

are updated, the next versions may include a greater guide to recovery issues.

**Keywords:** international; pandemic; planning; preparedness; recovery

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### Region-Specific Guidance for the European Rural Population Regarding Avian Influenza

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The continuing outbreaks of avian influenza in poultry and the rising number of human cases in Southeast Asia have created concerns among veterinary and public health authorities. Experts continue to worry about the possibility of H5N1 mutating to a pandemic virus. The World Health Association (WHO) advises on continuing surveillance and preparedness against this emerging threat. The rural population is a priority group for raising awareness, as they play a key role in preventing and controlling outbreaks of avian influenza.

The project European Content for Public Health Awareness of Rural Population on Avian Influenza Prevention (ECORAIP), funded by the European Commission, aimed at region-specific guidance for the rural population for their protection from AI. The project consortium consists of five public health institutions from Cyprus, Germany, Greece, Italy, and Poland.

The project staff reviewed the literature regarding human cases of avian influenza, constructed a list of rural life characteristics that increase the risk of human infection, and explored the existing differences of rural life in the three European regions (Central-North, East, South). The ECO-RAIP staff also assembled a library of avian influenza campaigns in the EU and compiled a report of best practices for this purpose. Based on the opinion of veterinary, communication, and public health experts and by assessing a number of socio-economic indicators, 10 prioritized characteristics were developed for each region, and a model was created for the rural population.

The guidance created with the assistance of health educators and communicators follows the general presentation of “DO”, “DON’T”, and “WHY” in a user-friendly format. The model was created in English and translated into four languages. It was piloted in European communities in each EU region in order to assess its effectiveness. The model, along with the pilot testing results, will be presented at the Congress.

**Keywords:** avian influenza; Europe; guidance; public health; rural populations

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### An Outcomes-Based Approach for Planning Healthcare Service Delivery during a Pandemic

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**Introduction:** The goal of pandemic influenza planning is the maintenance of essential healthcare services during the

crisis, but defining “essential” has been incomplete in the literature and planning processes. Effective healthcare delivery during increased demand, especially with diminishing and/or threatened resources as expected in the pandemic scenario, may require rationalizing services for a period of time. A systematic approach for a comprehensive reduction in regular acute care services during a pandemic to focus resources on the most urgent population health needs has been performed.

**Methods:** An outcomes-based classification scheme of 14 potential outcomes categories was developed, and focus-group tested. Based on expert opinions, health conditions seen in the health region’s three acute care centers, were assigned to one of the outcomes categories. Clinical expertise rank ordered the priority of the outcomes categories. Resources utilized for treating conditions were determined, forecasting which resources may be available if care for some conditions is diverted.

**Results:** Health conditions, as defined by the International Classification of Diagnoses (ICD)-10, can be assigned into outcomes categories. The outcomes categories and approach provided an equitable framework for comparing conditions across all health specialties. Rank ordering the outcomes categories provides a hierarchy for assigning priority care during pandemic-engendered resource shortages.

**Conclusions:** A systematic, outcomes-based process defining a hierarchy of conditions to receive focused care delivery, employing, if necessary, equitably diverted professional resources, has been developed. The tool can be used to plan prioritized care delivery to support best population health outcomes in a pandemic scenario.

**Keywords:** essential healthcare services; outcomes-based; pandemic; planning; population health; prioritized care

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## Poster Presentations—Pandemics

### (F43) National-Level Organizational Model for Coping with an Epidemic Outbreak

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Fear affects understanding of new diseases and obstructs the decision-making process. Preparedness requires the construction of an organizational model for coping with an epidemic that will enable full coordination and cooperation between various professional elements within the healthcare system and with the public, in order to reduce the anxiety level and mitigate panic during a state of uncertainty. The purpose of this research was to construct an organizational model for coping with an outbreak of an epidemic on a national level. Research instruments included a closed questionnaire examining the views and perceptions of the public, experts, and professionals on the topic of epidemic, before, during, and after the outbreak. The research population included the general public—801 people forming a representative sample of the population of Israel; 45 are professional decision-makers.