

# **Pandemic Influenza and the Public: Survey Findings**

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# Methodology

- *Telephone survey conducted by ICR/International Communications Research of Media (PA)*
- *In field September 28 - October 5, 2006.*
- *Representative national sample of 1,697 adults age 18 and over*
- *Over-sample of adults who had children under age 18 in their households (n= 821).*
- *Weighted to its actual proportion (38%) of the total adult population.*

# Factuals

<i>Employed full-time</i>	<i>50%</i>
<i>Employed part-time</i>	<i>13%</i>
<i>Not employed</i>	<i>36%</i>
<i>Ever work from home, employed respondents</i>	<i>27%</i>
<i>Have children in household</i>	<i>38%</i>
<i>13-17</i>	<i>16%</i>
<i>5-12</i>	<i>22%</i>
<i>Under 5</i>	<i>14%</i>
<i>Only one adult in HH</i>	<i>26%</i>
<i>2 or more adults in HH</i>	<i>74%</i>
<i>Disabled in HH</i>	<i>30%</i>
<i>Self</i>	<i>21%</i>
<i>Other HH member</i>	<i>16%</i>
<i>Elderly in HH</i>	<i>22%</i>
<i>Self</i>	<i>16%</i>
<i>Other HH member</i>	<i>12%</i>
<i>Pregnant HH member</i>	<i>3%</i>

# Familiarity with Term “Pandemic Flu”

*% saying they...*

**Know what  
“pandemic flu” means**

**41%**

**Have heard of it/  
don’t know  
what it means**

**33%**

**Have never  
heard of term**

**25%**

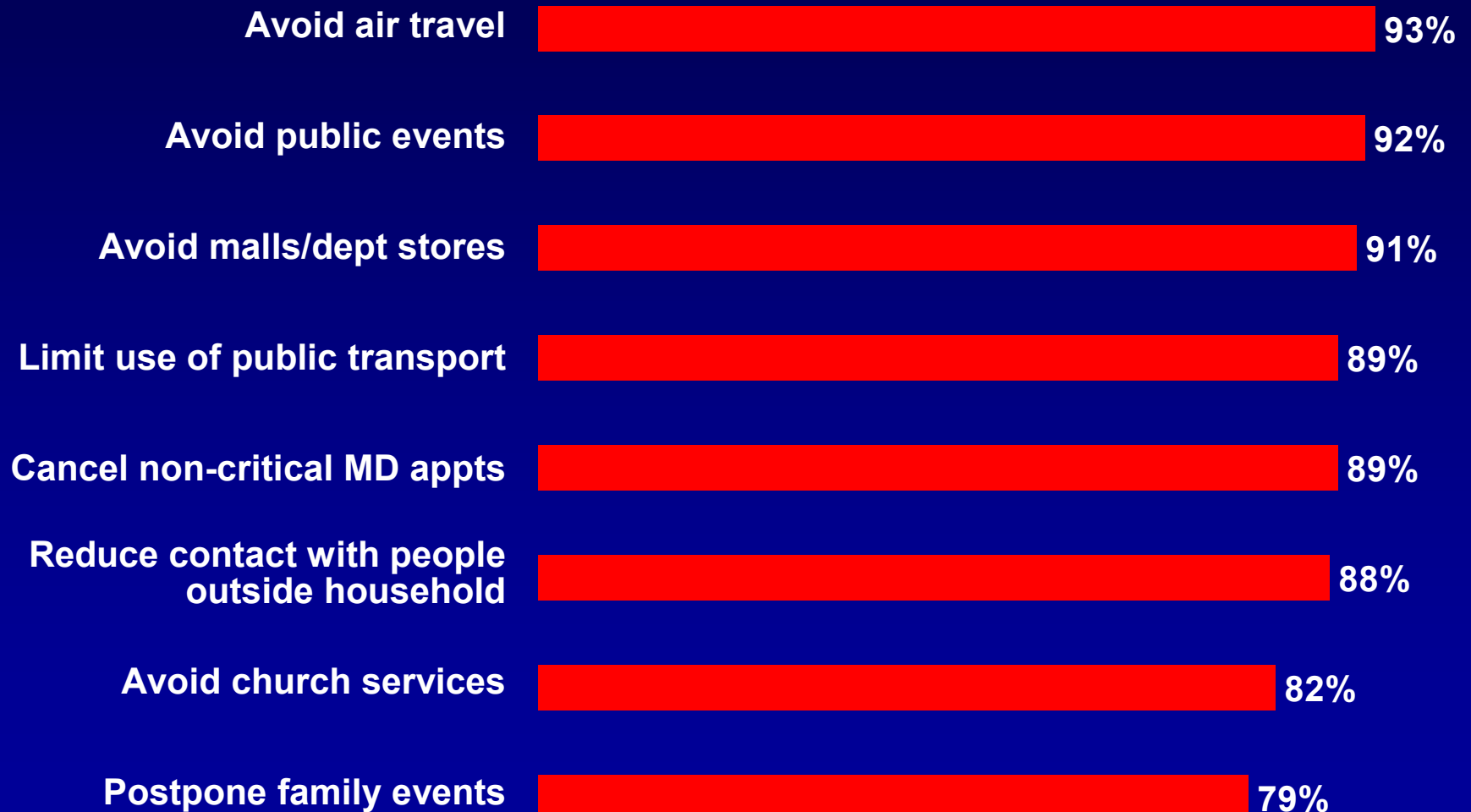
# Cooperation

# Scenario

*Now I want to ask you some questions about a possible outbreak in the U.S. of pandemic flu, a new type of flu that spreads rapidly among humans and causes severe illness. Currently there have not been any cases of pandemic flu in the U.S. However, imagine that there was a severe outbreak in the U.S. and possibly in your community and a lot of people were getting very sick from the flu and the flu was spreading rapidly from person to person.*

