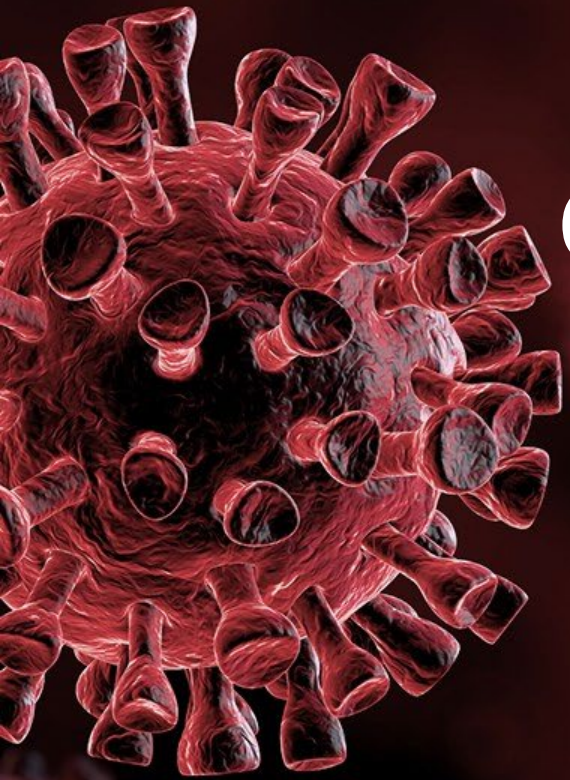
NORTHEAST
BUSINESS GROUP ON HEALTH



COVID-19 Update

Dr Mark Cunningham-Hill
Medical Director NEBGH

Monday October 19th 2020

What we know about the virus

Highly Infections

Asymptomatic Spread

Droplet Spread

Aerosol Spread

Surface Contamination

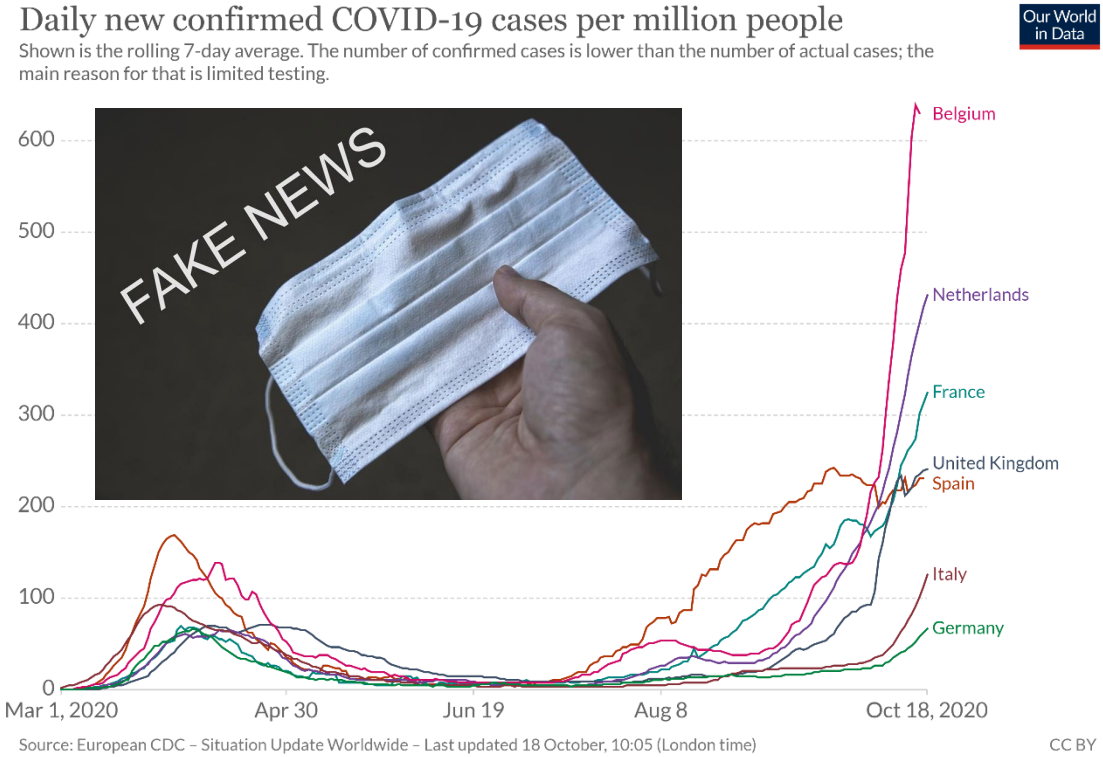
Surface Survival

- At 68°F/20°C, the SARS-CoV-2 virus remained infectious for 28 days on smooth surfaces e.g. banknotes and mobile phone screens
- Reducing to a few hours at 104 °F/40°C
- Samples kept in the dark so no impact of UV light
- While viable virus detected it may not be an infectious dose

https://virologyj.biomedcentral.com/articles/10.1186/s12985-020-01418-7

Pandemic Fatigue

- In March and April people pulled together and managed the initial lockdowns
- When lockdowns ended many took the freedom too far
- The resulting virus resurgence, a rising sense of apathy, and media misinformation are colliding



New confirmed cases of Covid-19 in New York, New Jersey, Pennsylvania, Massachusetts, Connecticut and New Hampshire

