

# The Public's Response to the H1N1 Outbreak: Nonpharmaceutical Interventions & Community Mitigation

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*Funded as part of a cooperative agreement between  
HSPH/National Preparedness Leadership Institute and the CDC*

# **The Public's Response to H1N1: Nonpharmaceutical Interventions & Community Mitigation**

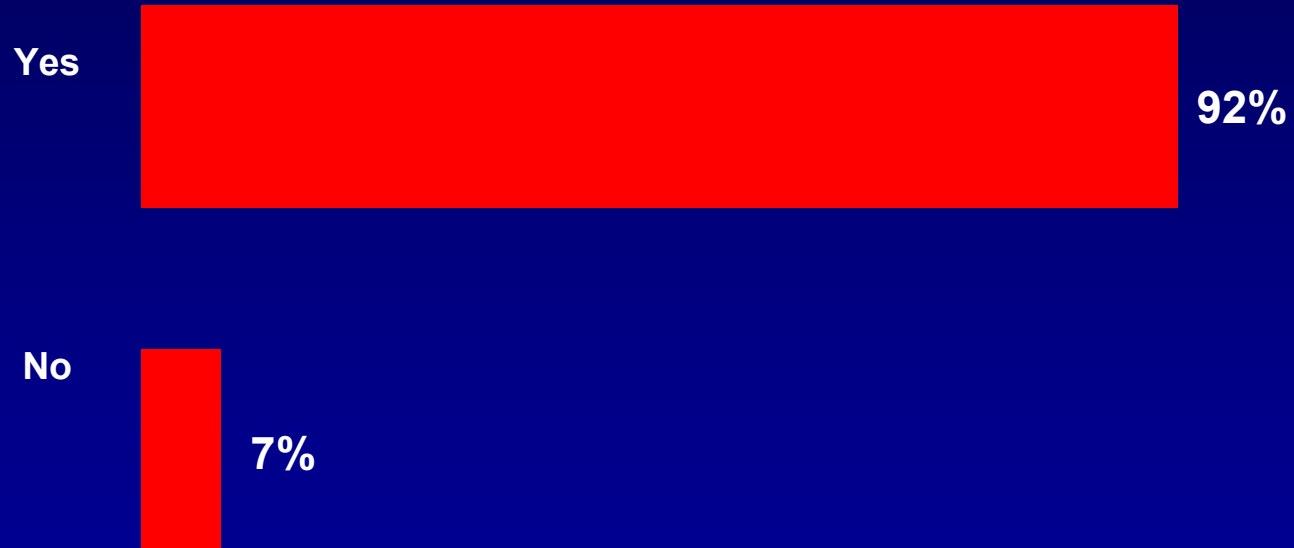
- I. Awareness and Beliefs**
- II. Experience**
- III. Concern**
- IV. Actions Taken to Date**
- V. Following Mitigation Measures:  
Staying Home While Sick**
- VI. Following Mitigation Measures:  
School Closures**
- VII. Methods Summary**

# I. Awareness and Beliefs

- **Awareness of Novel Influenza A (H1N1) is high**
- **Many following news about H1N1**
- **6 in 10 believe fall/winter outbreak will be serious**
- **Parents more likely than those without children to believe fall/winter outbreak will be serious**

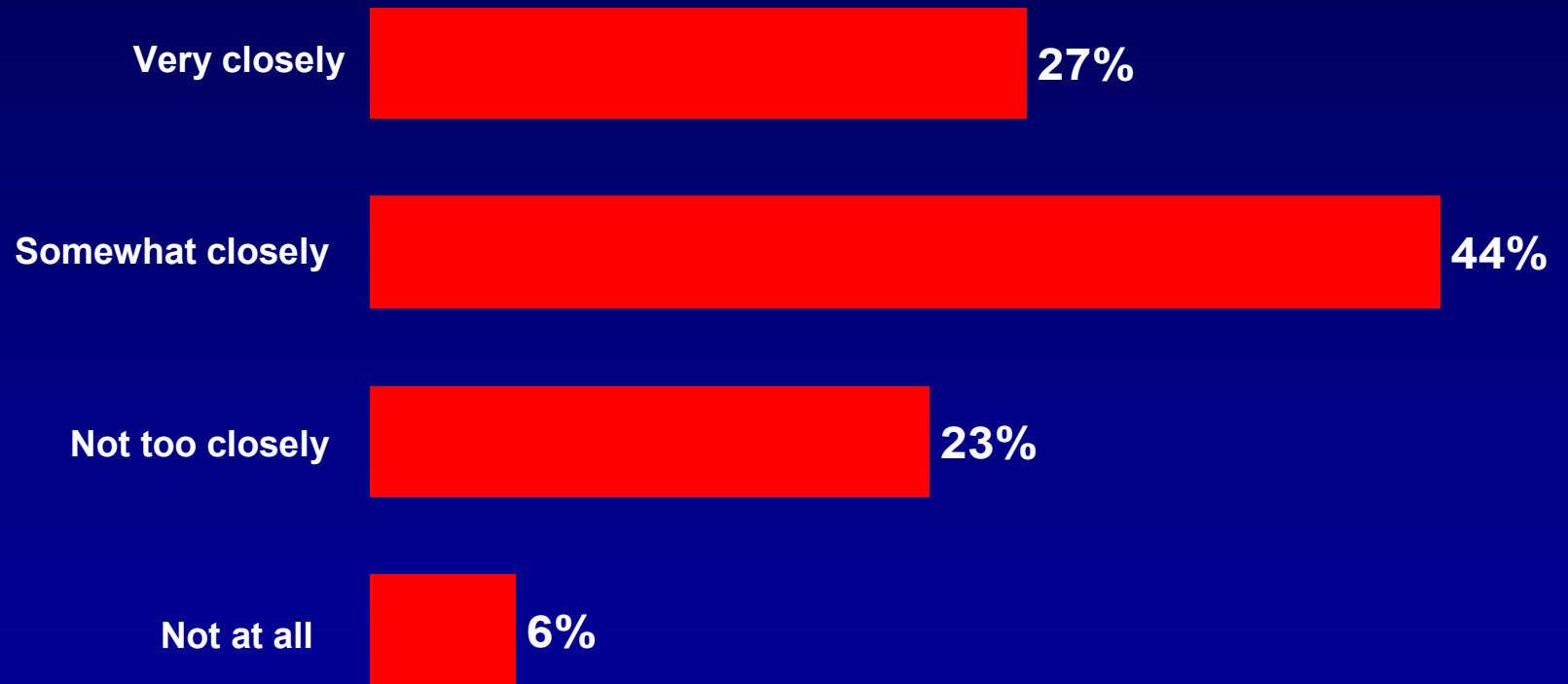
# Americans' Awareness of H1N1/Swine Flu

*% saying they had heard or read anything in the news about H1N1/Swine Flu*



# Americans' Awareness of H1N1/Swine Flu

*%\*saying they were following news...*



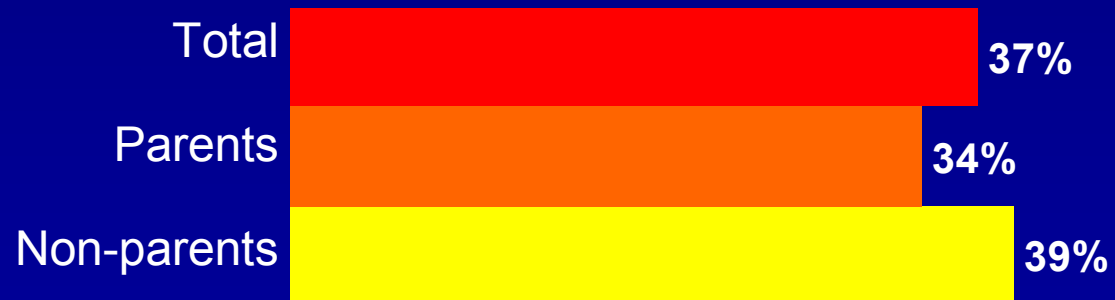
*\*Of those who heard or read anything in the news about H1N1/Swine Flu*

# Americans' Assessment of Likelihood of Serious Outbreak of Novel Influenza A (H1N1) in Fall/Winter

*% saying it is very/somewhat likely there will be widespread cases in the fall/winter with many people getting very sick*