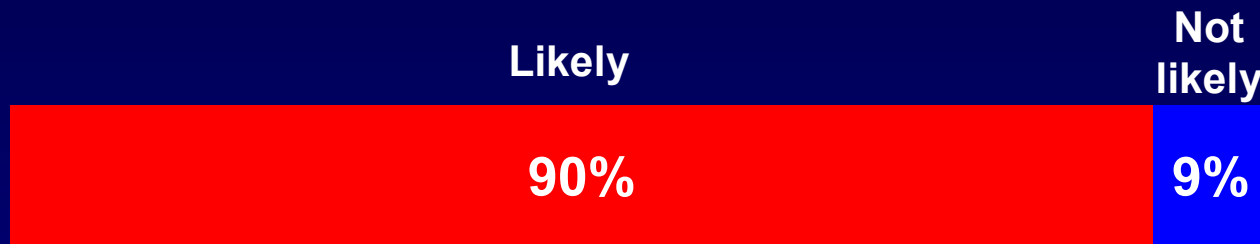
# Willingness to Cooperate with Public Health Officials (I)

*Would follow recommendations to do following for one month...*



# Willingness to Cooperate with Public Health Officials (II)

Would stay in town or city during serious outbreak if officials recommended



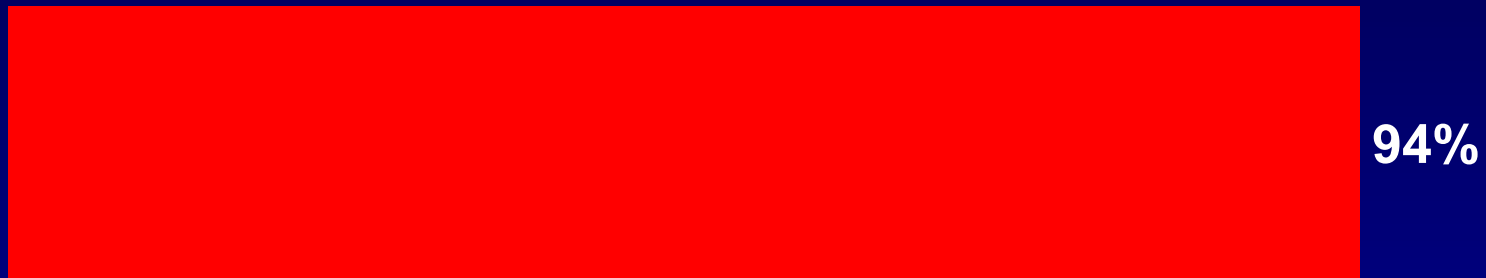
If public health officials told you to stay at home during an outbreak, but employer said to come to work...