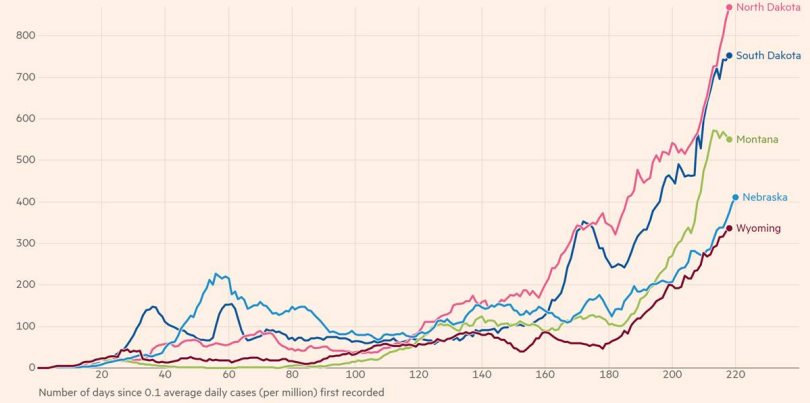
Seven-day rolling average of new cases (per million), by number of days since 0.1 average daily cases (per million) first recorded

Source: Financial Times analysis of data from the Covid Tracking Project.
Data updated October 18 2020 10.40am BST. Interactive version: ft.com/covid19

FINANCIAL TIMES

New confirmed cases of Covid-19 in South Dakota, North Dakota, Montana, Nebraska and Wyoming

Seven-day rolling average of new cases (per million), by number of days since 0.1 average daily cases (per million) first recorded



Source: Financial Times analysis of data from the Covid Tracking Project.
Data updated October 18 2020 10.40am BST. Interactive version: ft.com/covid19

FINANCIAL TIMES

New confirmed cases of Covid-19 in Florida, South Carolina, Georgia, Louisiana, Tennessee and New Mexico

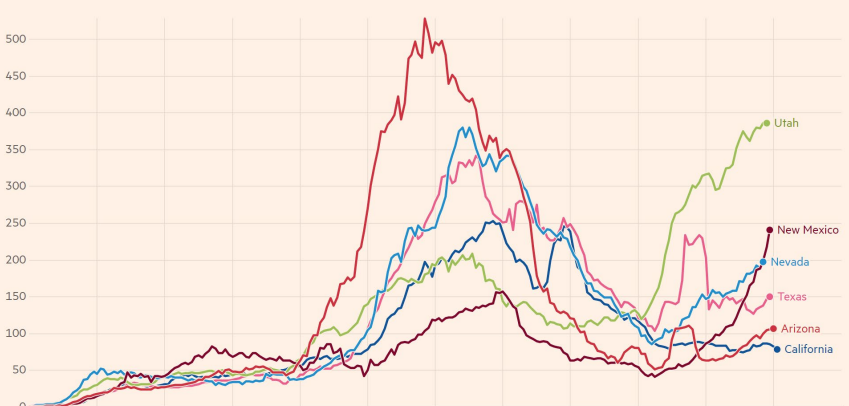
Seven-day rolling average of new cases (per million), by number of days since 0.1 average daily cases (per million) first recorded