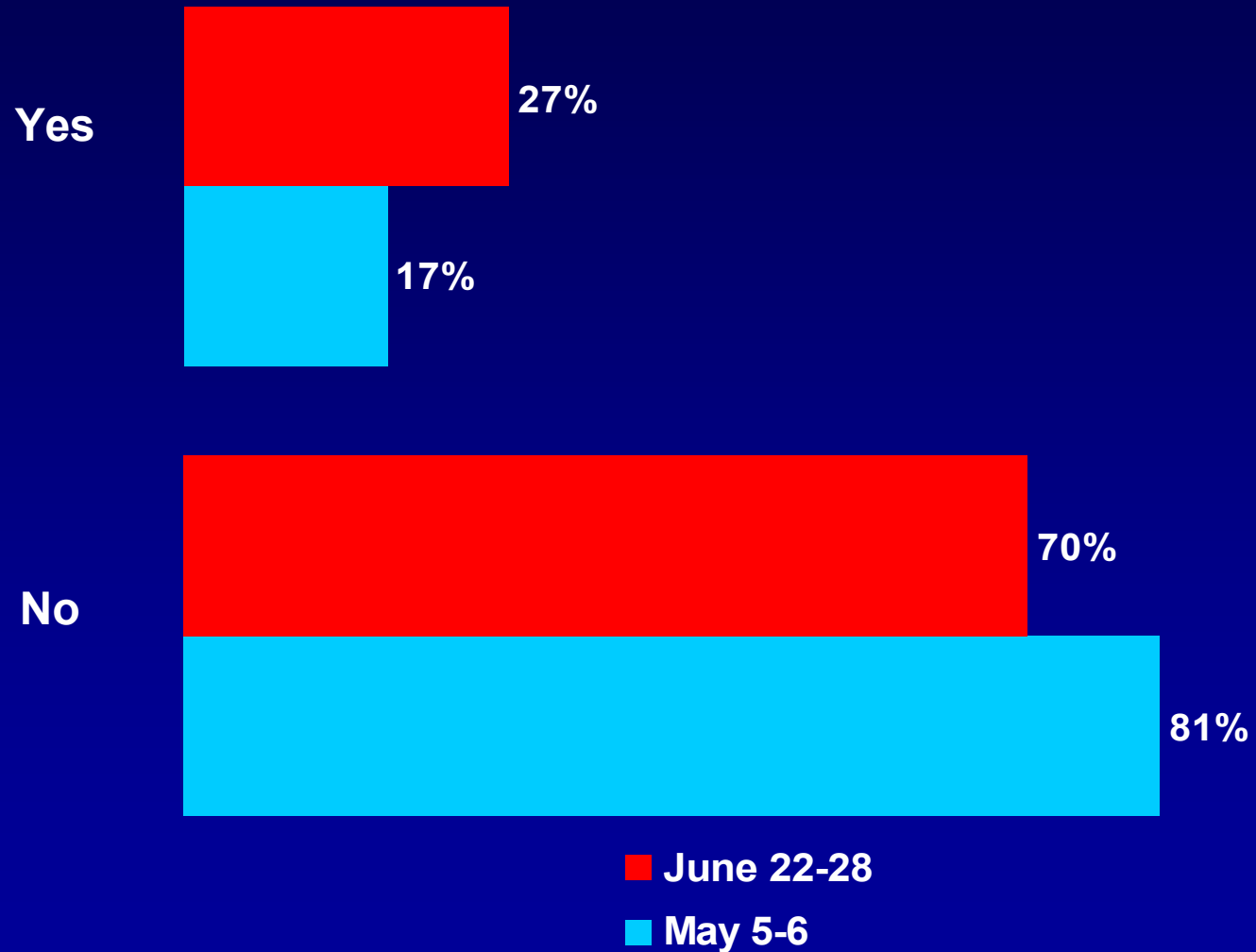
*% saying it is not very/not at all likely there will be widespread cases in the fall/winter with many people getting very sick*



## II. Experience

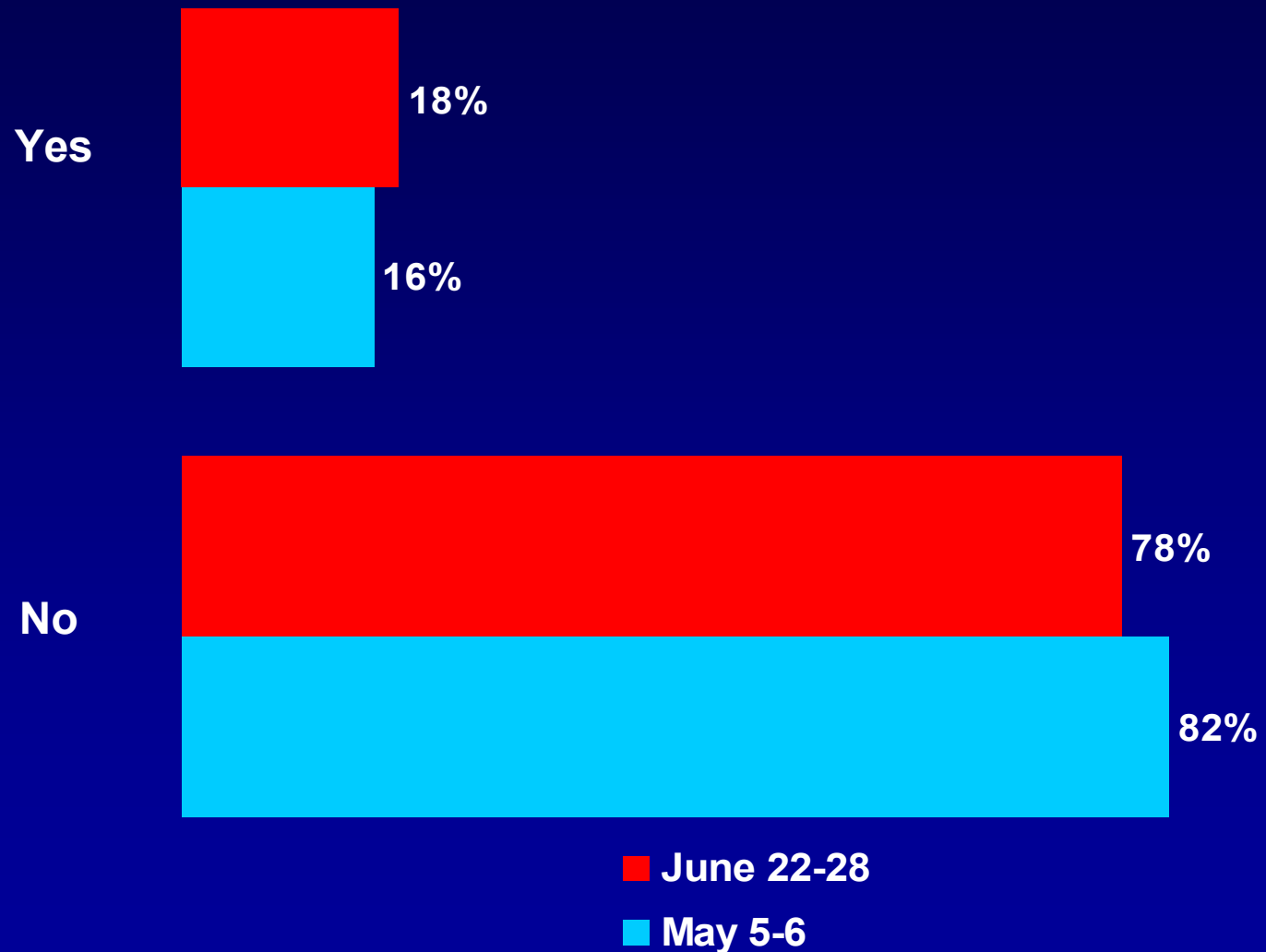
- More than one quarter of people believe there were cases of Novel Influenza A (H1N1) in their community
- About one fifth of people believe there were school closings in their community
- Public definition of flu-like illness may vary from scientific definition
- Most people stayed home while sick, but a quarter did not