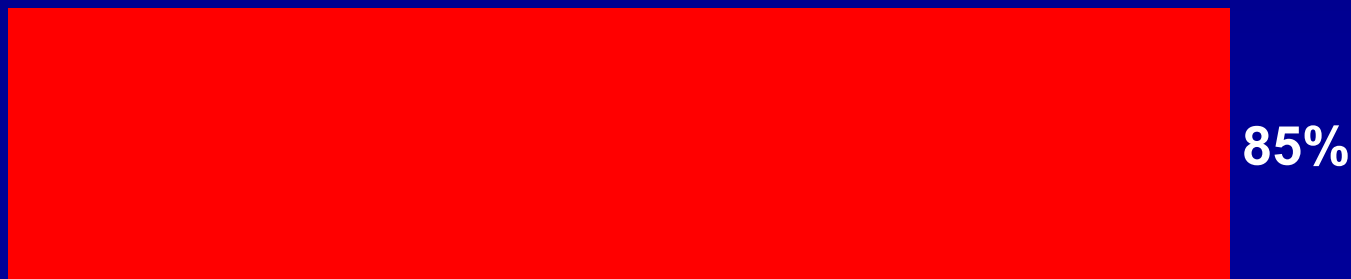


# Willingness to Follow Public Health Recommendations to Stay at Home

**% saying they would stay at home away from others for 7 -10 days if had pandemic flu**



**% saying they and all members of household would stay at home for 7 -10 days if one member of household had flu**



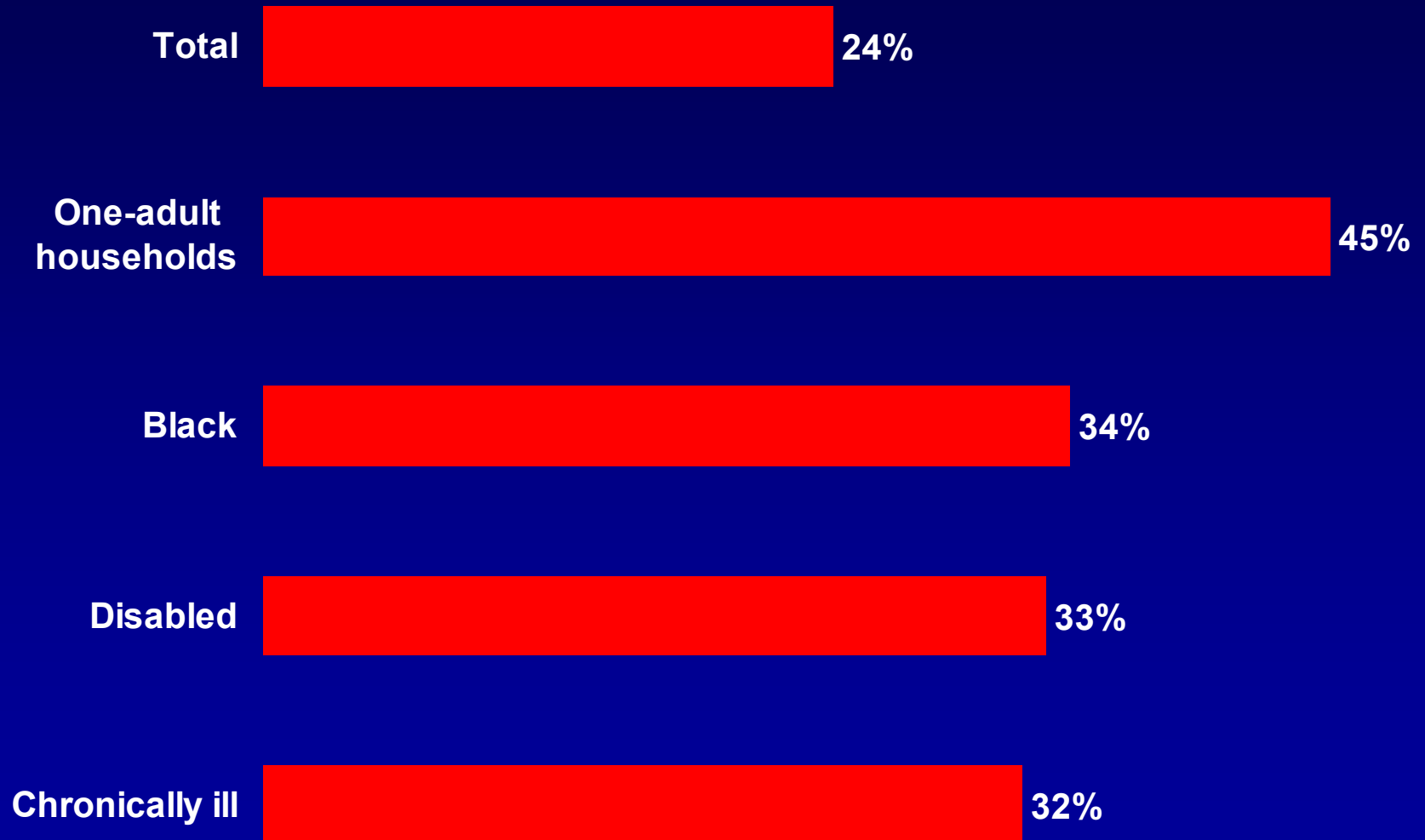
**Home**

# Home Care for Sick in a Severe Pandemic



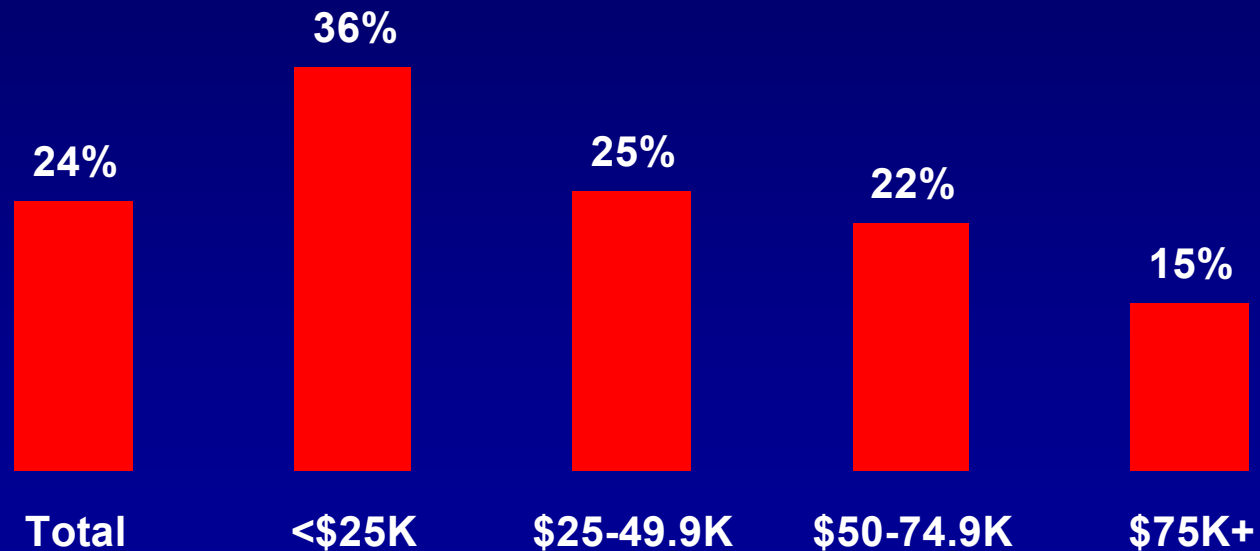
# No One to Care for You If Sick

*% saying they have no one to take care of them at home if they were sick for 7-10 days*



