

Innovations in Avian Influenza Preparedness Organization of American States Meeting November 14, 2007



“Focusing on Business Infrastructure”

**Al Martinez-Fonts, Jr.
Assistant Secretary, Private Sector Office
U.S. Department of Homeland Security**



Pandemic Flu Preparedness – Homeland Security's Preparedness Role



Working with HHS On
Pandemic Flu
Prevention And
Preparedness with a
Focus Is On The
“Healthy” Portion Of
The Populous, Not
The “Afflicted”

Local, State & Federal

Helping The
Business Community
Sustain Vital
Services On A Local,
State And Federal
Level During A
Pandemic Outbreak

Preparedness

To Be Successful,
America's Pandemic
Preparedness Requires
An Equal Emphasis On
Health And Business
Planning



Two Lanes in the Pandemic Road

Health & Human Services

- Medical
- Public Health

Homeland Security

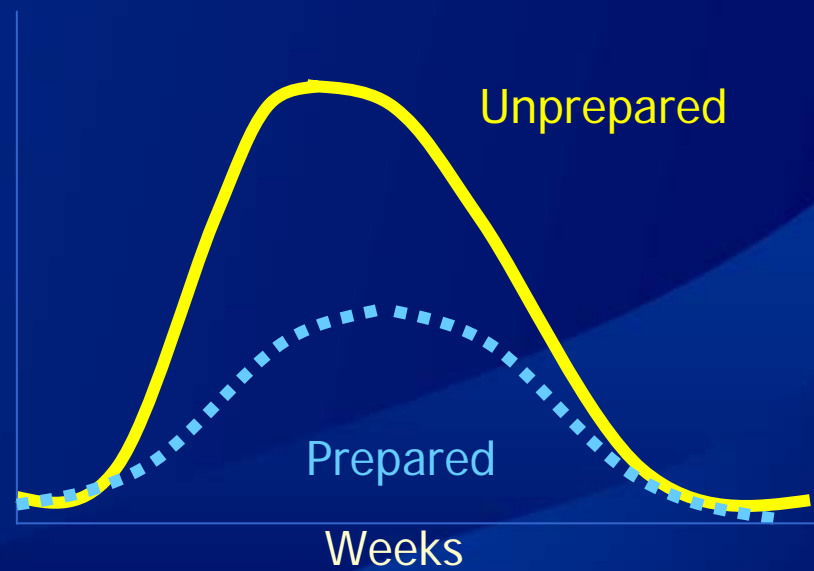
- Incident Management
- Critical Infrastructure
- Economic Impacts



The Public Health Approach

- **Slow spread, decrease illness and death, buy time**
 - Antiviral treatment and isolation for people with illness
 - Quarantine for those exposed
 - Community Containment
 - Social distancing
 - Vaccine when available
 - Local decisions

Impact





The Homeland Security Approach

- **Assess Pandemic Effects On Critical Infrastructure**
- **Support Critical Infrastructure Owners/Operators In Developing And Implementing Preparedness Plans**
- **Provide Preparedness Planning Information to Employees**
- **Monitor Critical Infrastructure And Its Delivery Of Essential Services During A Pandemic**
- **Prioritize The Distribution Of Limited Resources**
- **Share Best Practices**



Critical Infrastructure Sectors & Key Resource Areas

Critical Infrastructure Sectors

- Agriculture And Food
- Banking And Finance
- Chemical
- Defense Industrial Base
- Emergency Services
- Energy
- Information Technology
- Postal And Shipping
- Public Health And Healthcare
- Telecommunications
- Transportation Systems
- Drinking Water And Water Treatment Systems
- National Monuments And Icons

Key Resources

- Commercial Facilities
- Dams
- Government Facilities
- Nuclear Reactors, Materials, And Waste



Interdependencies

America's Critical Infrastructure Is The Transparent Network Of Facilities, Systems, And Functions That Americans Rely On Every Day; Some Examples Are:

Telecommunications

- Financial Institutions
- Real Time Communications
- ATMs/Credit Cards
- Cellular Phones
- Pagers
- Email
- Landlines
- Faxes

Electricity

- Power For Businesses
- Light And Heat For Private Homes
- Power For Computer Systems
- Power For Vital Communication
- Power For Radios And Televisions For Emergency Broadcast System