# Cases of Novel Influenza A (H1N1) in Community

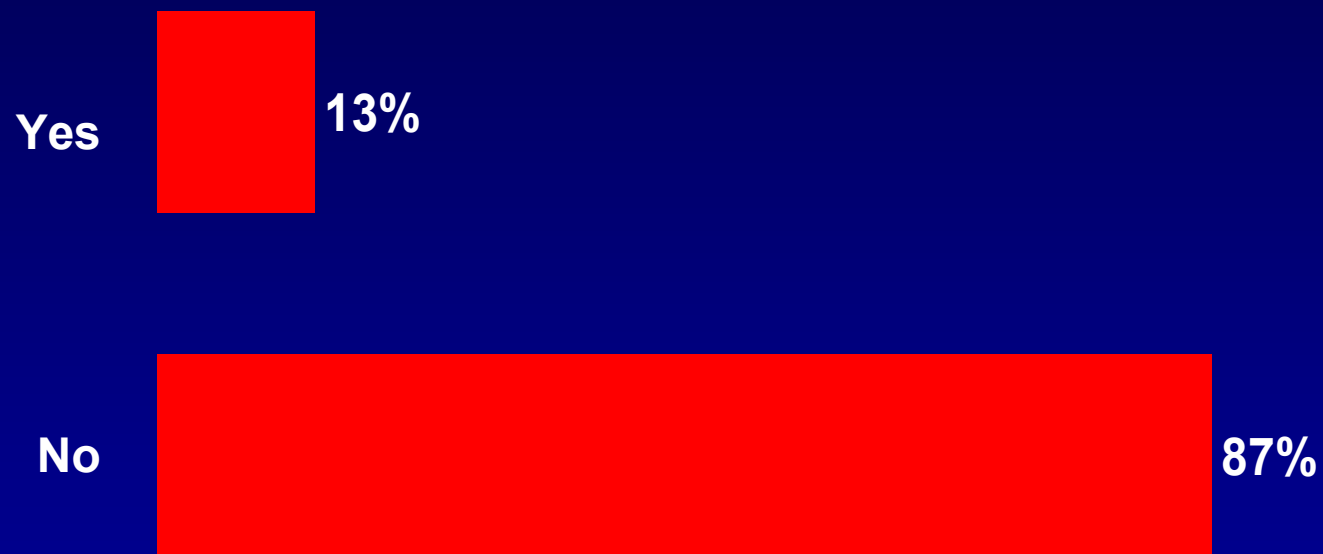




# School Closings in Community Because of Novel Influenza A (H1N1)

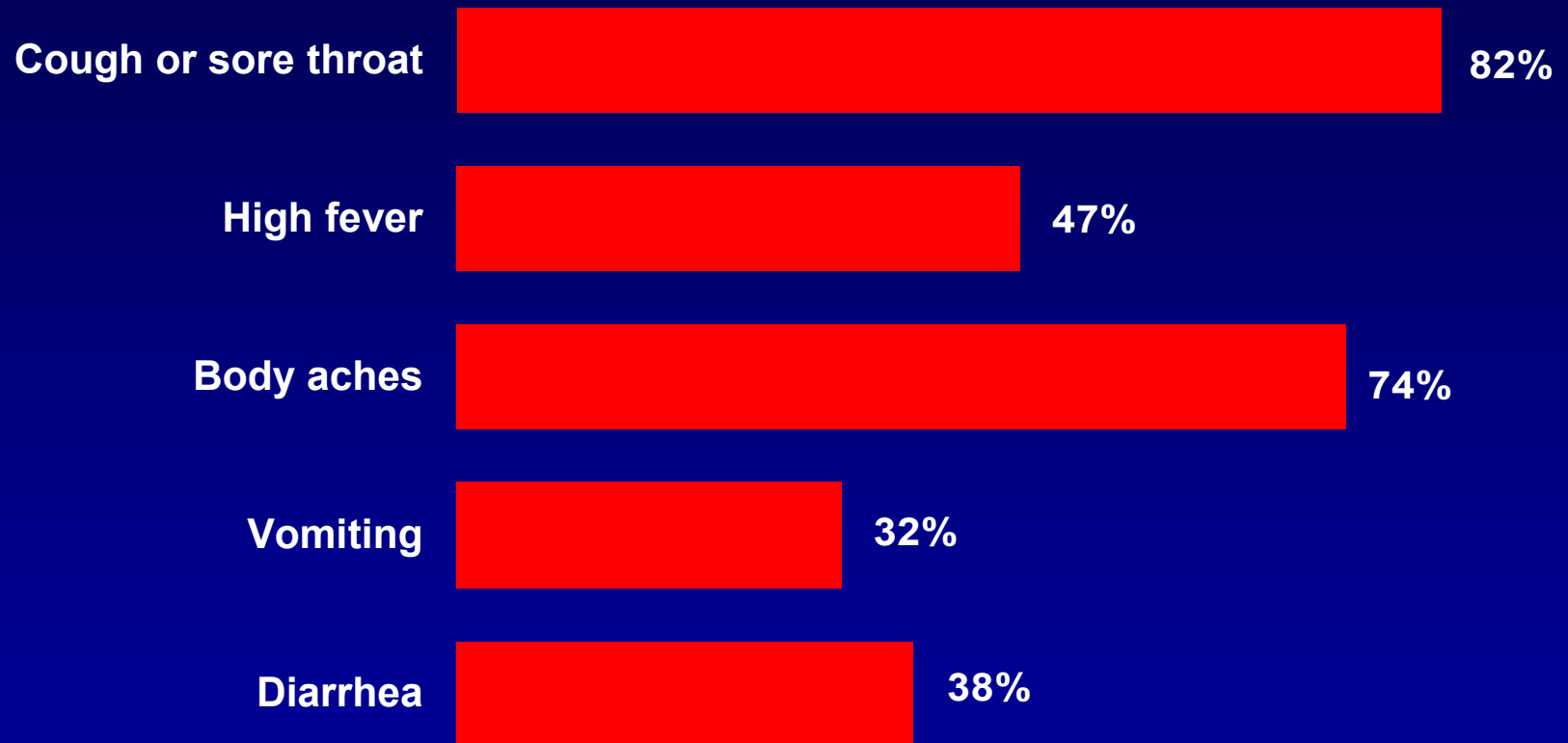


# Experienced Flu-like Illness in Household Since the Beginning of the Outbreak in April

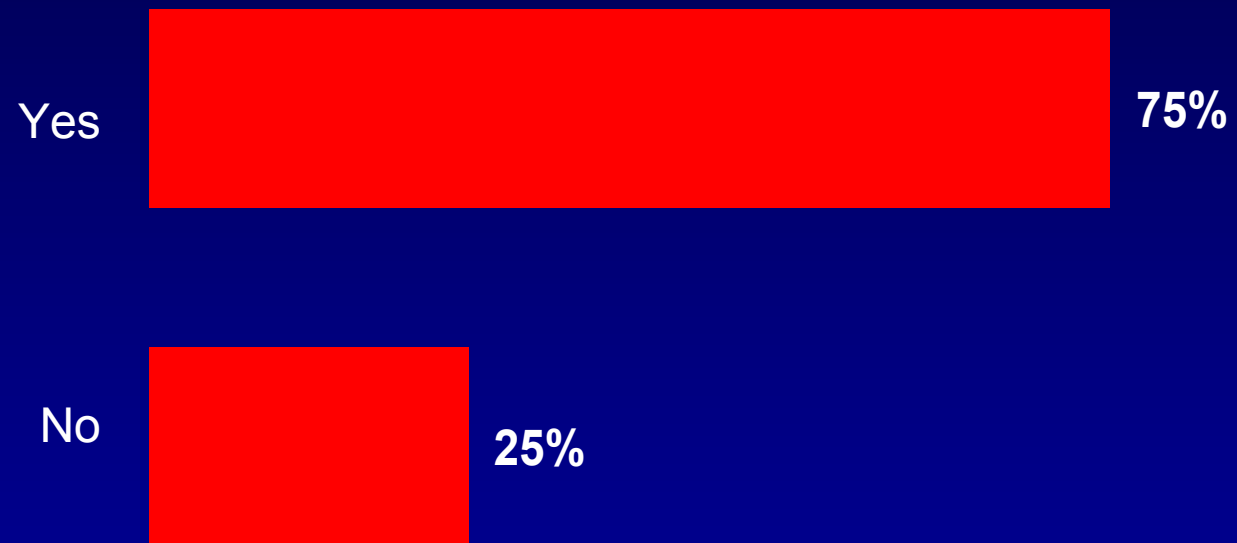


# Symptoms of Flu-like Illness in Household

*% saying symptoms of illness included...*



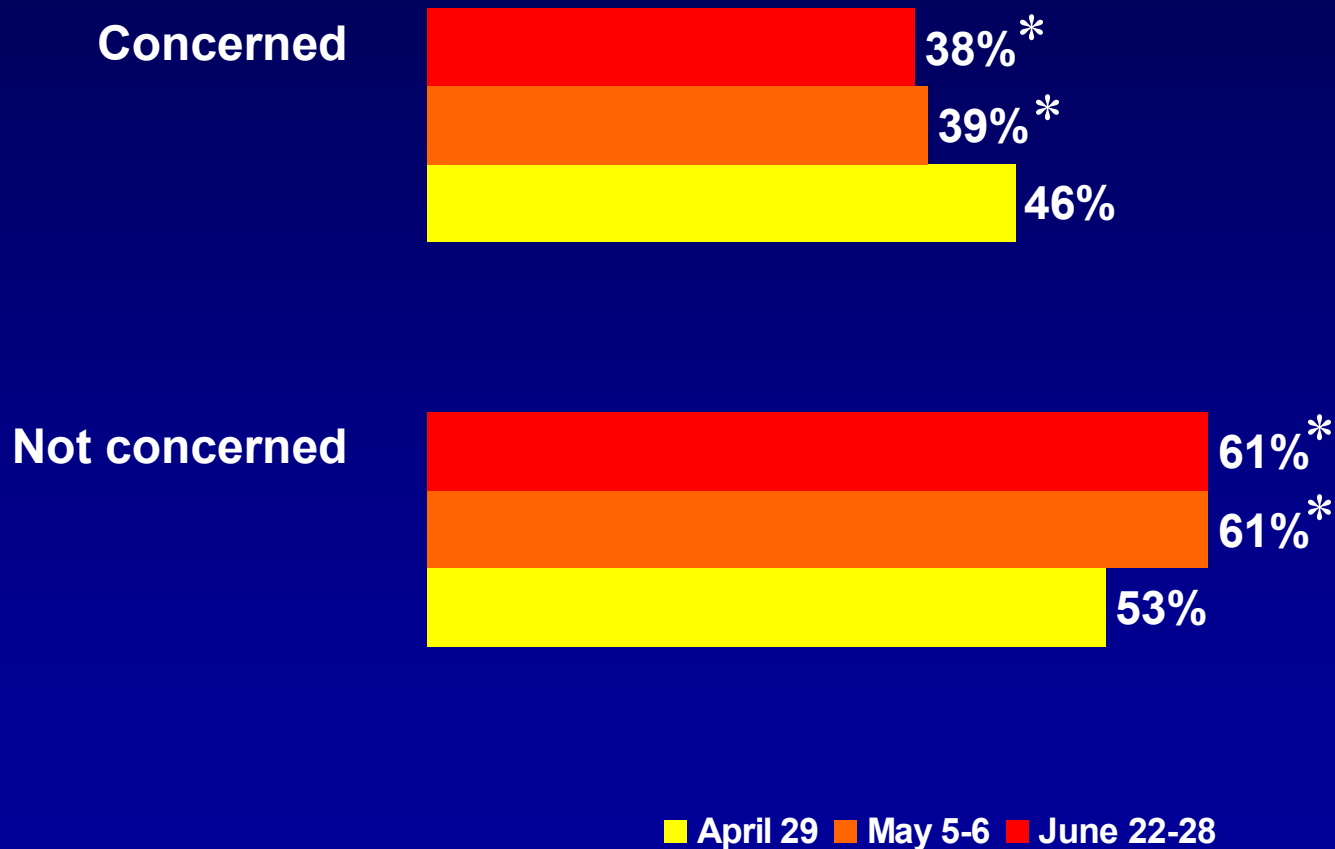
## Respondent/Family Member Stayed Home While Sick with Flu-like Illness



# III. Concern

- **Less than half of Americans concerned about personal risk of getting sick or having immediate family get sick with Novel Influenza A (H1N1)**
