

The Pandemic Homepage

Social Innovation and Entrepreneurship: Saving Lives in the Next Pandemic.

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The prototype for the entire homepage may be viewed at:
<http://sie.stanford.edu/1/homepage>.

The Pandemic Homepage

The Problem

In the event of a pandemic, disseminating information to the public will be absolutely crucial. The public will undoubtedly flood the Internet in search of information about the pandemic and how to protect themselves and their families. With 70 million Americans using Internet daily at the end of 2004, and a 31% increase in use over the span of 4 years, it cannot be denied that the Internet will be a major source of information for Americans today and increasingly so in the future (Pew Research Center). With so many individuals accessing the Internet, the information they are able to find about pandemic flu will play an important role in determining how many people survive in a pandemic.

During our team's research of the resources which are currently available to the public, such as two of the most prominent sites, pandemicflu.gov and fluwikie.com, we noted three primary issues that need to be addressed in order to improve dissemination of information to the public.

First, localized, updated information is currently very difficult for the public to access, if it is even available at all. While there is currently no flu pandemic, in talking with and gaining empathy for many experts in the field, we have realized that there is no pre-existing, integrated system that allows local public health departments, emergency responders, and other organizations involved in fighting a pandemic to post information about current conditions, triage guidelines, resources in the local community, or other updated information on any sort of large scale.

Though these systems may be available in certain areas on a local level, nothing exists to integrate the vast information available, distill what is important, and then present it to the public. Additionally, the amount of localized information available varies widely across jurisdictions. To further confound the situation, the demand for information may overwhelm the capacity of local Web servers. A host with substantial server capacity would be needed for the large anticipated demand.

Second, current websites are difficult for the public to use due to information organization and navigability. Information about treatment, prevention, and other aspects of the pandemic flu is often presented in esoteric, incomprehensible and technical language. Downloadable documents with this information can be long, verbose, or contain many technical terms that are useful primarily to the experts who created the documents and not to the average American citizen who will need to sort through the information. Even though all of the content is available on these websites, access is a large problem.

Specifically, current websites are difficult to navigate to find necessary information quickly. This is especially true for members of the public who may not know what kinds of answers they need to find. Additionally, most information is often not available in a large number of languages. Though pandemicflu.gov, for example, is available in four languages, little of the information is of local relevance to specific communities. Local information, which can

sometimes be accessed on local public health department websites, is rarely available in languages other than English. For example, the Santa Clara County Health Department pandemic website can only be found in English, even though the county has a large Hispanic population.

Lastly, community members have no reliable model from which they can mobilize their communities for an emergency. Current information disseminated from websites is arranged in a hierarchical, top-down fashion with no potential for interactivity, or for the generation of a grassroots response. Information is simply being broadcast from different sources in different locations with no option for feedback or collaboration. The static information presented by websites such as pandemicflu.gov does not enable community resiliency to be created. It simply informs, it does not empower.

In summary, there are currently three major problems confronting current web resources about the pandemic flu:

1. **Inconsistent availability of timely, local information**
2. **Lack of ease of use**
3. **Lack of technology to strengthen community resiliency**

It is vital that we address the problems discussed above; working to improve web-based information will save lives, because it will educate individuals who will be working to combat the flu. The provision of information during a pandemic will have to rely on technology such as the Internet, because person-to-person communication cannot exist on any large scale. During the weeks and months when social distancing will be enforced, the most effective form of communication available will be the Internet. Though alternative technologies such as telephones will also be important as a back-up resource, only the Internet offers the speed and broad information base that will empower the public during a pandemic. Availability of accurate, useful information will make the difference between an uninformed public unable to respond and an adequately prepared force working to minimize the effects of the pandemic flu.

Since the Internet has so much potential in terms of information dissemination, the content of this information becomes increasingly important. Therefore, it is necessary that this information be easy to understand and easy to access, and useful for individuals and their communities.

Opportunities for Innovation

We have taken the three major areas for improvement identified above and utilized them to trigger improvement. Though we are informed about pandemic flu and have connections in various related areas, we are not scientists and doctors. We are the public. Our greatest asset is the desire for user interactivity and simplicity. During a pandemic, we will be on the receiving end of all of the information from the government and health departments. Everything that follows in this report, including design variables, website mock-ups, and simplified medical information, stems from the desire and need to improve the status quo. All variables will be explained in detail below. Some are bound to be continually iterated upon, and some will undoubtedly be included in field tests and eventually in the final design that is unveiled when this website becomes public.