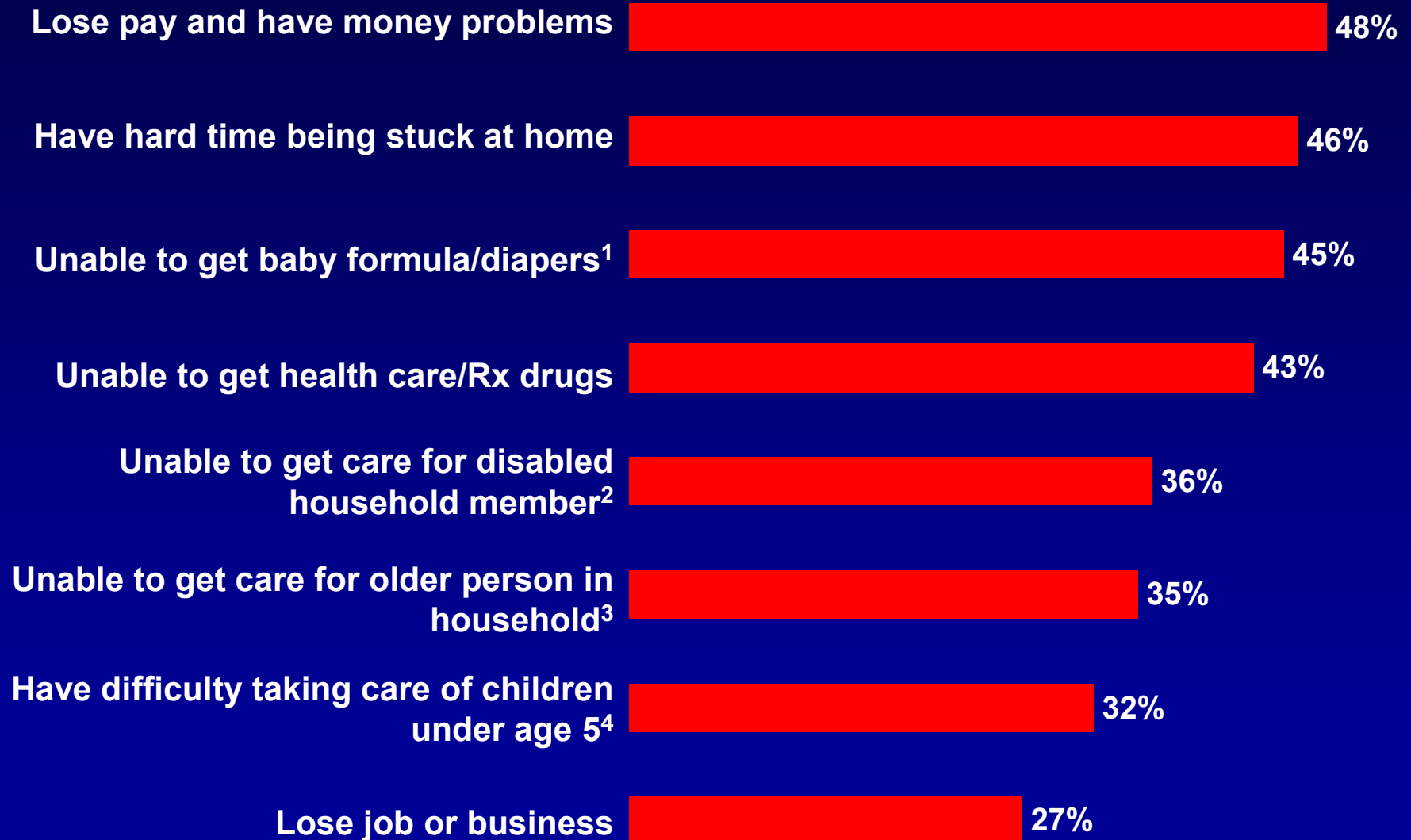
# No One to Care for You If Sick, by Income

*% saying they have no one to take care of them at home  
if they were sick for 7-10 days*



# Likelihood of Problems with Staying at Home

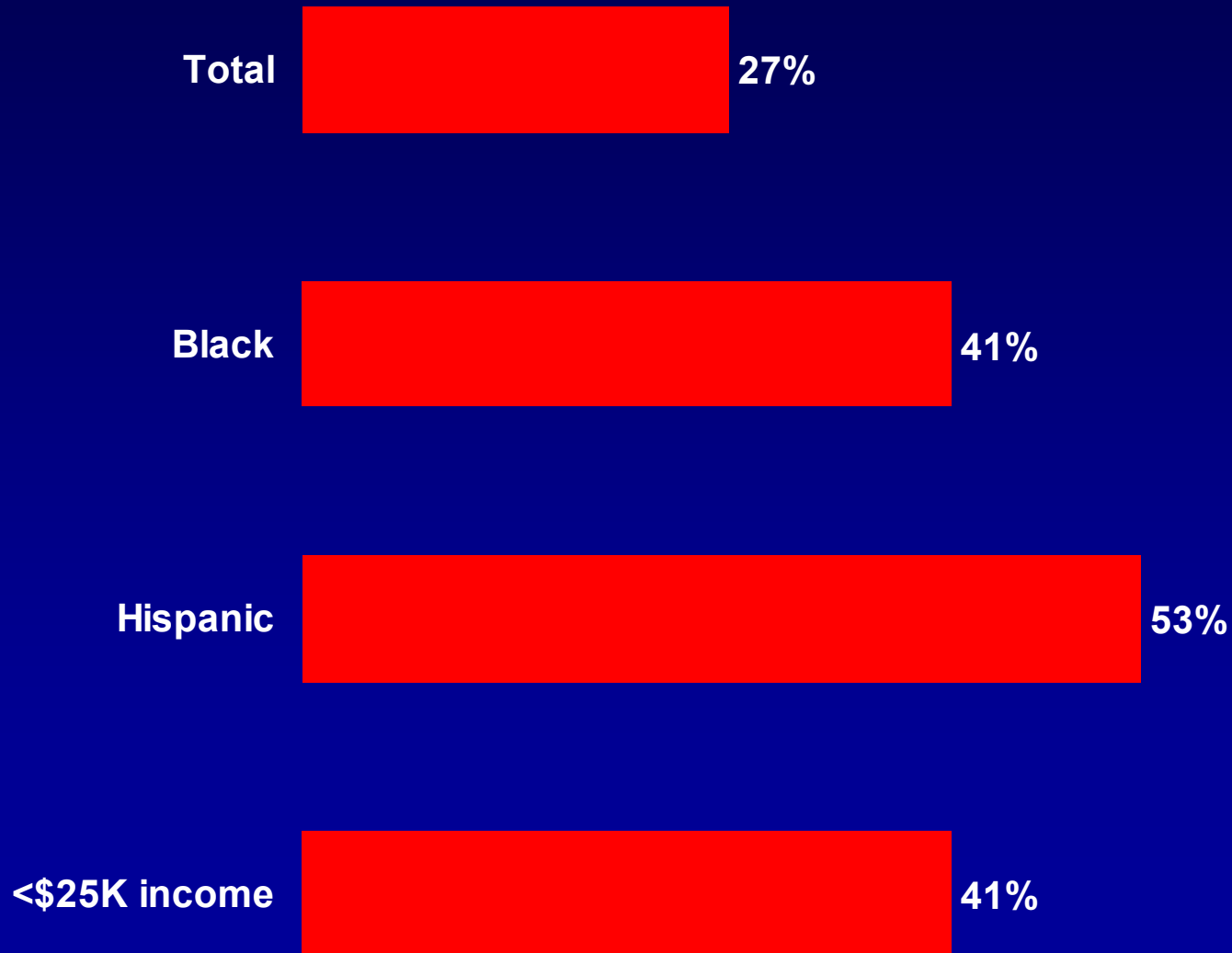
*% saying likely that they or a household member would have problem if had to stay at home for 7-10 days...*