- **People who experienced cases in community are more concerned about personal risk than those who did not experience cases**
- **Hispanics are more concerned about personal risk than Whites**
- **WHO decision to raise alert level to Phase 6 had little impact on public's concern about personal risk**

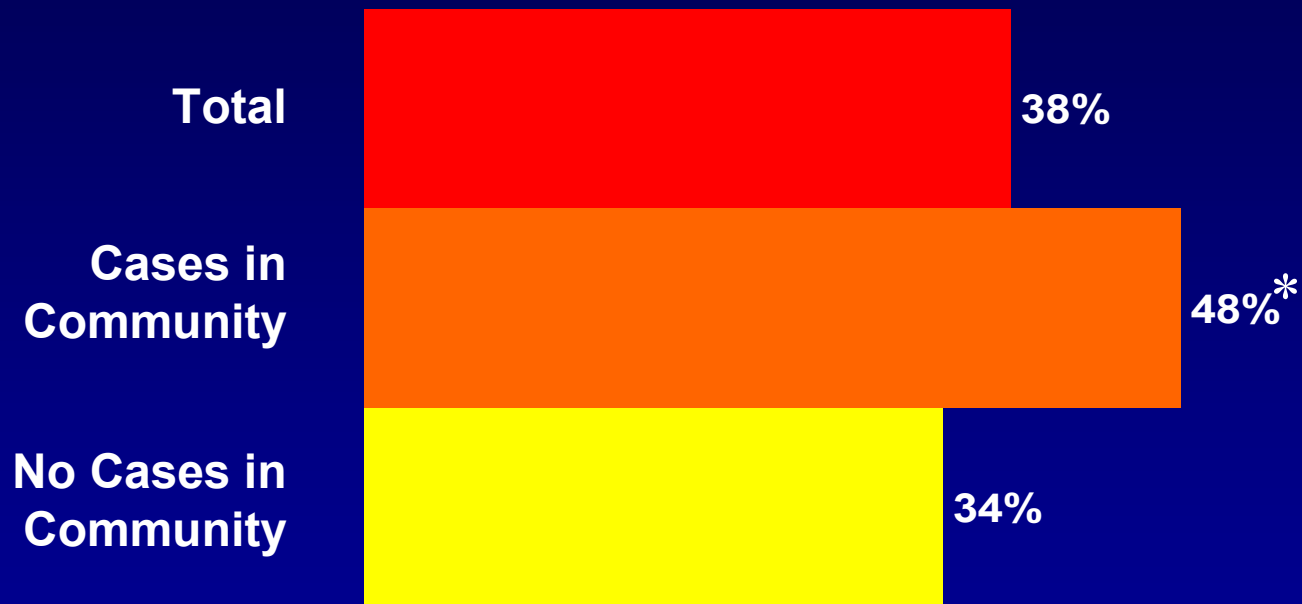
# Americans' Concern that They or Family Member Will Get Sick with H1N1/Swine Flu in Next 12 Months



\*Statistically significant difference from April 29 poll.

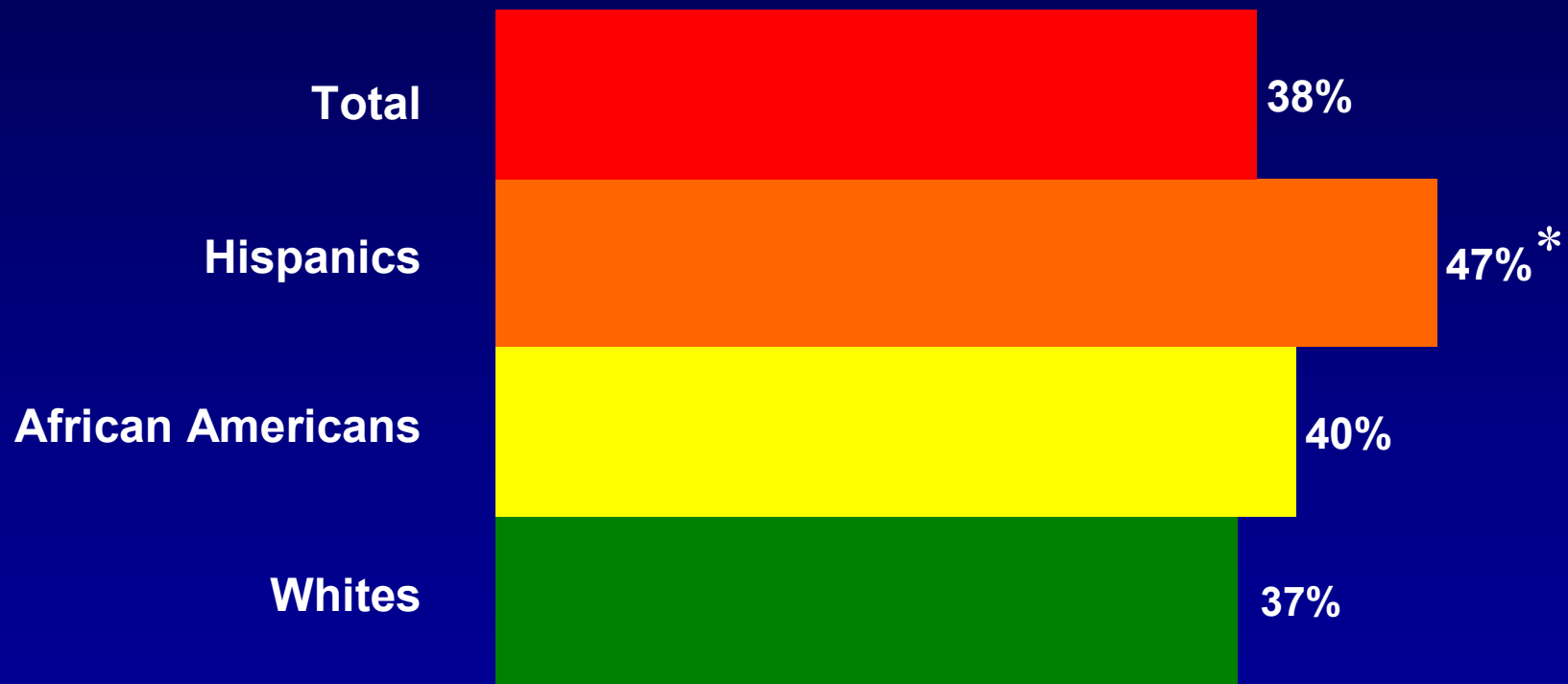
Harvard Opinion Research Program, Harvard School of Public Health, April 29, May 5-6, June 22-28, 2009.

