

What is the Get Ready campaign and why should I care?

President-elects Meeting

June 13, 2007

Susan L. Polan, Ph.D.

Associate Executive Director,
Public Affairs and Advocacy

"Prevent, Protect, Live Well: Get Ready"



I am not really prepared.....

- **Most people are not prepared for a public health crisis, and a majority acknowledge their lack of preparedness.**
 - By their own admission, an 87% majority have not taken enough steps to prepare for a public health crisis, and know they could do more.
 - 40% of the public have taken steps to prepare in the past, but admit they have let their preparedness plans lapse.
- **Many people believe that they are more prepared than they actually are.**
 - More than one-quarter (27%) of the public claim to be prepared for a public health crisis, but only half of those (14%) actually have a three-day supply of food, water, and medication.
 - And nearly half (46%) the public have not pulled together a Disaster Supply Kit.



And it doesn't impact me anyway

- Just 26% of the general public thinks it is likely that they or their family will be affected by a public health crisis in the next year or two, and only 27% believe that a public health crisis in the area that they live is likely in the next year or two.
 - Yet 57% of the public thinks it is likely that a severe storm such as a hurricane, tornado, flood, or blizzard could lead to a public health crisis in the area they live in the next few years. Forty-seven percent think a serious health crisis from an outbreak of infectious disease such as the flu is likely. An additional 43% believe that an outbreak of a food-borne disease is likely.
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Why Should We Lead This Effort?

- o We are dedicated to protect communities from illness and injury
- o Our strength is prevention
- o Our members dedicate their lives to that cause
- o We are expert about evidence-based policy
- o We have reach
 - o 50,000 members
 - o 53 affiliates in every state
- o We can build on our 135 years of service to the nation's health



Stephen Smith at age 98
APHA's 50th Anniversary 1921

“Get Ready”

Preparedness for Pandemic Influenza

- o Can be **the** cause leader
- o Is a **focused** cause
- o A **“wave”** of activity exists
- o **All** APHA and affiliates can participate
- o **Consistent** with policy priorities



***Get
Ready***

Affiliates Can Help Create Community Resilience

- ❖ **Engage in a planning process with state health department**
- ⑩ **Develop and implement a local strategy to address pandemic influenza in Affiliate community**
- ⑩ **Educate rural/farming communities about avian influenza safety measures**
- ⑩ **Create a communication network of critical public health partnerships with government agencies, businesses, and non-profit organizations that can help address emerging infectious diseases in communities**
- ⑩ **Participate in Get Ready campaign podcasts**
- ⑩ **Write Get Ready campaign blog entries**
- ⑩ **Provide a link to the Get Ready campaign website on Affiliate website**
- ⑩ **Participate in state pandemic flu summits**
- ⑩ **Host a booth or exhibit display at state pandemic flu summits using Get Ready materials**
- ⑩ **Host a booth or exhibit display at conferences and/or health fairs using Get Ready material**



Affiliates Can Help Create Community Resilience

- ⑩ **Display at conferences and/or health fairs using Get Ready materials**
- ⑩ **Speak at town hall meetings**
- ⑩ **Write letters to the editor**
- ⑩ **Write letters to policymakers**
- ⑩ **Identify and share with APHA and Affiliates best practices and/or case studies**
- ⑩ **Present at high schools, churches, town hall meetings**
- ⑩ **Mail Get Ready campaign fact sheets to Affiliate members**
- ⑩ **Participate in or organize vaccine drives**
- ⑩ **Plan a booth or session for Affiliate's annual meeting using Get Ready materials**
- ⑩ **Partner with grocery stores, community groups, health departments for flu vaccinations**
- ⑩ **Partner with other groups/health department in existing efforts**
- ⑩ **Send out newsletters to Affiliate members and community**





Get Ready



The Get Ready campaign, sponsored by the American Public Health Association (APHA), provides information, resources and tools so that all individuals, families and communities in the United States are more prepared for a potential influenza pandemic, outbreak of an emerging infectious disease or other hazard or disaster.

[Get the Facts](#) [FAQ's](#) [Blog](#) [Podcast](#) [Take Action!](#) [Publications](#) [About Get Ready](#) [Other Links and Resources](#)

Would you be ready if a flu pandemic or an outbreak of an infectious disease hit your community?

Do you know what to do if:

- Your schools, day care facilities, grocery stores and pharmacies close?
- Going to work and interacting with others would be a risk to your health?
- You had to stay in your house for weeks at a time?

Highlights

Ready Tips

- Have an emergency supply kit readily available.
- Have a plan for how to respond if a flu pandemic or other emerging infectious disease strikes.
- Plan ahead to ensure that people with special health



GET READY FOR FLU

TUESDAY, JUNE 12, 2007

HHS Summit Energizes Flublogia

In launching a five-week *Pandemic Flu Leadership Blog*, the U.S. Department of Health and Human Services has reached out to the online community to help Americans become more prepared for a possible influenza pandemic. The last couple of weeks have featured posts by government, health, business and religious

Get Ready Poll

How concerned are you about pandemic influenza?

- Very!
- Somewhat.
- Not at all!

Vote Now!



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APHA Get Ready Podcasts

Get Ready Podcast Episode 1:

"Get Ready, Part 1"

Released: Wednesday, Oct. 11, 2006

Running time: 10:32


Host: Frances Atkinson, MSM, director of component affairs, American Public Health Association

Description: *This episode is an interview featuring APHA Executive Director Georges C. Benjamin MD, FACP, concerning APHA's role in preparing America for the pandemic flu through the Association's Get Ready campaign.*

[Read summary](#) of Get Ready, Part 1, podcast

Susan.polan@apha.org

202/777-2510



Practice
public health?

So do we.

Join us.

“Prevent, Protect, Live Well: Get Ready”