Source: Financial Times analysis of data from the Covid Tracking Project.
Data updated October 18 2020 10.40am BST. Interactive version: ft.com/covid19

FINANCIAL TIMES

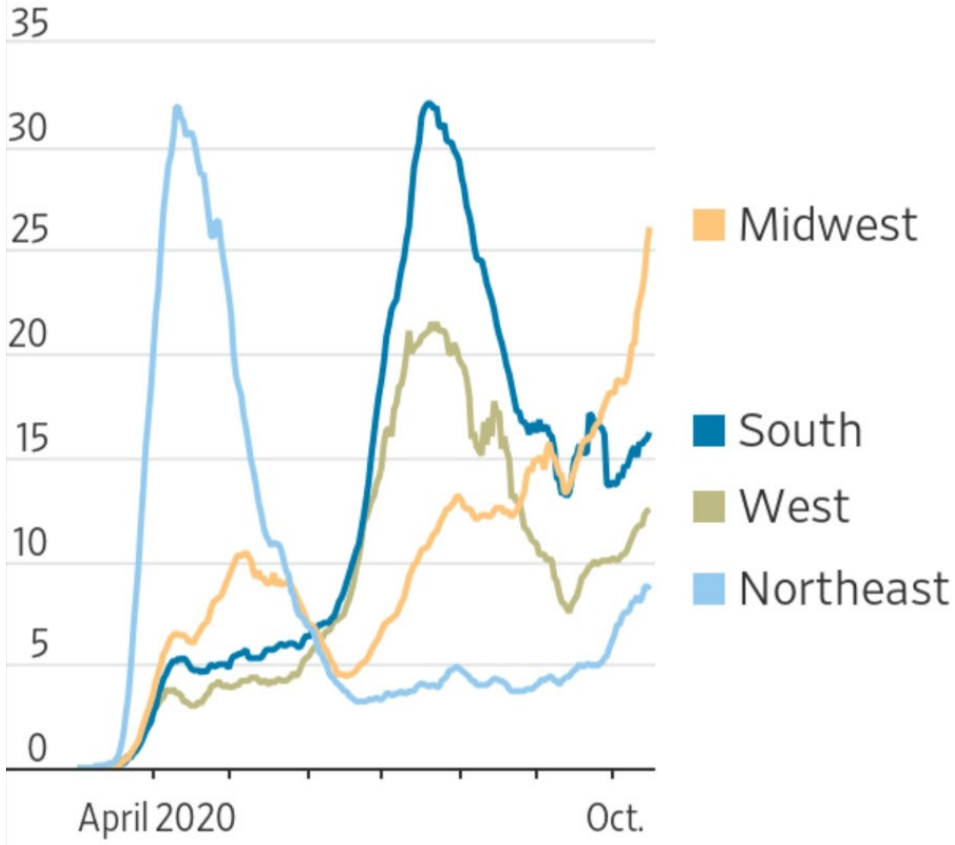
New confirmed cases of Covid-19 in California, Texas, Utah, Nevada, New Mexico and Arizona

Seven-day rolling average of new cases (per million), by number of days since 0.1 average daily cases (per million) first recorded

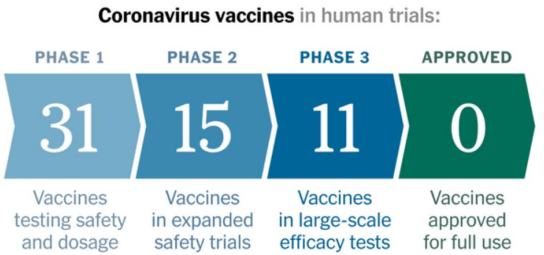


Regional Waves

Daily reported Covid-19 cases in the U.S. per 100,000 population, seven-day average