## Differences in Concern Levels: With and Without Cases in Community



\*Statistically significant difference as compared no cases in community  
Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

## Differences in Concern Levels: Minorities and Whites

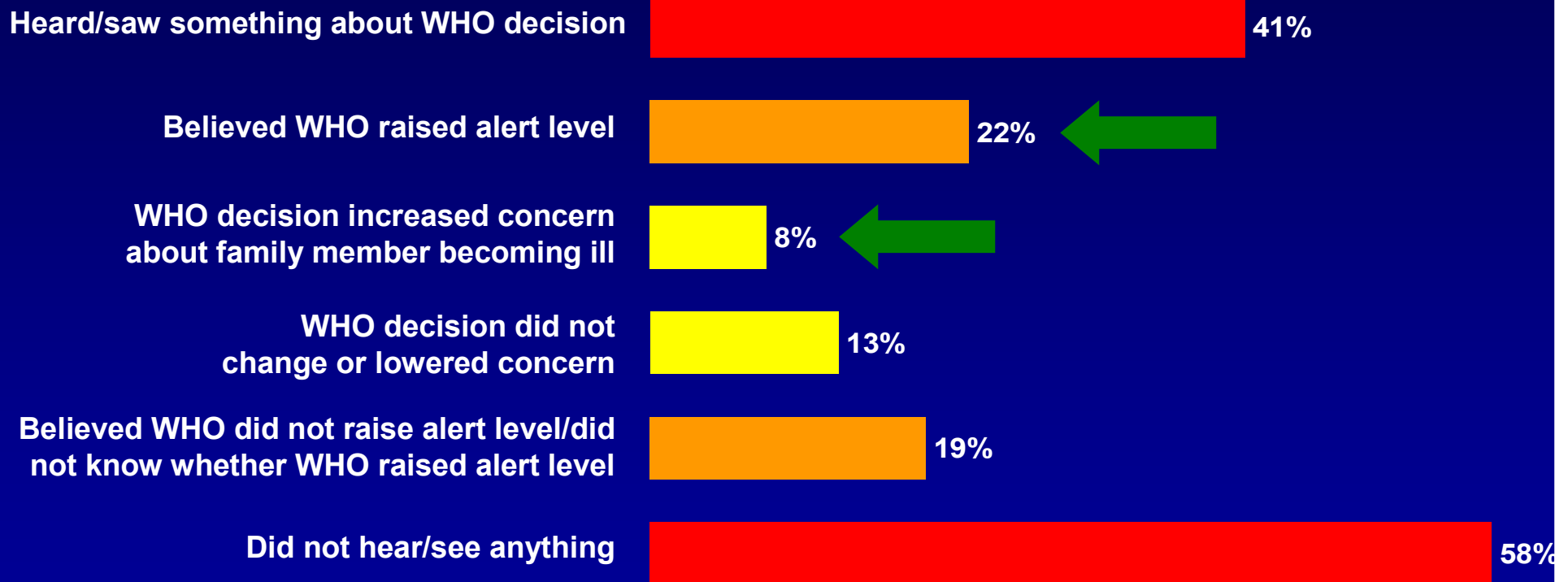


\*Statistically significant difference as compared to whites

Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.



# Awareness of and Impact on Public Concern: WHO Decision to Raise Pandemic Alert Level to Phase 6



## IV. Actions Taken to Date

- **Washing hands or using sanitizer more often has been principal response in United States**
- **People take additional precautions beyond CDC recommendations**
- **Hispanics more likely to take many precautions than whites**
- **Those who are concerned about personal risk more likely to take many precautions than those who are not concerned**
- **Parents more likely to take many precautions than those without children**

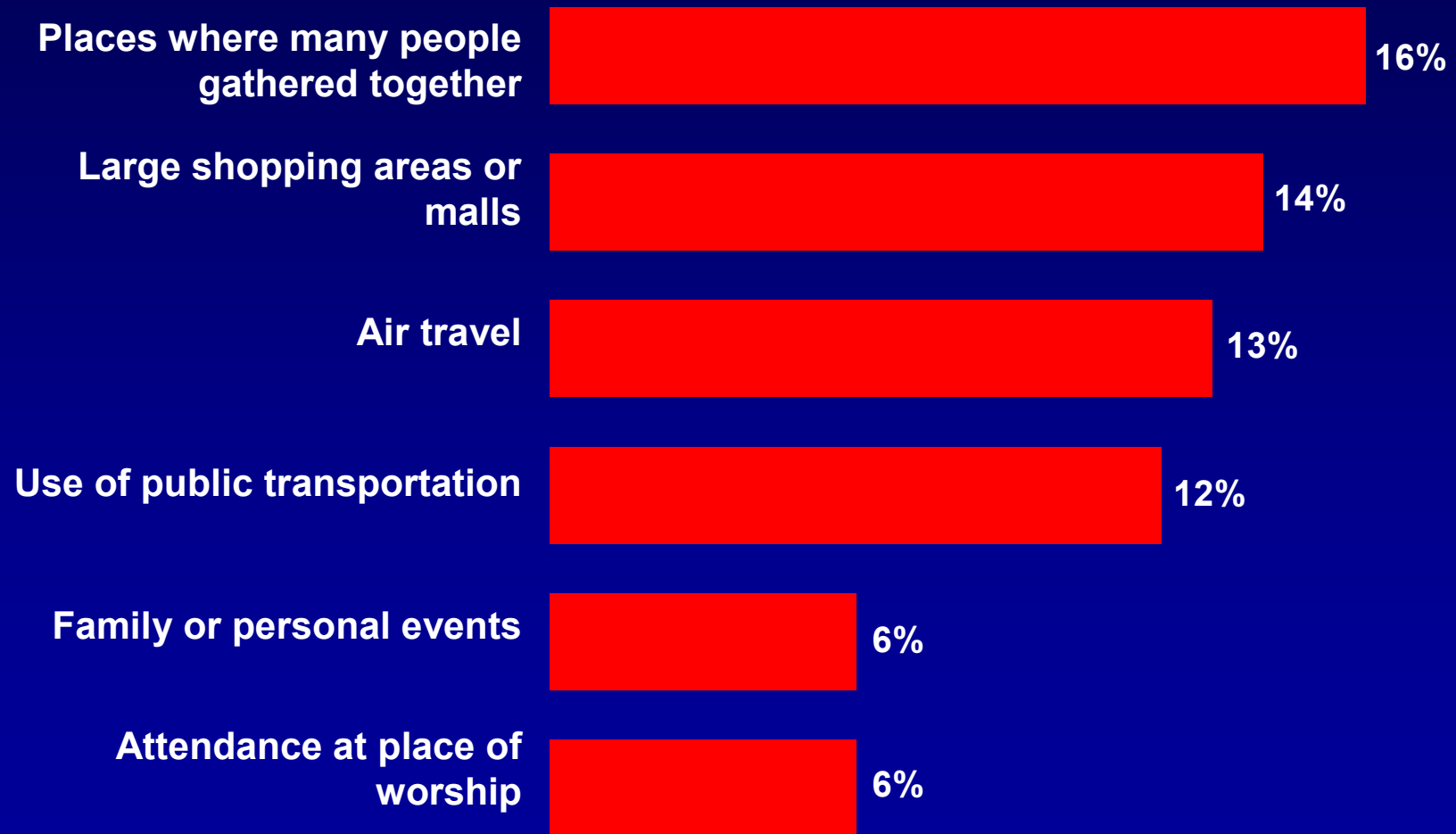
# Steps Americans Have Taken in Response to Outbreak

