

BirdFlu What To Do

By Verona Fonté, Ph.D.

PREPARE TO SURVIVE

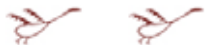
WHAT LISTENERS COULD LEARN



I've written *Bird Flu What To Do: Prepare To Survive* because I believe us ordinary citizens need a comprehensive blueprint of what we need to do before a disaster occurs. The approach of the book is one defines disaster preparation as one of the most socially responsible things we can do because it can build psychological resilience for individuals and create disaster resistant neighborhoods where people are working together to maximize resources and minimize loss.

- I can encourage your listeners to look at disaster preparation in a radically new way -- as something we "just do," like getting car insurance, medical insurance or house insurance.
- I can present the simple, easy steps to take to prepare for disasters for families and neighborhoods and across socioeconomic groups - with a special focus on an influenza pandemic.
- The book covers food/water storage, sanitation issues, how to deal with power and water utility outages, special needs of dependents, the importance of neighborhood organization, and issues to address with your community before there is a crisis.
- In addition to consolidating resources available to the public *Bird Flu What To Do: Prepare To Survive* goes beyond what is accessible to the ordinary citizen with contributions from experts in diverse fields including how to plan for isolation if there is a voluntary quarantine, how to care for someone at home if the medical system is overwhelmed, and safety/security issues at home.

After experiencing the devastation of Hurricane Katrina in 2005 the American public's confidence in the government's ability to protect them has been shaken, and people are more open to understanding they need to take the steps to prepare to survive disasters.



WHAT PEOPLE ARE SAYING

Dr. Fonté's sensible, easy-to-understand guidelines for disaster preparation will go far toward helping mitigate the impact of an impending epidemic in our country. I urge widespread distribution of this excellent publication and broad compliance with its recommendations. In the absence of effective vaccines or medicines, preparation and precaution are our only weapons.

E. Ratcliffe Anderson, Jr., M.D., Professor of Medicine, Loyola University School of Medicine; Former Air Force Surgeon General; Former CEO, American Medical Association

Experience has demonstrated the community is the central factor when dealing with any natural disaster. How the community is organized, how people relate, what institutions are involved, and how they collaborate is of utmost importance. Bird Flu What To Do has something to teach us about the broader issue of disaster preparation.

Leonard Duhl, M.D., F.A.C.P., Professor Emeritus, University of California, Berkeley School of Public Health

Readers who follow through on her suggestions should have the ability to protect themselves, their family, their businesses, and their neighborhood from the hazards associated with an outbreak of a pandemic disease.

Joshua Lichterman, Ph.D., President of the Emergency Management Group, Inc.; Corporate consultant in emergency preparations

Verona Fonte, Ph.D. saw a crucial unmet public health need and has moved to fill it. She makes an important contribution to people everywhere with this down-to-earth, detailed, and practical guide to dealing with an avian influenza or other viral pandemic, which will one day come.

Ted Mohns, M.D., Associate Clinical Professor, UCSD School of Medicine

This critical book, "Bird Flu What To Do," speaks to the immediacy of both individual and community preparation to alleviate the suffering created by natural disasters. Having dedicated my life endeavoring to avert man-made disasters, I understand, admire, and identify with the underlying purpose of this valuable book.

Daniel Ellsberg, Ph.D., Activist and author of *Secrets: A Memoir of Vietnam*, the *Pentagon Papers*, and *Risk, Ambiguity and Decision*

For more information visit: <www.birdfluwhattodo.com> or email: whattodo.prepare@mac.com