By presenting information in a targeted way and breaking advice into small parts so that people can deal with their pandemic problems step-by-step, we hope to improve the ability of individuals to cope with a pandemic. We have also investigated ways in which localized, updated information about the pandemic can be synthesized across the nation and provided to the mass public. It is our hope that by integrating a large variety of information sources, our innovation will benefit not only the public but also emergency responders themselves. Instead of inefficiently establishing individual communication with each neighboring jurisdiction during a pandemic, local health departments and cities will be able to access all relevant information for surrounding areas from one source. Additionally, we have looked into facilitating communication between neighbors and other community individuals through technology such as chatting capabilities, blogging, Internet groups, and email. These ideas will be further explained and developed in the report that follows.

In short, our innovation addresses the following:

1. Summarized, accessible, and accurate basic information (with links to more detailed sources if desired)
2. One location for easily updatable, localized information if local health departments, Emergency Operation/Communication Centers (EOCs/ECCs), and other organizations take advantage of our service
3. One easy way to connect to other people in one's community

Testing

Before we describe each component of our innovation in greater detail, we believe it important to first explain how we have come to our design through multiple iterations. We have tested our prototypes and discussed our design concepts with many people, including professionals, health officers, product designers, computer science professors, and peers.

From the beginning, we have asked potential users, friends, family, and classmates what they would want to see, hear, and receive from sources of higher authority during some sort of an infectious disease pandemic. The majority of those we polled knew little to nothing about the potential threat of a flu pandemic, and knew much less about what specific medical knowledge would be important and what kinds of measures and laws would be in effect. For example, we discovered that the idea of social distancing and isolation was foreign to almost everybody. Through our discussions with potential users, we gained empathy for the types of information individuals would need during a pandemic, as well as what kinds of knowledge they would possess about a pandemic before visiting our homepage. We also discovered what kinds of preferences users typically have in terms of layout, presentation of material, and other important aspects of user interface and web design.

From our expert advisers, we gained valuable insight into effective human-interface design. We received feedback about how to best organize our information and how to make it accessible. We also received important knowledge about what improvements need to be made regarding information dissemination as it exists today. One of the main themes that continually resurfaced was that there is a crucial need for accessible local information.

One of the methods we used in our testing was "card sorting." We provided Post-its, with possible website information written on each paper, and asked individuals to prioritize which information they thought was most important, as well as create a website of their own. We tried this for different stages of the pandemic, and gave each person a script for the type of user they were. Individuals could rearrange the Post-its for the different usage scenarios, and could also create new Post-its themselves. Participants were then asked to explain each of their decisions for either including or excluding a Post-it, and why they placed it in a particular location.

The summaries of these tests, experiments, and polls are reflected in the design of our homepage, which will be explained below.

The Innovation: General Principles

Our innovation consists of a homepage that will answer critical questions, be easy to use, offer reliable, comprehensible information, and communicate risk with a calming but direct tone. During a pandemic it is likely that the Internet will be overwhelmed, so it is important that all crucial information be hosted with sufficient server capacity to meet the anticipated surge in demand. More importantly, all of this information must be easily readable and presented in simple formats that people with even the slowest Internet speeds can access.

One of the most overlooked, yet most important areas that we have discovered is the area of home care. Hospitals and care centers will be overloaded, and the medical system will be overwhelmed. As a result, the majority of the sick will need to be properly cared for in their homes in order to survive. We have spent a great deal of time developing this specific area, because it is very likely that people will be unable to receive direct professional help and will have to rely on home care. Additionally, home care will be very important in preventing illnesses from worsening and requiring more urgent medical attention.

Using this innovation, users will be able to see local information from health departments, public information officers, and other authorities by entering their zip code. These organizations will be able to easily update local information for their respective zip code using our simple interface. A Frequently Asked Questions (FAQs) section will also enable people to easily find answers to what they are looking for without distracting themselves with irrelevant information.