*% saying they or someone in household has...*



# Specific Steps Americans Have Taken to Avoid Contact with Others

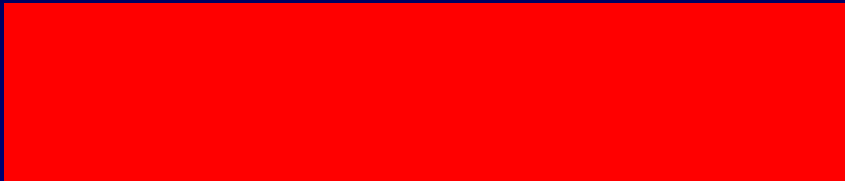
*% saying they or someone in household avoided...*



# Specific Steps Taken to Avoid Contact with Others

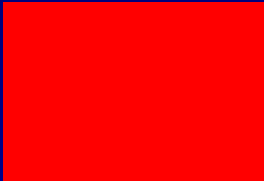
*% saying they have...*

Taken steps to avoid being near someone with flu-like symptoms



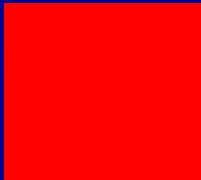
38%

Stopped shaking hands with people



12%

Stopped hugging and kissing close friends or relatives

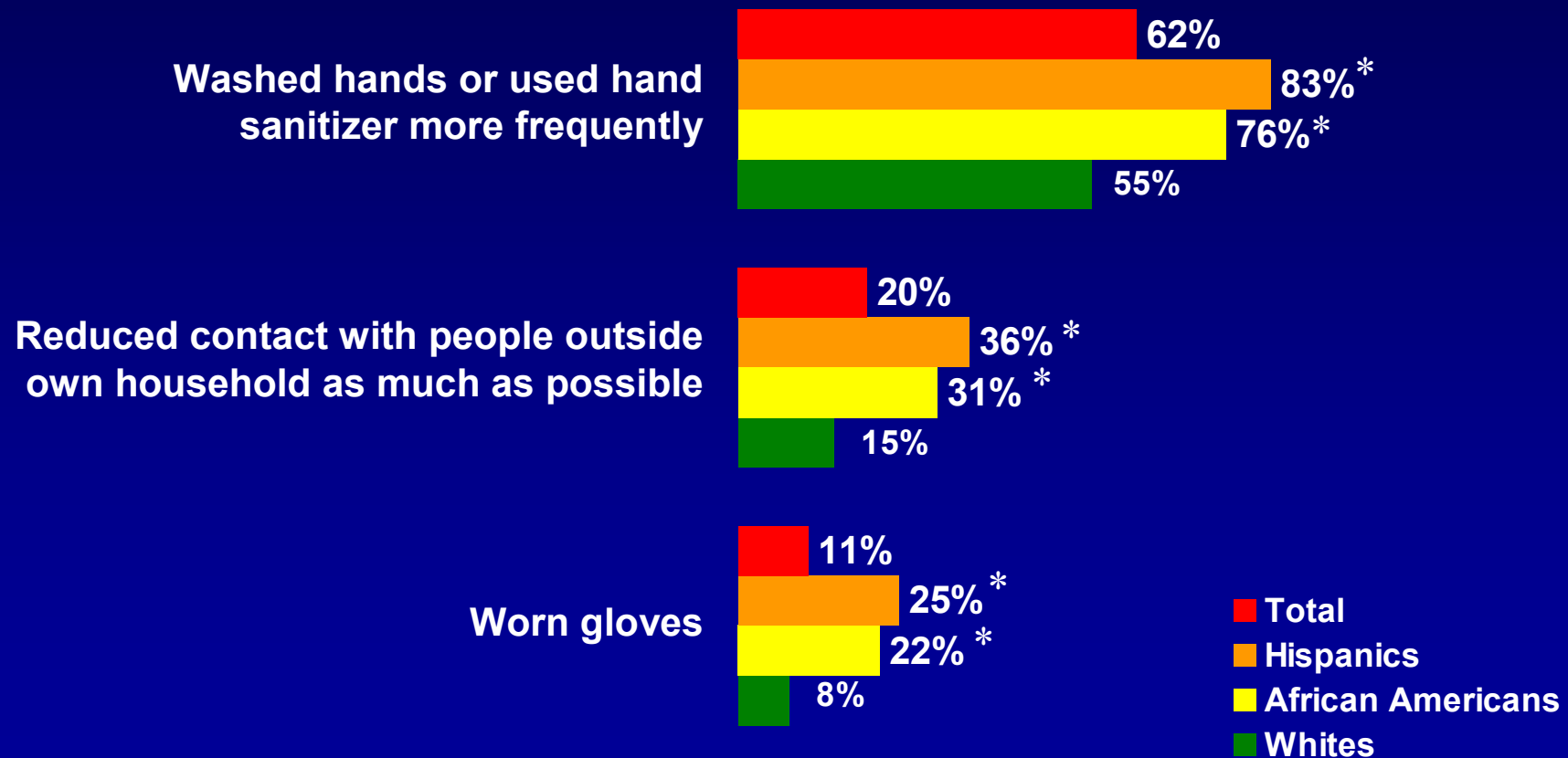


9%

*Actions Taken to Date*  
**Differences Between Minorities and Whites**

# Steps Americans Have Taken in Response to Outbreak: Differences Between Minorities and Whites

*% saying they/someone in household has...*