<sup>1</sup>Among those who have major responsibility for children age 0-2 in household; <sup>2</sup>Among those in households with disabled person; <sup>3</sup>Among those in households with person age 65+; <sup>4</sup>Among those with major responsibility for children under age 5 in household.  
*Harvard School of Public Health Project on the Public and Biological Security, Pandemic Influenza Survey, October 2006.*

# Likelihood of Losing Job or Business If Had to Stay at Home for 7-10 Days

*% saying it is likely they or a household member would lose job or business*



# School Closings



# School Closings

*% of those with responsibility for children age 5-17*

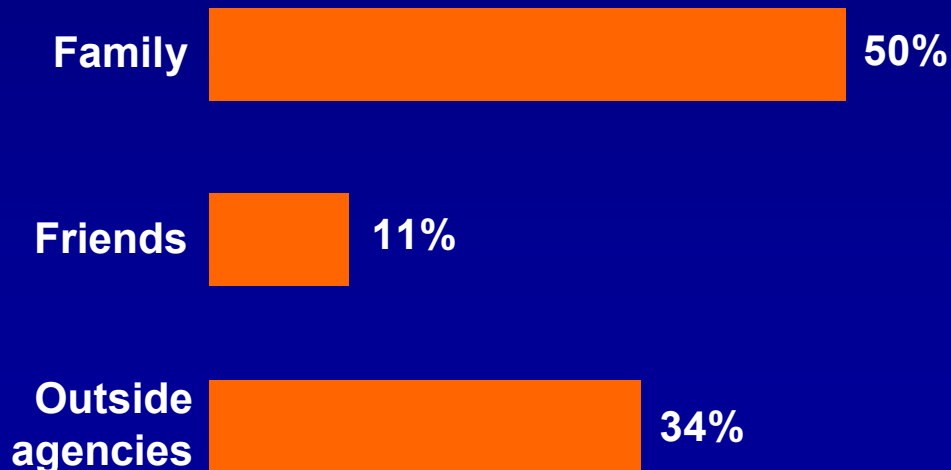
If recommended by health officials, could keep children from taking public transportation, going to public events and gathering outside home while schools closed for 3 months



Would need help with problems of having children at home



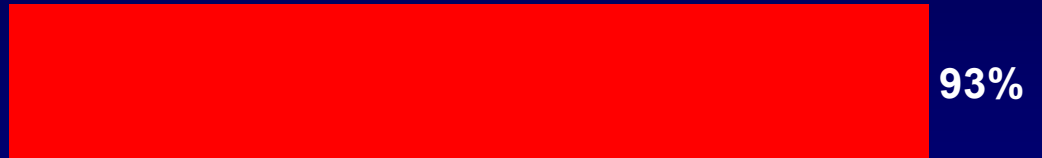
*Among those who would need a lot or some help, would rely most on...*



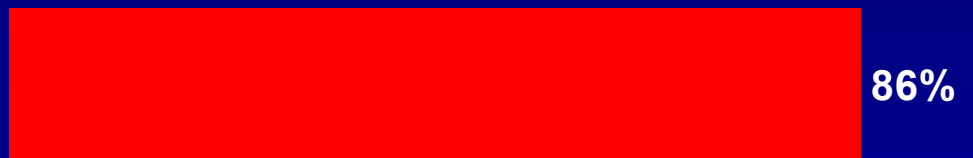
# School Closings and Employment

*% of those with responsibility for children under age 5 in day care or age 5-17 in households with at least one employed adult saying would be able to do the following if schools/daycare closed:*

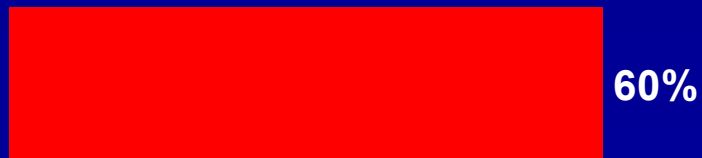
**Arrange care for children so that at least 1 adult in household could work if schools/daycare closed for 1 month**



**Arrange care for children so that at least 1 adult in household could work if schools/daycare closed for 3 months**



**At least one employed adult would have to stay home from work**



# School Closings and Child Care

*% of those with responsibility for children under age 5 in daycare or age 5-17*

If recommended schools/daycare closed for one month, could arrange care for children so that at least one adult could go to work