The organization of information on the homepage has been designed with the user in mind. By considering different usage scenarios, the team has determined which components and information will be most important. Users will be directed to different parts of the site involved with preparing for a pandemic, staying healthy during a pandemic, treating the pandemic flu, volunteering to help, and fighting back through community resiliency. Throughout the homepage, printable documents that present critical, concise information will be available. The layout of the site is user-friendly and easy to navigate. Important components of each page will be very pronounced on the page. Also, highly visible links will be available to all parts of the homepage. To further improve navigation, users will be able to follow the structure of the site by referring to the breadcrumbs on the top of the page, which track the user's progression through different pages.

Other important factors have also been considered in our design. By having authoritative sponsors and using brand names, the site will be known and trusted as the first place people will look to for updates about the pandemic flu. The host of the site should be able to handle a large amount of traffic, in order to maximize access and bandwidth capability. Language availability will also be crucial, and thus the simpler the provided information is, the more readily it will be able to be translated. Adhering to concepts of risk management and risk communication, it is essential that this information be presented at a sixth grade level. All of these principles will enable us to broaden the current user base for pandemic flu information.

The end target users are home caretakers, those who are sick, those who are curious for more information about the flu, and those who want to know how to prepare themselves and

their communities: essentially, everyone.

The following paragraphs will serve to explain each component of the homepage in further detail. Please refer to the **Appendix** on page 16 for the figures that accompany each explanation.

The Innovation: Details

The Main Page

In talking to a variety of individuals, our team discovered that one of the most important pieces of information to many users will be a map of the current spread of the pandemic. With this knowledge in mind, the main page will feature a global map of the current spread of pandemic flu (**Figure 1**). Users will also see a side bar with different links. In determining how to organize the information that users will be able to access from the main page, our team utilized our usage scenarios to determine what types of information users would need. These types of information have been grouped into major areas of the homepage, which include preparing for a pandemic, staying healthy when a pandemic breaks out, caring for the sick, volunteering during a pandemic, mobilizing communities during a pandemic, and frequently asked questions for users to be able to access information in an easy-to-use question format. These areas have been simplified into the following titles, respectively: "How to Prepare," "Stay Healthy," "Treat the Sick," "Volunteer from Your Home," "Fight Back," and "FAQ's."

There will also be a variety of additional features on the main page. Underneath the map, there will be buttons linking to the most important information. The content of these links will depend on which phase the pandemic is in. For example, during a pandemic outbreak, the most important information will likely be how to stay healthy and home care techniques. In order to provide this information as accessibly as possible, the page will offer links to "Keep Yourself Healthy" and "Care for a Sick Person at Home", as well as offer the national pandemic hotline number. The entire homepage will also be available in a variety of different languages, which users can quickly locate along the top of the page. Users will also be able to sign up for email updates for both local and national aspects of the pandemic. Additionally, this feature may utilize technology similar to Google Alerts, which can allow users to be updated by email each time their local page, or any other aspect of the page, is updated.

Local Page

From the map on the main page, any user will be able to enter in a specific zip code, which will enable them to access a local page (**Figure 2**). This local page will feature information provided by local health departments, public information officers, emergency responders, and other authorities. For example, the local page may have information on health advisories, food and water notices, care center locations and availability, event and school closings, supply distribution centers, or utilities updates.

"How to Prepare" Page

From the first link in the side bar, the user will be able to access information about how to prepare for a pandemic. This section will be devoted to conveying information about a pandemic before it hits, and will convey general, global information about a pandemic, should it become a reality. The page can include the current WHO pandemic phase alert and a global news update. Users will be able to access a simple supplies checklist of the most important items that individuals will need to prepare, including information about how to assemble a flu kit. A

simple fact sheet about the pandemic flu will also be offered, as well as links to other resources with more information. Users can also be directed to the "Fight Back" community mobilization page from this page, if they are interested in helping to prepare their communities for pandemic flu.

"Stay Healthy" Page

The second link in the side bar will lead to a page that aims to provide information for individuals seeking to avoid the flu, especially when pandemic has hit and threatens to infect one's own community. With this in mind, the first information that will be provided will be a bulleted list of tips to stay healthy, presented in simple language. As with other information on the page, users will have the option of accessing in-depth, further information should they wish to see it. Explanations for social distancing and other preventive measures will also be presented. Users can also be directed to the "Volunteer from Your Home" page, for those who wish to volunteer but do not want to be exposed to other people during a pandemic.