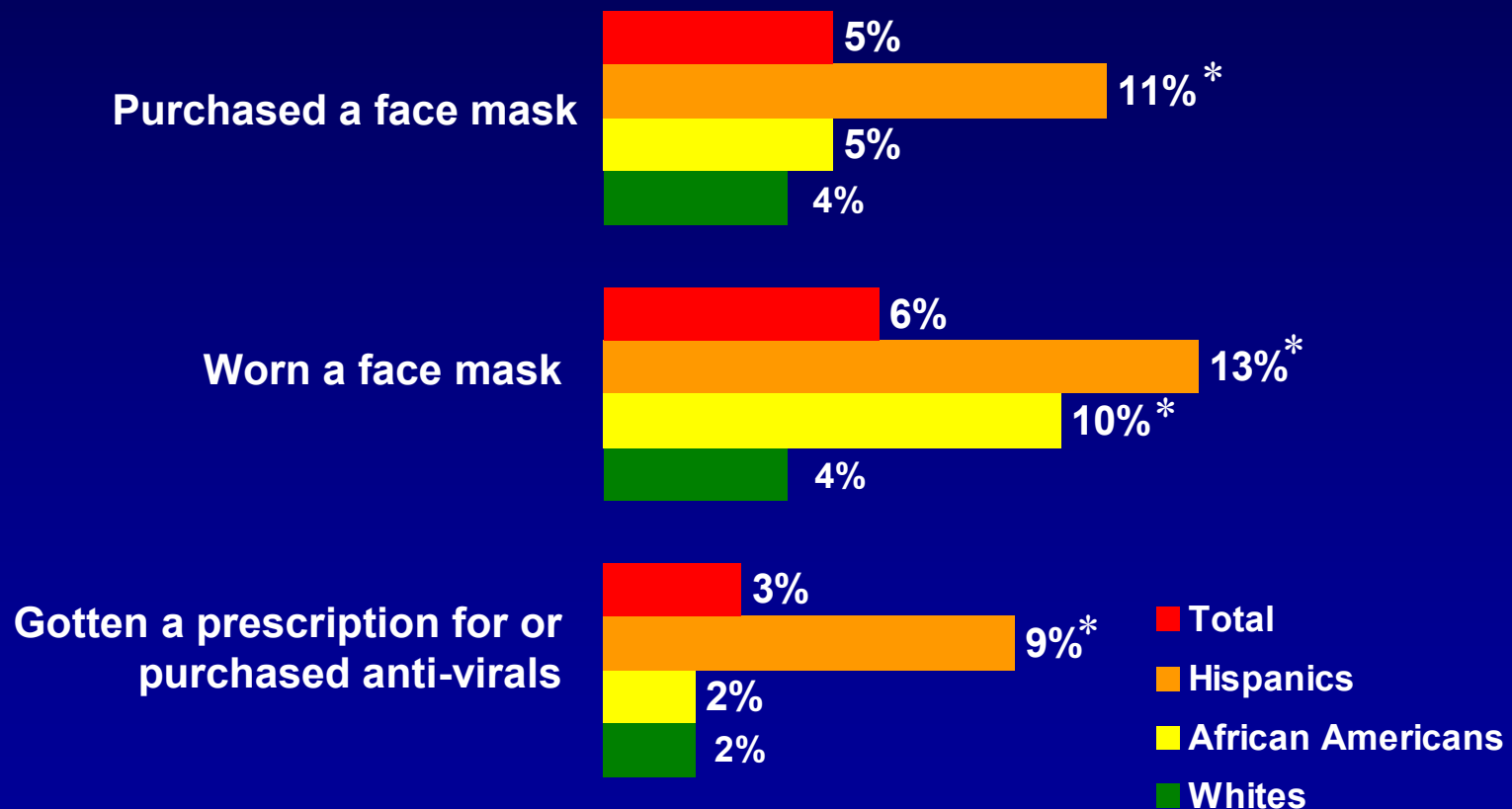


\*Statistically significant difference as compared to whites

Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

# Steps Americans Have Taken in Response to Outbreak: Differences Between Minorities and Whites

*% saying they/someone in household has...*



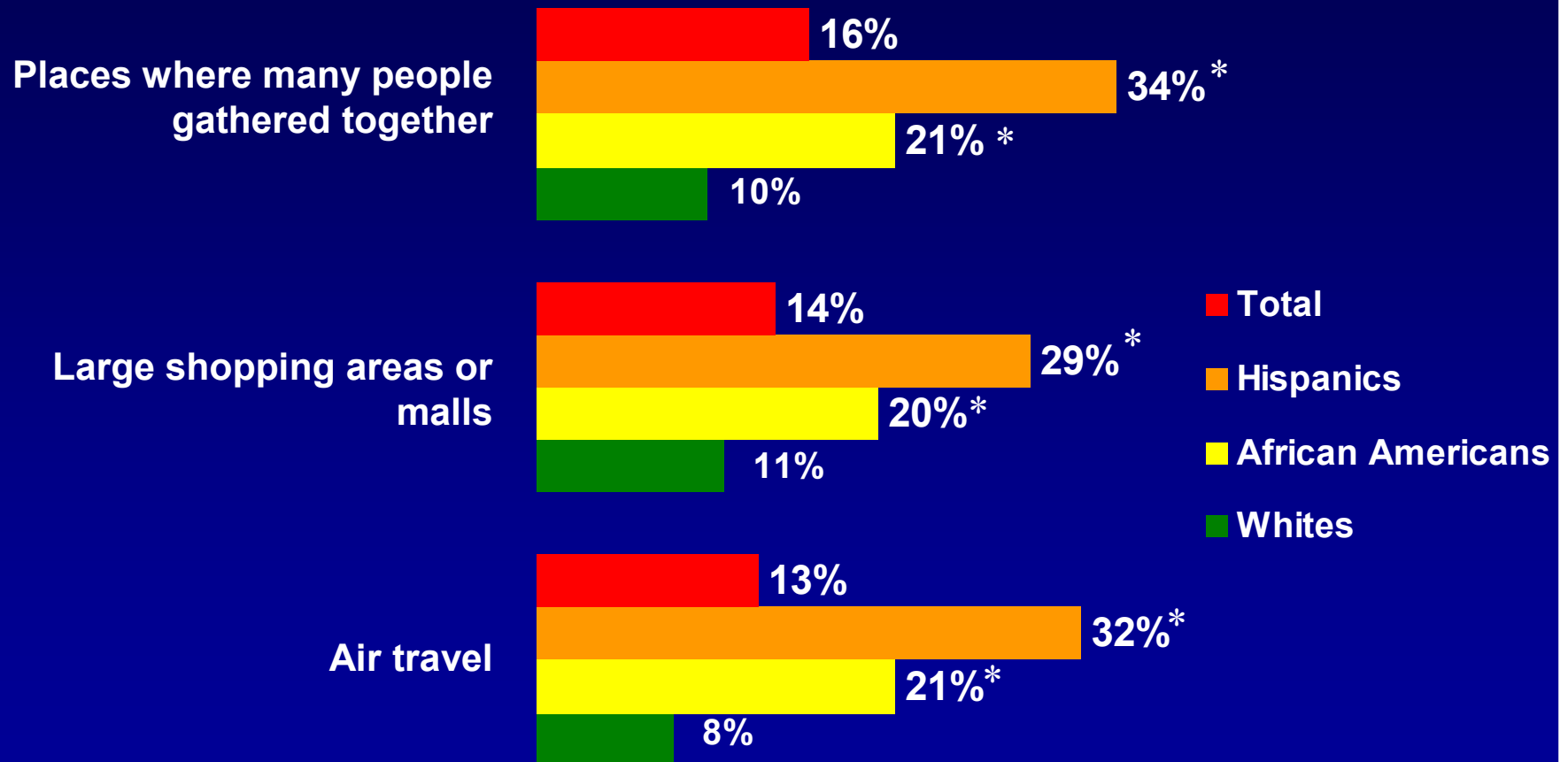
\*Statistically significant difference as compared to whites

Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.



# Steps Americans Have Taken to Avoid Contact with Others: Differences Between Minorities and Whites

*% saying they/someone in household avoided...*

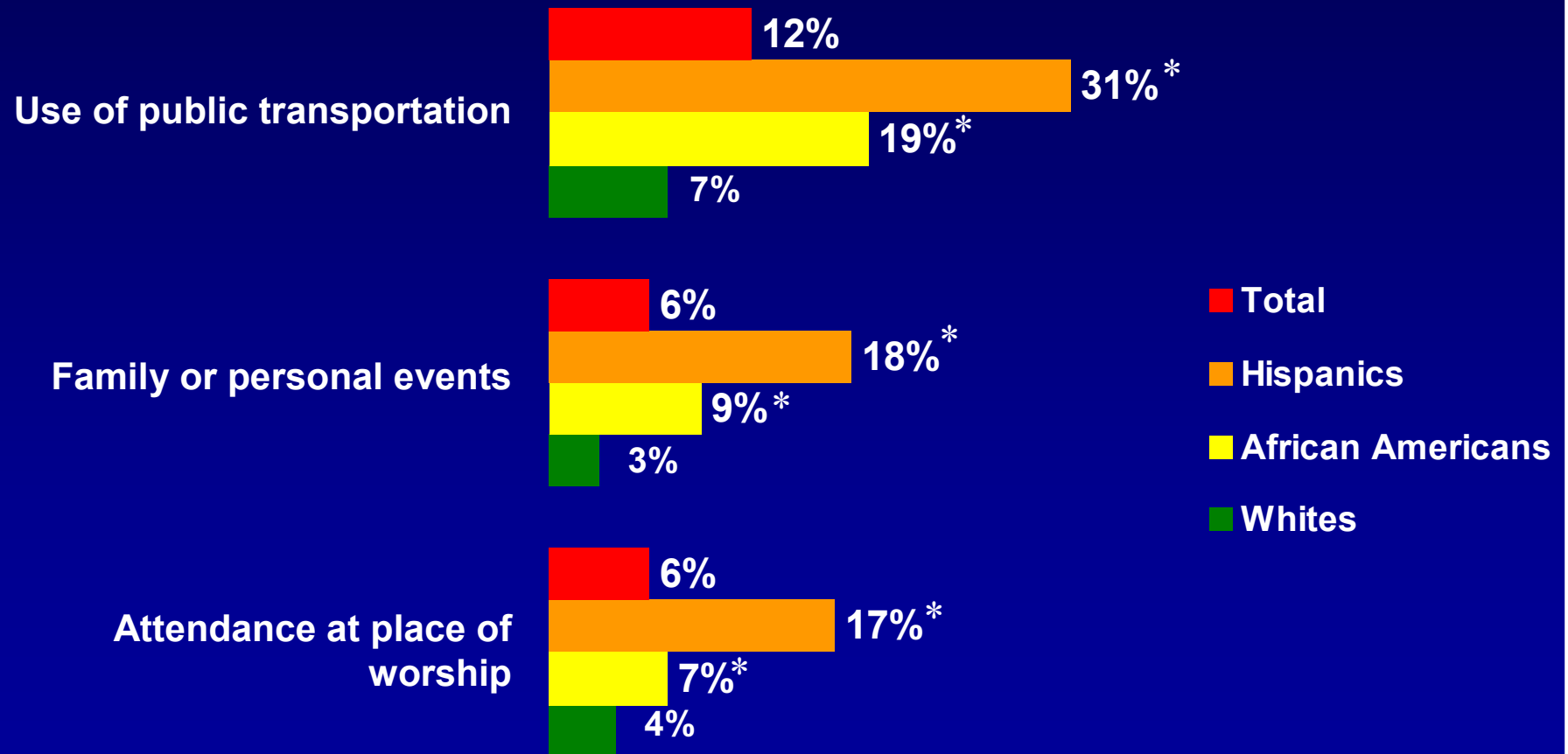


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Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

