



PANDEMIC RESPONSE PLAN

Prepare Ahead of Time

Workplace Health Strategy Consulting:

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Introduction

The scope of this project is to minimize the effect of a pandemic on essential businesses. The main issues that we will address are minimizing the need of personal protective equipment (PPE), appropriate use of PPE, and coordinating the PPE supply chain. These topics are key to support an essential business in the midst of any pandemic. Although this proposal will illustrate how the virus can successfully be handled, it does not include how to destroy the virus.

The purpose of this project is to develop a plan to ensure a safe environment for customers and employees in the event of a pandemic. After adopting our plan your business will be better prepared to handle the immediate effects of a pandemic. Your workplace will not only be well stocked and prepared for a global pandemic, but you will also be able to ensure customer and employee safety. This in turn will have economic benefits for not only your store, but the community as well.

According to The World Health Organization [7], a key factor in the protection of frontline workers is optimizing PPE availability. In general PPE includes gloves, medical/surgical face masks, goggles, face shields, gowns, respirators, and aprons. In the event of a pandemic, risk of PPE shortage is a great concern and preparation will greatly reduce the chance of a shortage. Managing the supply chain and making sure your business can adapt to the changes will decrease the effects of a pandemic.

This subject is extremely important due to the impact essential businesses have on the health and well-being of American citizens as well as our nation's economy. Historically, businesses can suffer from under preparation from pandemics, but proper education on this topic can prevent your company from previous mistakes that have led to failures. This subject will increase the chance of success for your business in the event of a pandemic as well as positively impact the entire country by maintaining positive economic status.

First, this proposal will present to you the current situation. Second, you will dive into our project plan where we will take you through the steps your business should take. Then we will go in depth about our qualifications as a company. Finally, your team will understand the costs and benefits of our proposal.

Current Situation

A nationwide pandemic will create times of uncertainty due to the risk of one's health and government orders that express concern for our nation's health and safety. Essential businesses are a critical asset to maintain the economy and support the needs of our nation's entire population. An extremely contagious virus could lead to a plethora of concerns regarding every individual's well-being. The changes due to a pandemic will make businesses decide how to properly take care of their employees as well as stay afloat during the economic hardship.

It is important to understand that preparation is the key ingredient to successfully get through a pandemic. In our current state, there are not any warnings as to when your company may face the next pandemic. It may be difficult to imagine a time where an uncontrollable, contagious virus exists to an extent where the general public is left frightened about the consequences of occupying public places such as restaurants, work, parks, grocery stores, etc.

An outbreak of an extremely contagious virus leads to the fear of severe illnesses and even death. Someone's reaction to a pandemic can vary individually. Some people may believe that certain precautions are outrageous and unnecessary whereas others may think the issue was not taken seriously enough. These different reactions can be avoided with a proper solution to provide a safe environment for consumers to shop for essential items.

In the past, the changes due to pandemics have had negative results. Some examples include overuse of PPE, not respecting social distancing, and/or using PPE incorrectly. These can ultimately lead to bigger issues such as increasing risk to the virus and businesses shutting their doors indefinitely. When a business properly prepares for a pandemic using our proposed strategy of stocking a sufficient amount of PPE, follow sanitation procedures, practice social distancing, and implement employee safety procedures customers and employees will remain safe and your company will remain in good economic status.

Doing nothing about this issue will result in not only risking your customers and employees health and safety, but it will also increase the risk of closure during the economic hardship.

Workplace Health Strategy Plan

The main goal for any employer during a pandemic is to provide a safe environment for consumers and employees. While the spread of influenza is difficult to control there are steps that can be taken to help ensure that consumers and employees protect themselves which include stockpiling supplies, raising awareness, and getting people to take the pandemic seriously.

Stockpile Supplies

Personal protective equipment (PPE) should be used during a pandemic. This equipment includes masks, gloves, and sanitary wipes [7]. When stockpiling supplies, it is important to take into consideration fit, function, disposal, and cost [4].

Due to the nature of a pandemic, supplies may become in high-demand and therefore could potentially create a shortage. Some things to consider before an emergency situation include minimizing the need of PPE, appropriate use of PPE, and coordinating a supply chain. These considerations can help prevent overuse and running out of supplies [7].