"Treat the Sick" Page

This section will be devoted to information regarding how to care for a patient. One major emphasis will be on home care, and thus an important component of this part of the homepage will be an information section about how to provide medical care at home. A simple recipe for Oral Rehydration Therapy will be offered, and the page will also emphasize simple measures that can drastically improve survival and recovery. In order to demonstrate techniques for making information very simple and presentable, our team has created a document that details how to treat the sick at home (**Figure 3**). The information is presented in an easy-to-remember format by using an acronym, and instructions are conveyed in very short, simple language. A list of symptoms will also be available to aid in diagnosis. Other medical information will be provided, such as advice for caretakers, how to sanitize infected areas, and other guidelines for caring for the sick at home. Information about additional medical resources will be available for those who need more information.

"Volunteer from Your Home" Page

This section will inform users of the opportunities for volunteering from their home. Specifically, information from the National Hotline that the SIE Hotline innovation team has been developing will be available, and users interested in volunteering for the hotline by answering calls at home will be able to submit their information (**Figure 4**).

"Fight Back" Page

This section will emphasize community empowerment. By providing individual users with the materials and technological tools to network with their communities and encourage preparedness and mobilization from neighbors, the team hopes to facilitate pandemic response from the bottom-up, not just from the top-down. With this in mind, users will have the opportunity to create their own web groups for their neighborhood by using a tool such as Google Groups, or by joining existing groups. Also, chatting technology will be available for

users to communicate with their immediate neighbors and communities. The information that the SIE Networks innovation team has been developing, which will enable community response by assigning roles to different leaders, will also be available here (**Figure 5**).

"Frequently Asked Questions" Page

This section will provide comprehensible answers to the most common questions that users may have about a pandemic, regarding general information, preparation, treatment, symptoms, and other help topics (**Figure 6**). The team has created answers to some frequently asked questions as samples of the type of supportive but knowledgeable tone we wish to adopt. Additionally, all answers are presented in very accessible language, with the most important information contained in each answer. For example, many users will want to know the difference between pandemic flu and seasonal flu (**Figure 7**). The team has also created additional sample questions (**Figure 8**).

The Administrator's Page

The administrators of the homepage will be health officials, public information officers, emergency responders, and other authorities. Our team's goal is to make an administrator's data entry as simple and painless as possible, to maximize information dissemination and minimize the amount of time over-burdened officials will spend updating information during a pandemic, when they will undoubtedly have countless other responsibilities to fulfill. With this purpose in mind, data entry will involve a homepage administrator filling in different fields on a special page for administrators of a specific zip code (**Figure 9**). Administrators will be able to see what other officials have previously entered, and will be able to submit their own information and modify outdated information already entered (**Figure 10**). Once the administrator enters in the information and submits it, the changes will be automatically displayed on the local page (**Figure 2**). Only sections where information has been submitted will show up on the local page presented to the public.

The prototype for the entire homepage may be viewed at: <http://sie.stanford.edu/1/homepage>.

Moving Forward

For this innovation to become a reality, it needs the support of professional organizations. The strength of our innovation lies in its ability to reach as many people as possible with consistent, reliable, and updated information. To reach these goals, we need existing brand names to provide support for the homepage and ensure that it is used widely. We need support from trusted names in health care and emergency services, and from organizations that can supply national and local information instantly. Of course, our homepage needs a host with the considerable server capacity that can withstand the heavy traffic it will see during a pandemic, and the design expertise to make our concepts and ideas a reality.

Working with the other members of the SIE team, we have found that our innovation can be made more effective in conjunction with both the hotline and networks innovations that have also been developed. First, there is tremendous potential for collaboration between the homepage and a national volunteer-powered hotline. The homepage can advertise the hotline number, so that those users who need to hear a human voice will know what to do. We also understand that the Internet will not be a reliable source for every person in the country. It can, however, serve as a resource for volunteers who are staffing hotlines from their homes. Using the homepage, they will be able to find quick answers and local information relevant to the caller. If hotline volunteers are using information collected by the homepage, the dissemination of consistent information to everyone can be ensured. With regards to the networks innovation, the homepage can be utilized to raise awareness about community mobilization and community roles. It can also distribute the educational materials developed by the networks team, as well as provide a valuable resource for community leaders responding to a pandemic.