## Who would provide care

Self / family member in home



Children would take care of themselves



Family member who lives outside home



Combination



Babysitter or nanny



# School Lunches

*% of those with responsibility for children under age 5 in daycare or age 5-17*

Get free breakfast or lunch at school or daycare



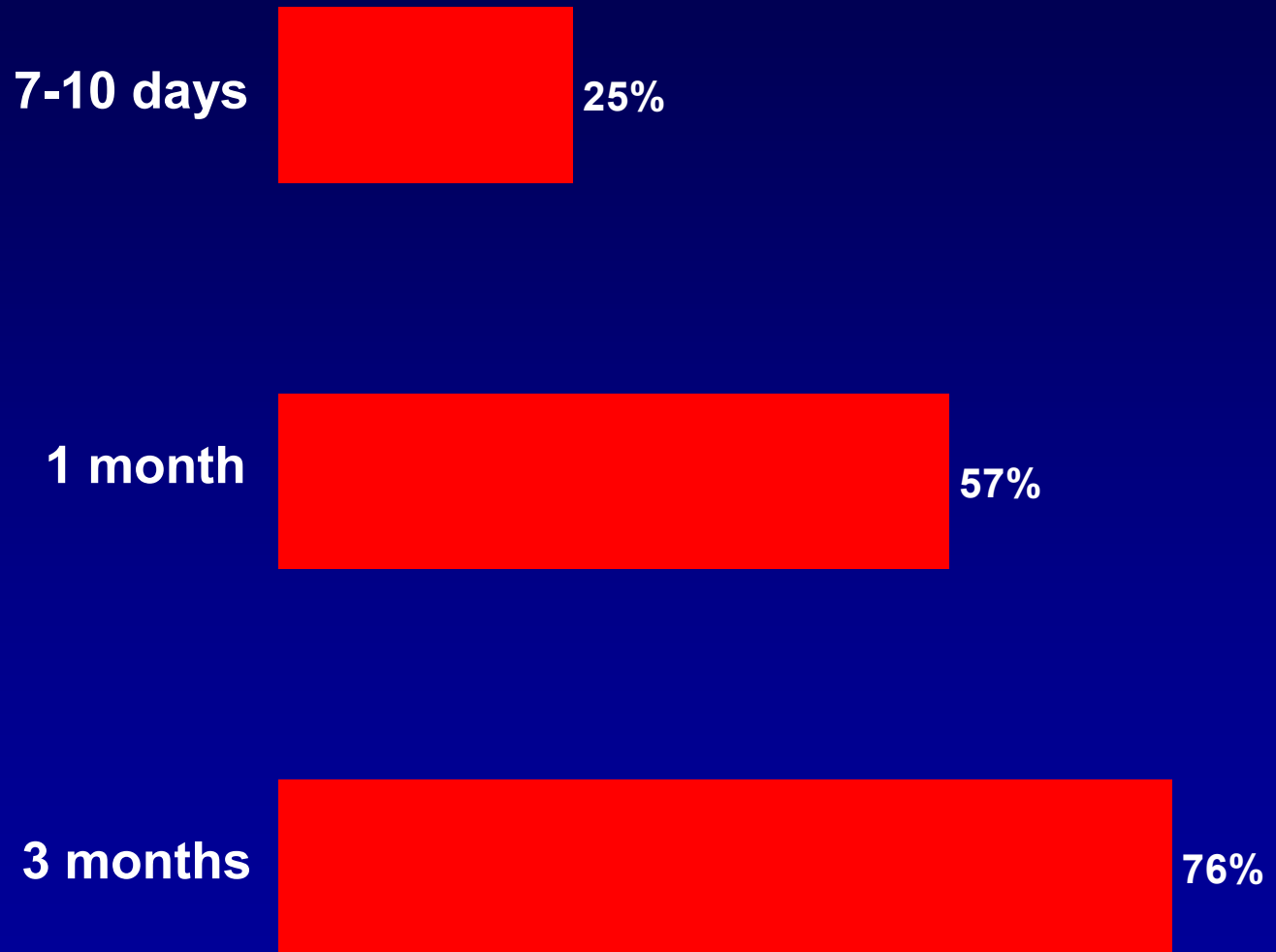
*If schools were closed for three months, how much of a problem would it be that these children could not get these meals*



# Work

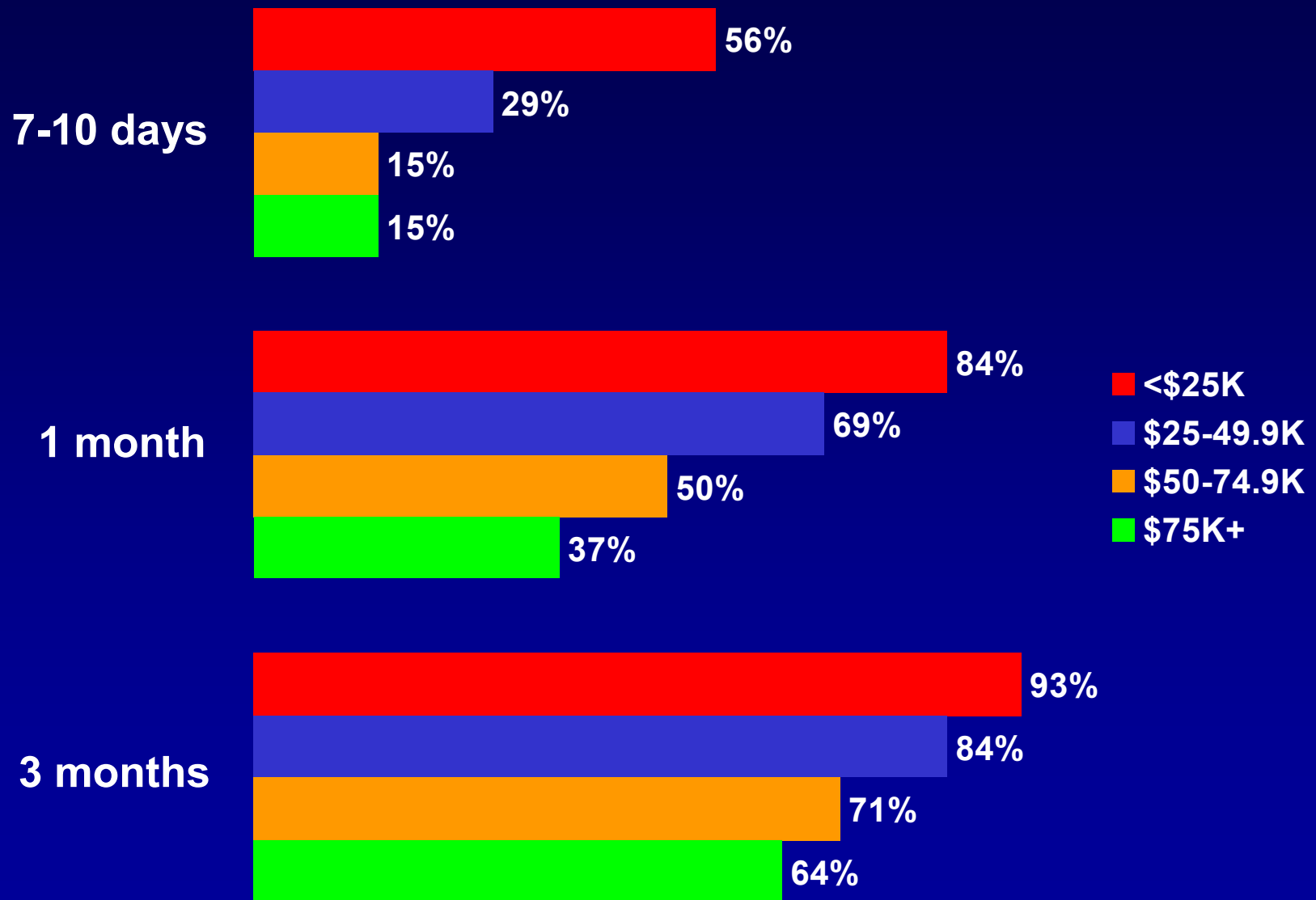
# Financial Problems in a Severe Pandemic

