? For example, are there faith-based organizations that would be key to getting important messages out to the community? Who can you share resources with or how can you make the most of limited resources available?

Wrap-up Questions

- What are three things that you learned from the video?
- What are two things you will use from the video?
- What is one question you still have?

Next Steps for Attendees and Organizations

- Write a plan. Test and revise it.
- Communicate the plan with employees. Get staff feedback and buy-in.
- Create key messages for employees and clients/customers.
- Emphasize stop germs and stay healthy behavior in your messaging (e.g. cover, your cough and sneezes, wash your hands, use hand sanitizer).
- Identify resources to help with planning.
- Network or collaborate with key partners. Who can you share resources with or how can you make the most of limited resources available?
- Get leadership support. Encourage leadership to message the importance of planning to all employees.
- Stockpile emergency supplies in the work place.

Provide participants with the following guides to take home with them or use these guides to support next steps.

For Business Planning See Appendix C: Guidance on Preparing Workplaces for an Influenza Pandemic

For Community-Based Organization Planning See Appendix D: Business Continuity Template

See Appendices for other useful resources to send home with participants.

Suggested Next Steps for Local Health Departments

1. Establish regular and ongoing communication with local businesses, community-based organizations and schools. Obtain key contact lists and emergency after-hours contact lists.
2. Identify ‘promising practices’ and resources that can be used as models for business continuity, human resources policies, communication strategies and preparedness planning.
3. Review partners’ business continuity plans and support your partners with their planning needs.
4. Inventory resources that could be available during an event and establish utilization agreements if needed.
5. Identify funds to continue training business partners, schools and community organizations in business continuity planning.