Conclusion

Our team's next step is to secure the support and partnership of different organizations. The strength of this innovation lies in its ability to bridge different areas of pandemic response, like the public health world, emergency responders, public information officers, the public, and other key players. Furthermore, we need the support of an organization with the capacity to host a homepage of this magnitude, as well as the resources to help further develop the homepage design and translate the information into as many languages as possible. Adequate bandwidth will be imperative if we wish to maintain accessibility to important information on the homepage in the event of a pandemic, when Internet lines will likely be flooded.

The ideas and innovations that have been described in this report undoubtedly need further iterations and development in order for the Pandemic Homepage to be implemented. By continuing to work with many of the individuals who have supported our research and development along the way, as well as working to expand partnerships with a variety of individuals and organizations, it is our hope that this innovation will become a reality. And we believe that our innovation *must* become a reality, if we are to expect that our communities will be able to fight a pandemic. With a seamless, integrated information source accessible by the mass public, mobilization in response to the threat of pandemic influenza will be drastically improved, and numerous lives will be saved as a result.

Special Thanks and Sources

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Joyce Crawford, NACCHO national work group

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Angel Inokon, Interactive Media and Games Specialist, Stanford University

Kevin Kellenberger, Director of Disaster Services, Bay Area Chapter, American Red Cross

Lisa Koonin, Chief, Private and Public Partners Branch, CDC

Elaine Ray, Stanford News Service Director, PIO Coordinator for Stanford EOC

Terry Winograd, Professor, Stanford Computer Science Department

Appendix

Figure 1: Main page

Google™ Pandemic

[home](#) [about us](#) [contact us](#) [site map](#) [tell a friend](#) [admin sign-in](#)

Your source for updated pandemic influenza information.

[Español](#) [Deutsch](#) [Italiano](#) [Русский](#) [Tiếng Việt](#) [Français](#) [Tagalog](#)

[Printable Version](#)
[Email this Page](#)

[Pandemic Home](#)

- ▶ **How To Prepare**
- ▶ **Stay Healthy**
- ▶ **Treat The Sick**
- ▶ **Volunteer From Your Home**
- ▼ **Fight Back**
 - Sign Up For Your City's Google Group
 - Chat With Your Neighbors
- ▶ **FAQ's**

Sign up for email updates on the pandemic:

Local National

Google Groups BETA

Get Local Information

Example: 94305

Keep Yourself Healthy

Care for a Sick Person at Home

**National Pandemic Hotline:
1-800-358-4357**

[home](#) [about us](#) [contact us](#) [site map](#) [tell a friend](#) [admin sign-in](#) [unsubscribe](#)



Figure 2: Local page

Google™
Pandemic

[home](#) [about us](#) [contact us](#) [site map](#) [tell a friend](#) [admin sign-in](#)

Your source for updated pandemic influenza information.

[Español](#) [Deutsch](#) [Italiano](#) [Русский](#) [Tiếng Việt](#) [Français](#) [Tagalog](#)

[Printable Version](#)
[Email this Page](#)

[Pandemic Home](#) -> [Local Info](#)

- ▶ [How To Prepare](#)

- ▶ [Stay Healthy](#)

- ▶ [Treat The Sick](#)

- ▶ [Volunteer From Your Home](#)

- ▼ [Fight Back](#)

[Sign Up For Your City's Google Group](#)

[Chat With Your Neighbors](#)

- ▶ [FAQ's](#)


Sign up for email updates on the pandemic:

Local National

[Submit](#)

Google Groups
BETA

Spread of Flu for Zip Code 94305



Health Advisories

If sick, stay at home. Stanford University has been quarantined off. There is no vaccination currently available for this wave of influenza.

Food and Water Notices

Safeway at Middle Road and El Camino Real is out of nonperishable food items. Walmart at the San Antonio Shopping Center in Mountain View is currently at full capacity.


Care Center Locations and Availability

An Influenza Care Center (ICC) has been set up in Maples Pavillion on Stanford University Campus. There are 100 free beds as of 1:00 p.m., February 3, 2010.