The reason such precautions must be taken into consideration is because during a global pandemic actions such as misinformation and panic buying can create an even greater shortage of supplies globally and would thus have a detrimental effect on numerous industries including essential businesses and medical professions.

MASKS

Influenza can be transmitted through infected liquid droplets caused by talking, sneezing, and coughing. For this reason, it is important to create a barrier to prevent the spread of these droplets around the nose and mouth area [4].

As of April 2020, the costs of face masks vary. However, a quick search on Amazon shows that a set of 50 disposable face masks costs \$33.65, or a little over \$0.67 per mask without shipping costs.

GLOVES

Gloves should be worn to help prevent skin contact with an infected surface. They can also help prevent infection from entering open cuts or wounds [4].

As of April 2020, a box of 100 Medium Vinyl disposable gloves costs around \$24.42 without shipping, or a little over \$0.24 per glove.

SANITARY WIPES

Sanitary wipes should be used to help disinfect any surface that someone may come in contact with [4].

As of April 2020, a dual pack of Lysol disinfecting wipes costs around \$5.34 for a total of 150 wipes, or around \$0.04 per wipe.

If your workplace had 100 employees in a given day and they each used:

1 Mask	\$0.67
1 Pair of Gloves	\$0.48
10 Sanitizing Wipes	<u>\$0.40</u>
	\$1.55

Your total added cost would be:

$$\begin{array}{r}
 \$1.55 \text{ per employee} \\
 \times 100 \text{ employees} \\
 \hline
 \$155 \text{ per day}
 \end{array}$$

Total amounts will increase due to the fact it is strongly encouraged to dispose of masks and gloves throughout the day.

Raise Awareness

If you are a company that provides essential goods and services like food/food preparation, customer safety is very important. One thing that can be done to ensure customer safety is help educate them on the difference between the season flu and a pandemic [5].

- A pandemic flu means that there is very little available in terms of immunization.
- The disease may spread very quickly from person to person.
- Older people and those with compromised immune systems may be at higher risk.
- Healthy people may also be at high risk.
- Hospitalizations and deaths may be higher than the seasonal flu.
- A pandemic may cause workplace closures and a shortage of some goods.

Because raising awareness is an important step it is important to educate both the consumer and your employees in the correct way.

CONTACT AND TRAIN ALL EMPLOYEES

- Make sure all employees know where all PPE and sanitation supplies are located.
- Communicate all workplace policies related to sick leave, getting paid, and daycare [4].
- Communicate with all employees all transportation options and concerns.
- Set up a virus response team in each store [1].
 - These people will help to communicate the current state of the store, employees, customers, and the supply chain for your goods.
- Encourage sick people to stay home [4].

CREATE A MARKETING PLAN TO EDUCATE THE PUBLIC ON IN-STORE PRECAUTIONS

- Use an authority figure such as medical personnel [3].
 - Use simple terminology.
 - Use the proper tone.
 - Be calm and promote that everything is under control.
- Target the entire population but put emphasis on higher risk groups.
- Promote changes in behavior:
 - Social distancing.
 - Proper hygiene such as hand washing and wearing masks.

- Assure the public that the company is taking the situation seriously and knows what to do.
- Emphasize that new behaviors will work better if everyone works together.

Get the people to take the pandemic seriously

Due to the high risk of the spread of the disease both employees and customers need to take the pandemic seriously to ensure a safe environment.

PROMOTE NEW BEHAVIORS

New behaviors may need to be implemented to reduce the spread of the disease. These behaviors include [3]:

- Washing your hands more frequently.
- Wiping down surfaces.
- Wearing masks.

Some other beneficial behaviors include coughing into your elbow and social distancing. Promoting distance between customers and employees can help prevent the spread of the disease by limiting direct exposure whether by direct contact or infected droplets [4].

If an employee is sick or shows any symptoms, encourage them to stay home to prevent the spread of the disease. If an employee is showing symptoms at work, send them home immediately. Wearing masks and gloves can help prevent the spread of disease but they are **NOT** 100% effective.

Encourage both employees and customers to practice healthy lifestyle choices [4]. These can include healthy nutrition, regular exercise, and refraining from smoking and drinking. A healthy lifestyle can boost the immune system and help fight off an infection and prevent spreading it to others.

All employees should also stay up to date on the latest healthcare policies whether implemented by your workplace or the government [4].