*% of employed saying would have serious financial problem if had to miss work for...*



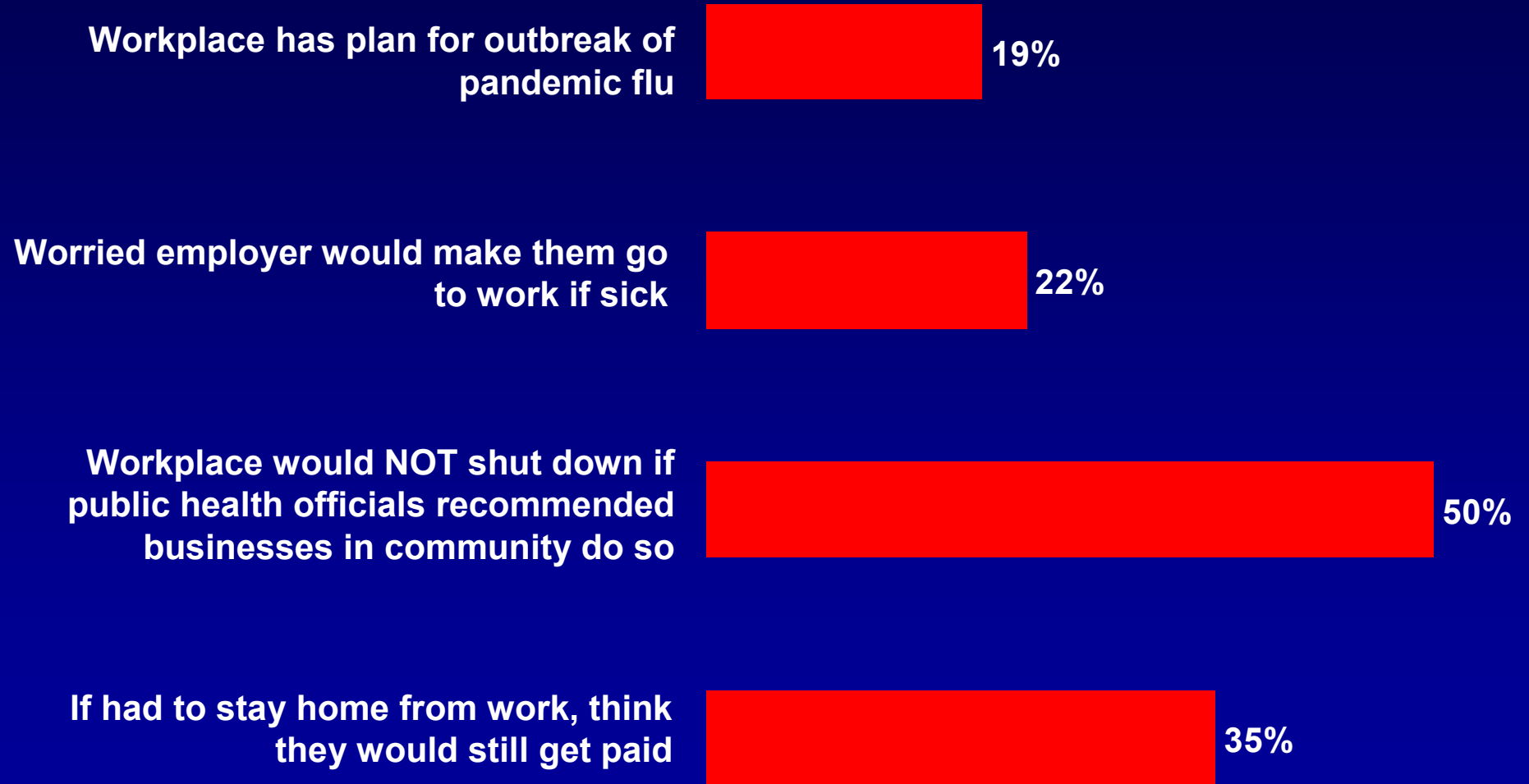
# Financial Problems in a Severe Pandemic, by Income

*% of employed saying would have serious financial problem if had to miss work for...*