[home](#) [about us](#) [contact us](#) [site map](#) [tell a friend](#) [admin sign-in](#) [unsubscribe](#)



Figure 3: Treat the Sick page


 [home](#) [about us](#) [contact us](#) [site map](#) [tell a friend](#) [admin sign-in](#)
Your source for updated pandemic influenza information.
[Español](#) [Deutsch](#) [Italiano](#) [Русский](#) [Tiếng Việt](#) [Français](#) [Tagalog](#)

[Pandemic Home](#) -> [Home Care](#) [Printable Version](#)
[Email this Page](#)

How To Prepare
Stay Healthy
Treat The Sick
Volunteer From Your Home
Fight Back
[Sign Up For Your City's Google Group](#)
[Chat With Your Neighbors](#)
FAQ's

Sign up for email updates on the pandemic:

 Local National



How To Treat Pandemic Flu At Home
Remember **HOMESIP**

HYDRATION IS CRUCIAL
If sick, make this rehydration drink at home:
1 quart water
3 tablespoons sugar
1 teaspoon salt
Drink as often as possible

Only One Caregiver
Choose a single caregiver to reduce the risk of spread

Medicines Bought Over-the-Counter
Acetamenophin (Tylenol) and Ibuprofen (Advil or Motrin)
Will not cure, but will relieve symptoms
Use appropriate dosage indicated on label

Ensure Patients Stay at Home
Leaving, even to seek medical care, may worsen patient's condition

Sick Log
Write time of symptoms, bodily functions, and medicine given

Isolate Patients in Sick Room
Identify a room, with external ventilation if possible, as a sick room
Caregiver should limit exposure to patients

Personal Protective Equipment
Cover as much of body as possible
Use disposable mask, gloves, goggles
When in sick room, both caretaker and patient should use
Disinfect clothes with detergent before re-use

[More Details](#)

[home](#) [about us](#) [contact us](#) [site map](#) [tell a friend](#) [admin sign-in](#) [unsubscribe](#)



Figure 4: Volunteer from Your Home page

Google™ Pandemic

[home](#) [about us](#) [contact us](#) [site map](#) [tell a friend](#) [admin sign-in](#)

Your source for updated pandemic influenza information.

[Español](#) [Deutsch](#) [Italiano](#) [Русский](#) [Tiếng Việt](#) [Français](#) [Tagalog](#)

[Printable Version](#)
[Email this Page](#)

[Pandemic Home](#) -> [Volunteer](#)

▶ **How To Prepare**

▶ **Stay Healthy**

▶ **Treat The Sick**

▶ **Volunteer From Your Home**

▼ **Fight Back**

Sign Up For Your City's Google Group

Chat With Your Neighbors

▶ **FAQ's**

Sign up for email updates on the pandemic:

Local National

Google Groups BETA

National Pandemic Hotline
Help Us Help You.

What's happening?
Two weeks ago, a strain of the flu virus developed in Cairo, Egypt and has now infected two hundred people, twenty of whom are in the United States. Researchers have not yet found a vaccine for this particular strain, and although these individuals are quarantined, an outbreak is inevitable. The 1918 pandemic killed 675,000 people and 1 out of 4 people were infected. Don't let history repeat itself, you can help!

We need YOU.
Volunteers are needed for the National Pandemic Hotline. Volunteers will be completely safe, taking calls from their homes and serving as a resource for people who need help. They will be in online communication with experts in certain fields in addition to fellow volunteers. We are specifically looking for people with medical experience (medical students, doctors, nurses), those with hotline or phone experience, leaders in the community, and those who speak languages other than English. The National Pandemic Hotline is also looking for general volunteers with experience of all kinds (students, teachers, etc). Your time can save lives.

How NPH supports you.
In order to support our volunteers, we offer a variety of resources:

- Up to date information about the pandemic through weekly updates
- Connection to the Volunteer Online Network – an online community to communicate and build camaraderie with fellow volunteers
- Personal protective gear for you and your family.