DISCOURAGE/REJECT POTENTIAL BEHAVIORS

Discourage large crowds by limiting the number of people in your store/workplace. Encourage those that can work from home to do so. If customers need to enter your store, promote social distancing to help prevent the spread of the disease [3].

Discourage the use of handkerchiefs and promote using disposable tissues. When encouraging the use of disposable tissues, provide both employees and customers with plenty of trash receptacles and places to wash and disinfect their hands [3].

Discourage both employees and customers from touching their face. Even when wearing gloves and masks both employees and customers should be more aware that touching your face will help spread infection [3].

Evaluation

By taking these pre-emptive and precautionary steps your business will be better equipped to deal with a pandemic. With supplies stockpiled, a promotion plan for your business, and encouraging the adoption of certain behaviors you will be more prepared to provide a safer workplace for your employees and customers.

Qualifications

Description of Personnel

Our CEO worked under the Chief Medical Officer of the CDC in Atlanta, Georgia for 13 years before creating Workplace Health Strategy Consulting.

Our staff has decades of experience working to stop the spread of infectious diseases such as Polio, Swine Flu, Whooping cough and more.

Background on Organization

HISTORY

After the Communicable Disease Center (CDC) was formed on July 1, 1946, Workplace Health Strategy Consulting and many other health consulting firms began to form as it was necessary to protect American businesses from future pandemics. Workplace Health Strategy Consulting became a top pandemic planning consulting firm as our staff are highly-trained, highly-educated, and highly-experienced in pandemic response planning.

FACILITIES AND EQUIPMENT

Workplace Health Strategy Consulting has at least one office in every state in the United States. From these offices, we will assist your company in keeping your staff members and customers safe, customize a plan to keep your business functioning at its highest capacity, become a contact point as daily operations change, and much more. We will be your one-stop-shop when preparing your business for a pandemic.

Experience of Organization

PRIOR SUCCESSFUL PROJECT

We have assisted small and large businesses during the last decade of the Polio outbreak between 1946-1955. We have also completed similar major

projects during the Swine Flu outbreak in 2009 and Whooping cough in 2010 and 2014.

Each year, Workplace Health Strategy Consulting prepares for the worst during each of the infectious disease peak seasons. For example, we prepare our partners for the most commonly spread diseases throughout the year and any other outbreak that arises. Our company does not specialize in any specific infectious disease, rather we are prepared to assist your business no matter the infectious disease that is placed in front of us.

Closing

For more information on the importance of pandemic planning, the provided link to the OSHA website outlines essential businesses during a pandemic as well as the reasons to prepare your business for a pandemic [4]. A major takeaway from this article is that businesses, as well as the surrounding communities, will fail if they are not properly prepared for a pandemic. Employees will be forced into roles they are not trained for, and the business will experience a cascade of issues that may send them into a downward spiral. It is better to be prepared for an unlikely event than to assume the event will not occur.

Conclusion: Costs/Benefits

Now that you have a clear understanding of who we are as a company, we will move into the cost-benefit analysis.

The reality is that the world is vulnerable to a pandemic. This is why a customized plan for pandemic response is just as important as any other emergency procedure.

This section will coordinate with the major deliverables outlined in preceding sections.

Costs

The price that your company will pay to properly protect workers in the event of a pandemic is \$155 per store per day. This price primarily includes the cost of PPE, but other costs to consider include:

- Educational marketing materials promoting social distancing.
- Time spent training employees for pandemic response.

Benefits

As a result of spending the money to be prepared, you will continue to operate as a reputable essential business, your employees and customers will be safer and healthier, and you will contribute to the physical and economic [1] health of society.

When facing a threat of pandemic proportions, it is especially important that essential businesses such as yours safely provide vital resources to the general public. Successfully protecting employees and customers while demonstrating purpose will instill lasting confidence in your company's name and contribute to the accelerated recovery of the greater population [2].

It all comes down to how you want to react to a crisis: preparedness or panic.

Contact

We appreciate the opportunity to help your company prepare to act in the best interests of customers and employees alike in the face of adversity. Preparing a detailed contingency plan well before disaster strikes demonstrates wisdom and forethought that will allow your company to react quickly and with conviction at the first sign of trouble. It is with confidence that we recommend the integration of this pandemic response plan for your company with the expectation that it will prove to be useful in the near future.

Please direct further communication and additional queries to:

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