

COVID-19



HOW IS COVID-19 DIFFERENT FROM THE FLU?

COVID 19 is different from the families of viruses that cause the common cold or seasonal influenza

- It is more harmful and contagious than the common cold or seasonal influenza
- Mortality rate is at least 10x that of seasonal influenza
- There is not yet a vaccine
- Infected individuals may not show symptoms for up to a week
- 1 in 6 people with COVID-19 infection require hospitalization
- There is no known treatment

WHAT CAN WE EXPECT IN OUR REGION?



- Spread of the virus over next few months with peak expected in late May
- Ramp up of testing, which will reveal more cases
- Healthcare providers will be in high demand

"If 1 in 100 Wisconsin people require hospitalization due to COVID-19 in a short period of time, the need for hospital beds will exceed capacity of our state's hospitals by a factor of 15. It is everyone's responsibility to take action now to mitigate the spread of COVID-19."

- John R. Raymond, Sr., MD, President/CEO, Medical College of Wisconsin

WHY ACT NOW?

SLOW THE SPREAD

Reduce or eliminate situations in which large groups of people (10 or more) congregate

Use social distancing principles when people are in the same room - 6' distance is recommended

Wash hands frequently, scrub fingers and nails

Remain calm and help others to reduce stress and anxiety

ACKNOWLEDGE THE RISKS

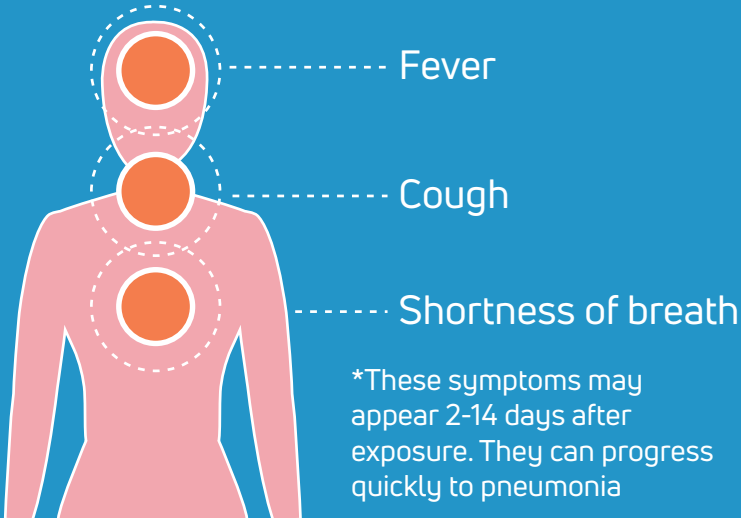
Increased risk of spreading to older adults and those with underlying or chronic health conditions like heart disease, lung disease

Compromising one's mental health and well-being due to worry and anxiety of contracting virus, not having access to resources, loss of wages, not being near loved ones, isolation, or loss of control

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SIGNS AND SYMPTOMS*



WHAT TO DO?

What to do if you have been exposed and/or have symptoms.



Do call your healthcare provider for advice.

Do not visit primary care, urgent care or the emergency room for your symptoms unless instructed by your healthcare provider.

TIPS FOR WELL-BEING

Maintaining empathy, connection, and calmness reminds us that we are all in this together, even when we are more isolated than usual.

Show kindness to others when they are feeling stressed

Connect with friends and family virtually

Manage your information intake - go to reliable sources and limit news consumption

Increase your positive emotions - gratitude exercises, reach out to others

Practice mindfulness or other relaxation strategies

Get exercise - outdoors if possible

Maintain a reasonable sleep schedule

Strive for healthy nutrition

PRECAUTIONS

- Clean hands often with soap and water or alcohol-based hand sanitizer
- Reduce contact with large groups of people
- Maintain 6 foot distance in social places
- Alternate greetings - no handshakes or hugs
- Disinfect frequently touched surfaces
- Limit food sharing
- Limit travel methods where many people share a small space (train, air, bus)

WHERE TO GET MORE INFORMATION?

Centers for Disease Control and Prevention:
cdc.gov/coronavirus/2019-ncov/index.html

World Health Organization:
who.int/emergencies/diseases/novel-coronavirus-2019

WI Dept of Health Services:
dhs.wisconsin.gov/disease/coronavirus.htm

COVID-19 Business Continuity Considerations



What Might Business Leaders Consider?



Protect your people

- Encourage and practice social distancing starting immediately
- Inform and emphasize about respiratory, hand and face hygiene with constant reminders
- Enable work from home options
- Minimize face-to-face meetings and convenings
- Restrict non-essential travel
- Encourage wellness, empathy and compassion
- Provide safe alternative child-care options
- Identify support options for part-time or low- wage earners
- Identify and make special accommodations for high risk groups



Protect your environment

- Restrict employees or visitors with symptoms of or exposures to COVID-19
- Screen at physical entry portals to your business
- Restrict on-site work to those essential for business functions
- Sanitize public high-touch surfaces such as door handles, elevator buttons, keypads, keyboards, breakrooms, copier, etc.



Protect business continuity

- Secure your supply chain
- Preserve your core business functions using social distancing
- Protect your cash flow and key products
- Consider impact on your business and employees at time intervals – 4 weeks, 8 weeks, 3+ months
- Protect your C-suite leaders



Develop contingency plans based on WHO and CDC guidance

cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html

who.int/emergencies/diseases/novel-coronavirus-2019/technical-guidance/guidance-for-schools-workplaces-institutions



Communicate clearly and frequently to your stakeholders



Pull together, collaborate, share best practices