For more information about the pandemic, please fill in the following:
Name: _____
Address: _____
Email: _____

If you would like to volunteer your time for the NPH, please fill in the following:

Do you have internet connection?	Y	N
Are you 18+ yrs?	Y	N
Will you be willing to volunteer for the NPH?	Y	N

If you know anyone who may like to be updated about the pandemic, please refer them here:
Name: _____
Email: _____


If you know anyone who may be interested in volunteering, please refer them here:
Name: _____
Email: _____

[Tell Me More](#)

[home](#) [about us](#) [contact us](#) [site map](#) [tell a friend](#) [admin sign-in](#) [unsubscribe](#)



Figure 5: Fight Back page



[home](#) [about us](#) [contact us](#) [site map](#) [tell a friend](#) [admin sign-in](#)
 Your source for updated pandemic influenza information.
[Español](#) [Deutsch](#) [Italiano](#) [Русский](#) [Tiếng Việt](#) [Français](#) [Tagalog](#)

[Pandemic Home](#) -> [Fight Back](#)

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- ▶ [How To Prepare](#)
- ▶ [Stay Healthy](#)
- ▶ [Treat The Sick](#)
- ▶ [Volunteer From Your Home](#)
- ▼ [Fight Back](#)
 - [Sign Up For Your City's Google Group](#)
 - [Chat With Your Neighbors](#)
- ▶ [FAQ's](#)

Sign up for email updates on the pandemic:

Email Address

Local
 National

[Submit](#)



Help Your Neighbors Fight The Flu

Because everyone is susceptible to the virus, it is imperative to create community resiliency. During a pandemic, many people may lack the resources and services they need to survive. With hospitals and care providers overwhelmed, it will be up to community members to take care of themselves and each other.

Social distancing is important, but so is staying in touch. By **forming a list of friends in your neighborhood and communicating with those on this list**, you can help ensure the safety and resiliency of your community.

A community has everything it needs to survive, but it may require some coordination of resources and services. Community coordinators help the community help itself.

Food/Supply Coordinator
 Food and Supply Coordinators keep in touch with the local public health department, which communicates with organizations that can provide food or supplies to the community, including but not limited to the Red Cross, churches, grocery stores, and other food providers. Food and Supply Coordinators need to know who has food, where food is, and how community members can obtain this food.

Medical Outreach Coordinator
 Medical Outreach Coordinators act as liaisons between the community and medical services, connecting those in need with health care. By communicating with the local public health department, Medical Outreach Coordinators keep track of information for hospitals, clinics, pharmacies, and local triage centers, as well as who has medical supplies such as masks or vaccines, when available.

Community Services Coordinator
 Community Services Coordinators connect people in need of services, including childcare, delivery, and transportation, with community members willing to provide these services.

Special Needs Coordinator
 Special Needs Coordinators pay special attention to vulnerable individuals, such as the elderly, socioeconomically disadvantaged, disabled, and others who may have difficulty meeting their needs, in the community. Special Needs Coordinators consistently communicate with these vulnerable individuals to learn about their needs and ensure they receive the necessary support.

For more information about community leadership roles, please fill in the following:
 Last Name: _____ First Name: _____
 Address: _____ City: _____ State: _____ Zip Code: _____
 Phone No.: _____ Email Address: _____

To volunteer for a community leadership role, please fill in the following:
 Last Name: _____ First Name: _____
 Address: _____ City: _____ State: _____ Zip Code: _____
 Phone No.: _____ Email Address: _____

Role (check one):
 Food Coordinator Supply Coordinator Medical Outreach Coordinator
 Community Services Coordinator Special Needs Coordinator

If you would know someone who may be vulnerable (as defined above in the description of the Special Needs Coordinator), please fill in as much of the following as possible:
 Last Name: _____ First Name: _____
 Address: _____ City: _____ State: _____ Zip Code: _____
 Phone No.: _____ Email Address: _____

To volunteer to a vulnerable individual or household, but not as a Special Needs Coordinator, please fill in the following:
 Last Name: _____ First Name: _____
 Address: _____ City: _____ State: _____ Zip Code: _____
 Phone No.: _____ Email Address: _____

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Figure 6: Frequently-Asked Questions page

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**Frequently Asked Questions (FAQ's):
What do I need to know?**

General Knowledge about the Pandemic Flu

[What is the pandemic flu? How is it different from regular flu?](#)
[How serious is the pandemic flu?](#)
[Why can't I get a vaccine or a flu shot for the pandemic flu?](#)
[Why should I stay in my home when flu reaches my community?](#)

Preparation

[How can I avoid getting sick?](#)
[How do I prepare?](#)

Symptoms

[How do I know if I have the pandemic flu?](#)
[How is pandemic influenza different from seasonal influenza \("the flu"\)?](#)

Treatment

[How do I treat someone who is sick?](#)
[Is treatment different for different people \(children, adults, etc.\)?](#)
[If I'm sick, why shouldn't I go to the hospital?](#)

Help

[Who do I go to for help?](#)
[What phone numbers are there to call?](#)
[What do I do if I have no one to take care of me?](#)
[Where can I get more information?](#)

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Figure 7: FAQ Answer page

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How is pandemic influenza different from seasonal influenza ("the flu")?