# Workplace

*% of employed saying...*

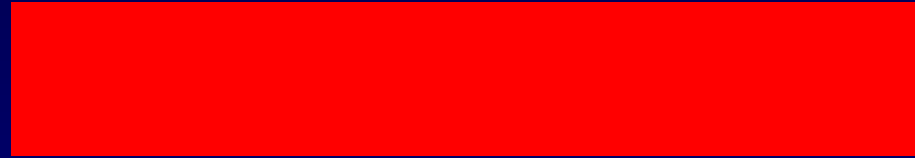




# Working from Home

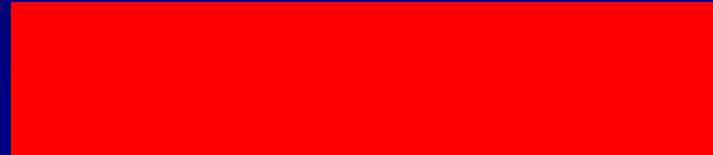
*% of employed saying...*

**Would be able to work from home and  
care for sick household member  
for 7 to 10 days**



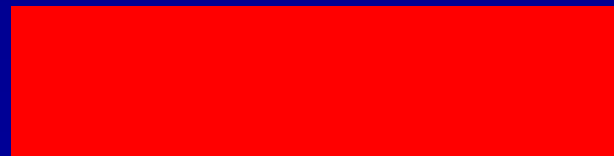
**37%**

**Would be able to work from home for  
one month**



**29%**

**Would be able to work from home and  
care for children for one month<sup>1</sup>**

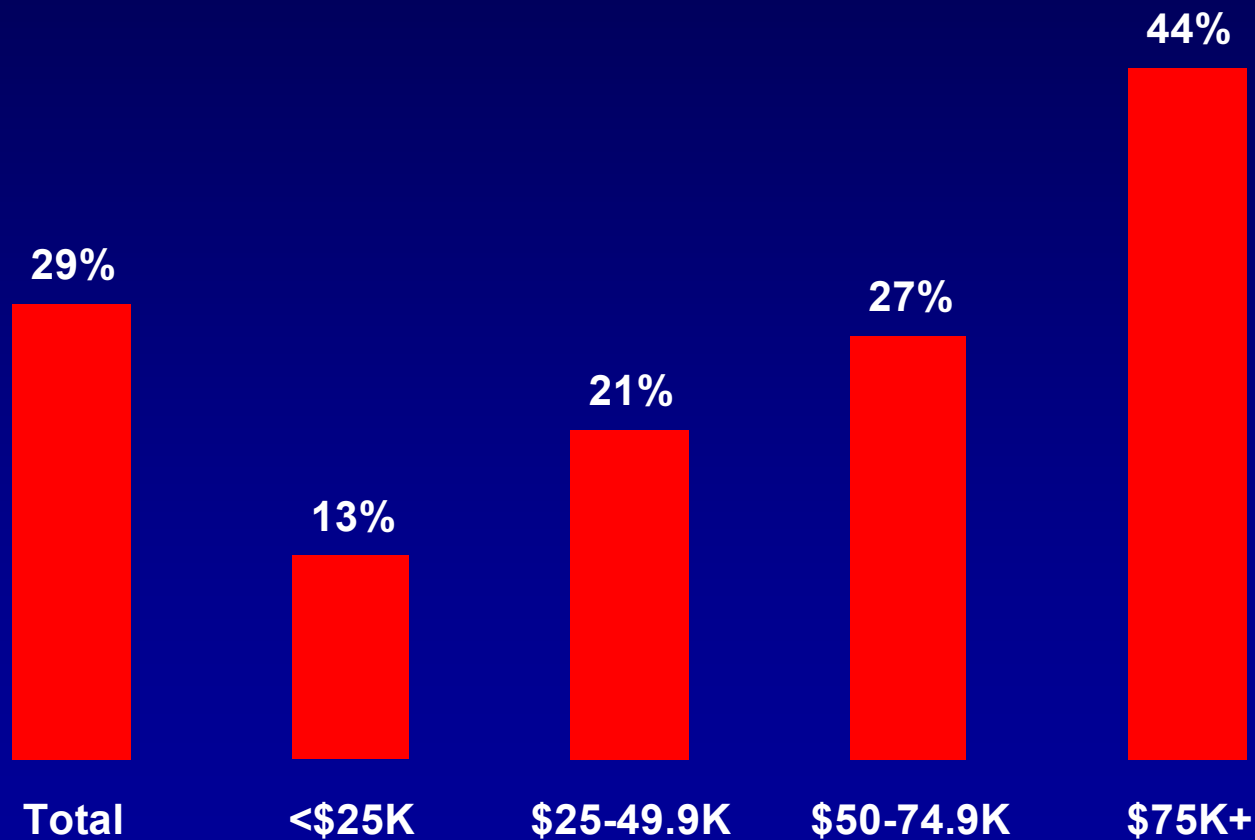


**25%**

<sup>1</sup>Among those who have major responsibility for children under age 5 in daycare or age 5-17 in household.

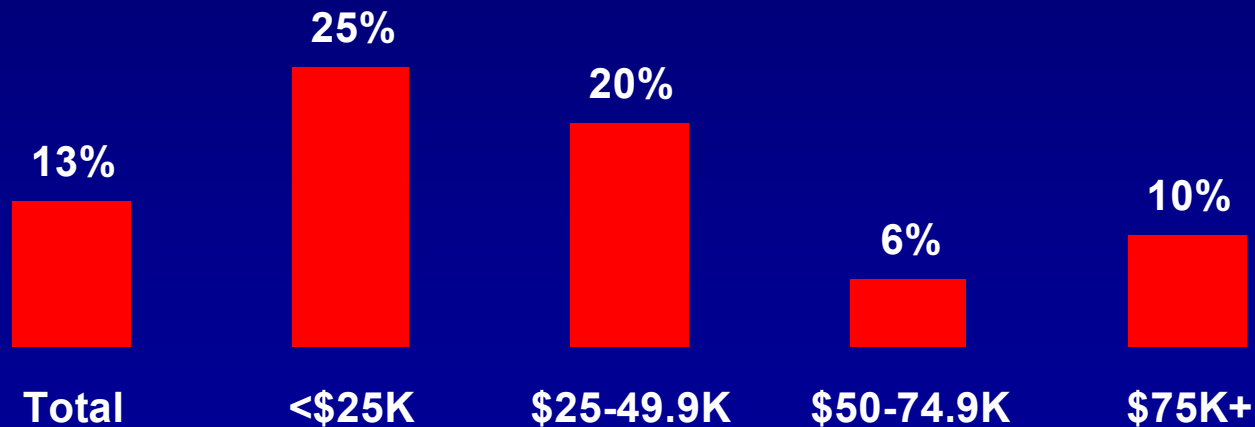
# Working from Home, by Income

*% of employed saying would be able to work from home for at least one month*



# Not Able to Miss Work to Care for Sick Household Member, by Income

*% of employed saying would NOT be able to miss work for 7-10 days*



# Funding

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