Pandemics
Fear, Uncertainty and Decision Making

Carl W. Taylor JD
Fraser Institute for Health and Risk Analytics
An Unseen Enemy
From An Uncertain Source
Developing The Capability To Spillover

We Conclude MERS is a slowly Growing Epidemic at or Near Human to Human Transmission
With Seven Certainties

• First-Disease Spread (unlike storms or other natural disasters) is unpredictable
Second The Most Devastating Impact May Be Financial
Third, A Virus Is More Nimble Than Your Disaster Plan

I think we may need to update our disaster recovery plan. This one suggests we all run around in circles shouting 'what do we do?!' 'what do we do?!'
Fourth, If This Is Your Only Battleground You Have Lost
Fifth, The Experts Will Be Wrong (often)

Flu drugs Tamiflu and Relenza wouldn't be effective against pandemic: new research

The U.S. government and others that spent billions stockpiling Tamiflu in case of an influenza pandemic may be wasting their money, according to researchers from the Cochrane Review. They found the flu drugs only shorten illness by half a day in adults and do not lessen complications or hospitalizations from the disease.
Sixth, Your Advice Will Have To Sound Certain When The Facts And Science Are Not
Seventh, In The Absence of Advice Your Community Will React

• Travel and Tourism threat: Killer virus Middle East Respiratory Syndrome (MERS) is spreading
Pandemic Risk Management Is

- A commitment to a process to make the best decision in a highly uncertain environment

“In any moment of decision, the best thing is to do the right thing, the next best thing is to do the wrong thing, and the worst thing to do is nothing.”

~ Theodore Roosevelt
Questions

Contact: Carl Taylor
Fraser Institute for Health and Risk Analytics
cwtaylor1@gmail.com
carl.taylor1226 Skype