Vaccines



- Pfizer vaccine may get EUA in November and others may follow shortly afterwards.
- Front line workers → high-risk → older people living in group homes or crowded neighborhoods → less and less vulnerable groups → ending with healthy children and young adults
- Vaccine hesitancy – Poll:
  - 42% would have a vaccine, 28% no, 30% undecided
  - Only 26% in first 90 days

https://www.webmd.com/lung/news/20200728/webmd-covid-vaccine-poll

Who Trusts Who

- 63% believe employers
- 58% trust a government website
- 51% trust traditional media
- >33% never believe social media
- Scientists and MDs are the most trusted, along with WHO and CDC officials (scores range from 68 – 83%)

https://www.edelman.com/research/edelman-trust-covid-19-demonstrates-essential-role-of-private-sector

What Employers Can do

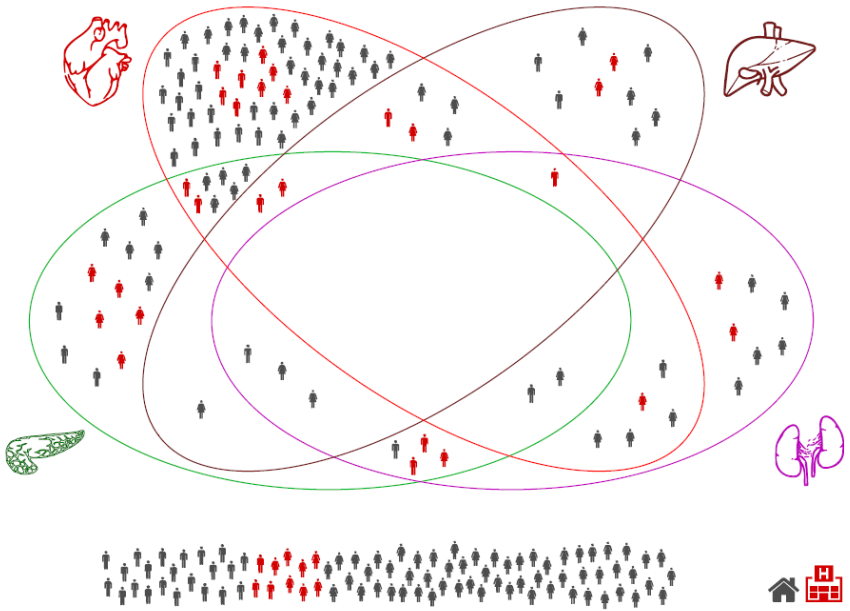
- Provide clear science/evidence-based information on the pandemic
- Reinforce the basics – masks, social distancing, personal hygiene and what to do if exposed/ill
- Promote the influenza vaccine – set a target and measure!
- Plan for a COVID-19 vaccine

Vaccine Communication

- **Increase salience** - emphasize the real risks of contracting vaccine-preventable diseases and the positive outcomes from getting vaccines
- **Frame the subject** - present vaccination as the standard of care (the norm)
- **Create stories, make it personal** and help people consider the vaccination decision of someone like them to improve the assessment of their own risk.
- **Play to loss aversion** - highlight the loss without vaccines
- **Emphasize social motives** - communicate social benefits from vaccinations (e.g. herd immunity or community protection), rather than just individual benefit.
- **Appeal to social norms** - demonstrate that managers and co-workers get vaccinated.

Long-COVID

Figure 3 Multi-organ impairment in low-risk individuals with long COVID by gender and hospitalisation (n=201).



Almost 70% of individuals have impairment in one or more organs four months after initial symptoms of SARS-CoV-2 infection

November 16th
Focus on Long-COVID with Dr. Noah Greenspan, Cardiopulmonary Physical Therapist at H&D Physical Therapy

https://www.medrxiv.org/content/10.1101/2020.10.14.20212555v1


Questions