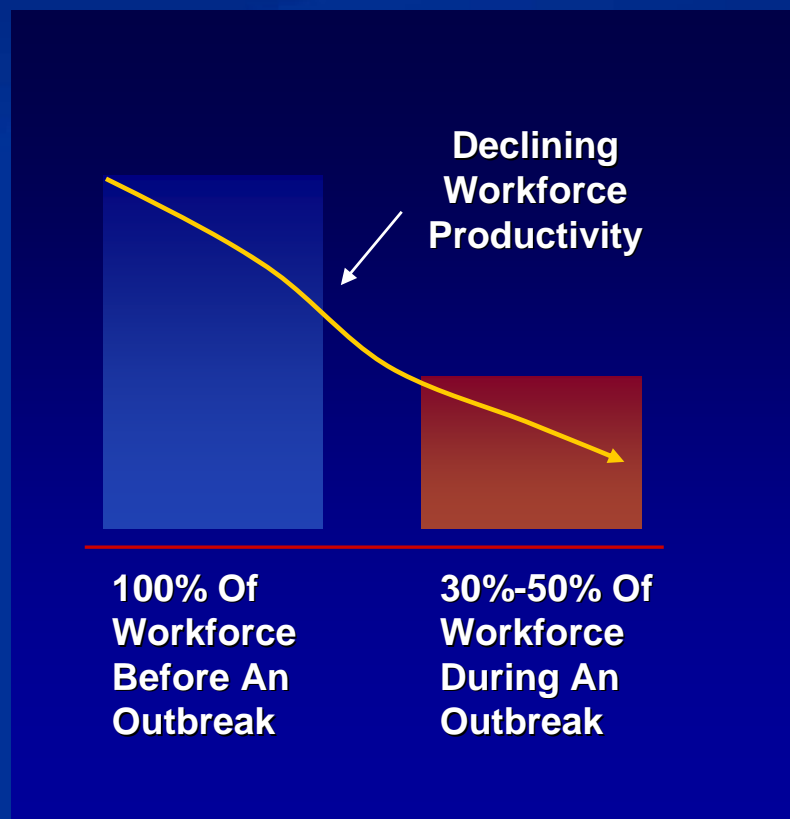
Water

- Water for Drinking
- Sanitary Needs
- Firefighting Needs
- Crop Irrigation

85% Of These Facilities Are Privately Owned/Operated



Private Sector Impacts



- **WORKFORCE:** Potential Extended Employee Absenteeism (30%-50%)
- **ECONOMY:** Business Operations Impeded
- **SMALL BUSINESS:** Dependent On Large Businesses
- **LARGE BUSINESS:** Dependent On Small Businesses
- **RESULT:** Economy Impacted



Something to Think About

- **The Reality of Telecommuting**
- **Demographics of Your Employees**
- **Supply Chain / Just-In-Time Inventory**
- **Employee Communications Strategy**
- **Needed Regulatory Relief**
- **Liability Issues**



Sample Effects on a Typical City

- **Typical Large City Has Only Enough Food To Sustain Itself For Less Than A Week**
- **Outgoing/Incoming Mail/Parcel Services/Shipping Impeded**
- **Incoming Gasoline, Chlorine, Food Drug Deliveries Impacted**
- **Small/Medium Manufacturing Businesses Cease/Cut-Back Operations; Lack Of Parts For Autos And Other Durable Goods Stops Production On Assembly Lines**
- **America's Economy Impacted**



Businesses And Communities Should Plan Now

- Planning Now Will Help Sustain The Nation's Economy
- Create Or Update A Continuity Of Operations Strategy
- Focus On Sustaining Your Essential Operations Under Extreme Conditions
- Obtain And Reference The *Critical Infrastructure Pandemic Influenza Preparedness, Response, And Recovery Guide* located on www.pandemicflu.gov
- Cross-over Benefit - You Will Be Prepared For Future Issues (Chemical/Biological/Etc.)



Businesses And Communities Should Plan Now

All businesses and communities should obtain and reference *The Critical Infrastructure Pandemic Influenza Preparedness, Response, And Recovery Guide* to help create a plan:

Plan

Planning
Now Will
Help Sustain
The Nation's
Economy

Strategize

Create Or
Update A
Continuity Of
Operations
Strategy

Sustain

Focus On
Sustaining
Your Essential
Operations
Under Extreme
Conditions

Prepared
Business &
Community
for Future
Issues



Web Resources

- www.pandemicflu.gov
- www.ready.gov
- www.dhs.gov

Contact Us

- Al Martinez-Fonts, Jr.
Assistant Secretary
Private Sector Office
U.S. Department of
Homeland Security

(202) 282-8484

Private.Sector@dhs.gov