Seasonal flu is caused by viruses to which people have already been exposed. Pandemic flu is caused by a different virus that is new to people. Pandemic influenza is likely to affect many more people than the seasonal flu, and will probably be more fatal.

The timing of an influenza is difficult to predict. Unlike seasonal flu, pandemic influenza can appear during any season, and will likely last longer than a typical flu season. Pandemic influenza has been documented 30 times in history. A severe pandemic could change daily life for an extended period of time, and could limit travel and public gatherings among other things.

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Figure 8: Other Sample FAQ Answers

What are the symptoms of pandemic flu?

The exact symptoms of pandemic influenza will only be known once a pandemic arises. Based on past pandemics, symptoms are expected to be similar to those of the seasonal flu virus. This includes:

- fever
- cough
- sore throat
- muscle aches
- runny nose
- eye infections

It may take 2-7 days for symptoms to appear.

Why can't I get a vaccine or a shot?

The flu vaccine shot protects against the seasonal flu viruses that are currently circulating. A new influenza virus will have no vaccine for at least 6 months into a pandemic, because vaccines can only be produced after the new virus strains begin circulating in humans.

Why shouldn't I go to the hospital?

During a pandemic, the health care system will be completely overwhelmed. There will be a shortage of doctors and other health care professionals, not only because of the number of patients but also because medical professionals themselves will be getting sick. There will not be enough hospital beds or supplies. Even if you go to the hospital or an influenza care center, you will likely be turned away. In short, by only reserving medical visits for extreme emergencies, you are enabling those who need the most help to receive it.

Staying at home is also important because it keeps an ill person from becoming more severely ill, and therefore requiring more medical attention. However, if you are in a very serious condition and meet the current guidelines in your area for who is currently being admitted to the hospital, you should go to the hospital if possible. Please see your [Local Page](#) for information on what kinds of patients are being accepted at your local hospitals. If going to the hospital is not possible, please refer to the [Home Care Guide](#).

Why should I stay at home?

If you are healthy, the best way to stay healthy is to stay at home. During a pandemic, social distancing measures will be very important to minimize the spread of the virus. You should avoid going out in public, especially to crowded areas. People are often most contagious before they begin showing any symptoms. You can be exposed to the virus without even knowing it.

If you are sick, you have a better chance of recovery if you stay at home. Venturing outside will only increase your vulnerability to other viruses and bacteria, and can definitely worsen your flu symptoms since your immune system will be weak. You will also risk infecting other people.


How can I avoid getting sick?

- Minimize contact with other people.
- Wash your hands frequently.
- Don't touch your mouth, nose, or eyes unnecessarily.
- Use soap, water, and a face cloth to wash your hands.
- Use hand sanitizer.

If you are caring for someone who is sick, here are some additional measures to take:

- Ventilate the sick room and other areas.
- Ultraviolet light can be effective in killing viruses.
- Wash soiled items with soap and chlorine bleach.
- Clean hard surfaces with soap and water. Then, spray with a 1:10 bleach to water solution, leave for 30 seconds, and wipe down surfaces again.

Figure 9: Administrator page

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Health Advisories

If sick, stay at home. Stanford University has been quarantined off. There is no vaccination currently available for this wave of influenza.

Care Center Locations and Availability

An Influenza Care Center (ICC) has been set up in Maples Pavilion on Stanford University campus. There are 100 free beds as of 1:00 p.m., February 3, 2010.

Event and School Closings

Supply Distribution Centers

Food and Water Notices

Safeway at Middle Road and El Camino Real is out of nonperishable food items. Walmart at the San Antonio Shopping Center in Mountain View is currently at full capacity.

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