# Steps Americans Have Taken to Avoid Contact with Others: Differences Between Minorities and Whites

*% saying they/someone in household avoided...*

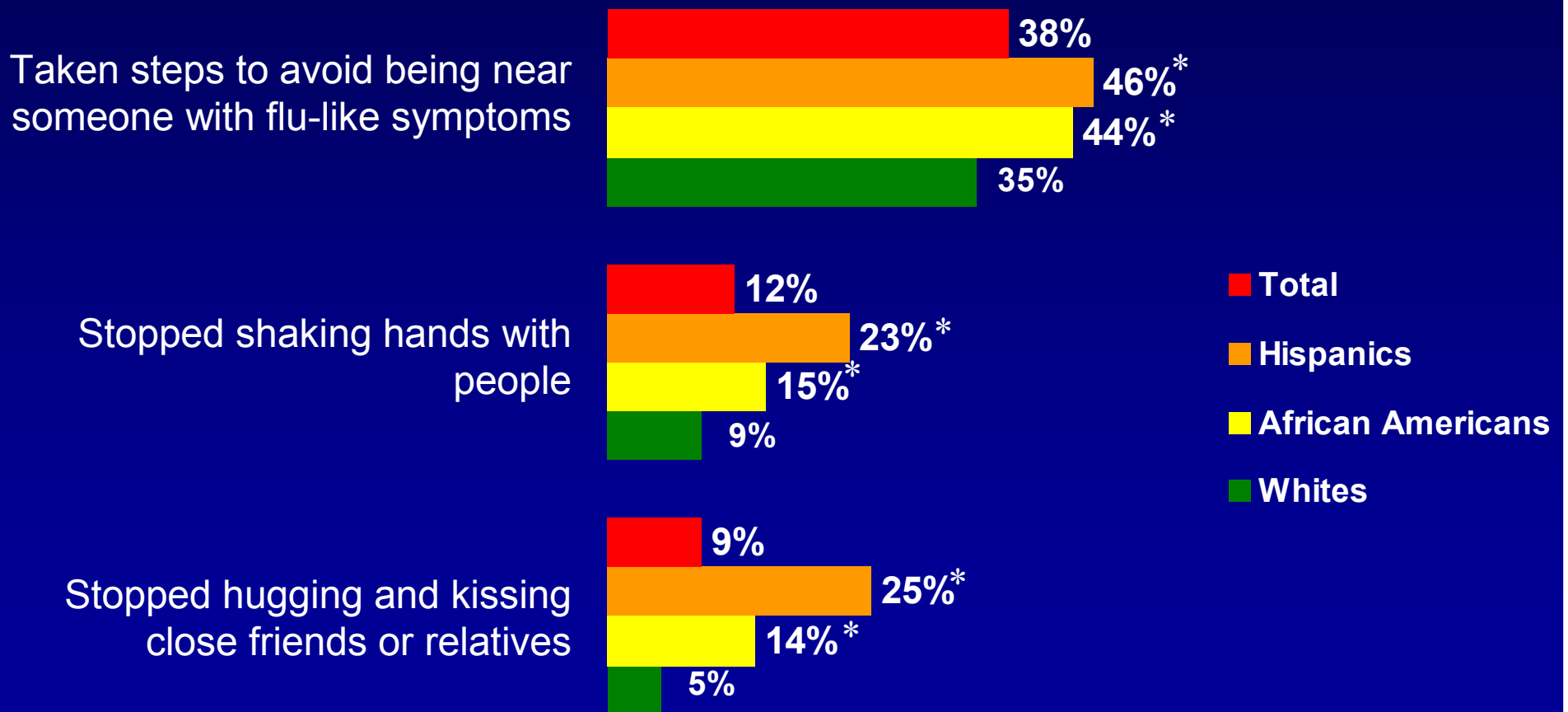


\*Statistically significant difference as compared to whites

Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

# Steps Americans Have Taken to Avoid Contact with Others: Differences Between Minorities and Whites

*% saying they have...*



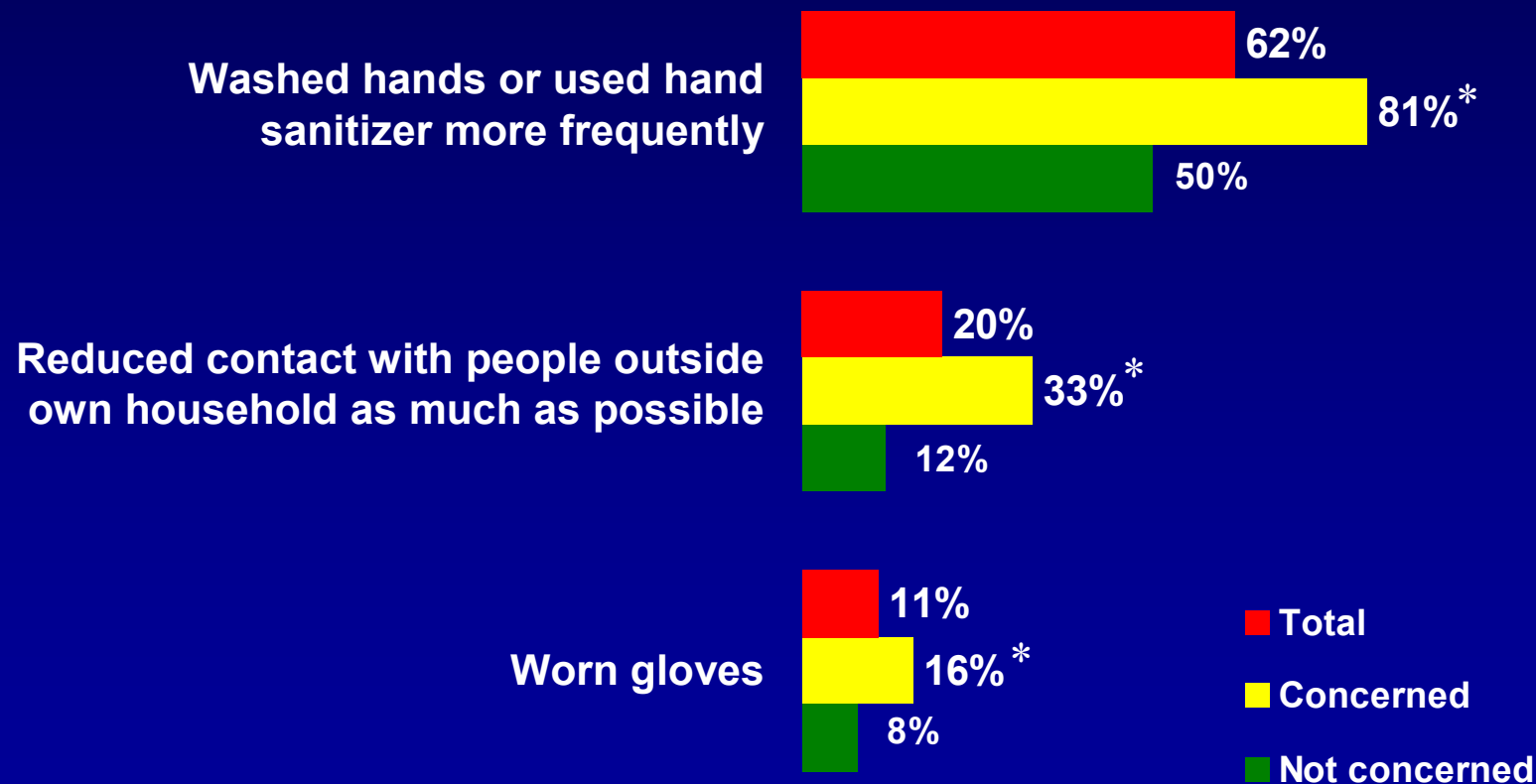
\*Statistically significant difference as compared to non-parents

Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

*Actions Taken to Date*  
**Differences Between Concerned and Not Concerned**

# Steps Americans Have Taken in Response to Outbreak: Differences Between Concerned and Not Concerned

*% saying they/someone in household has...*

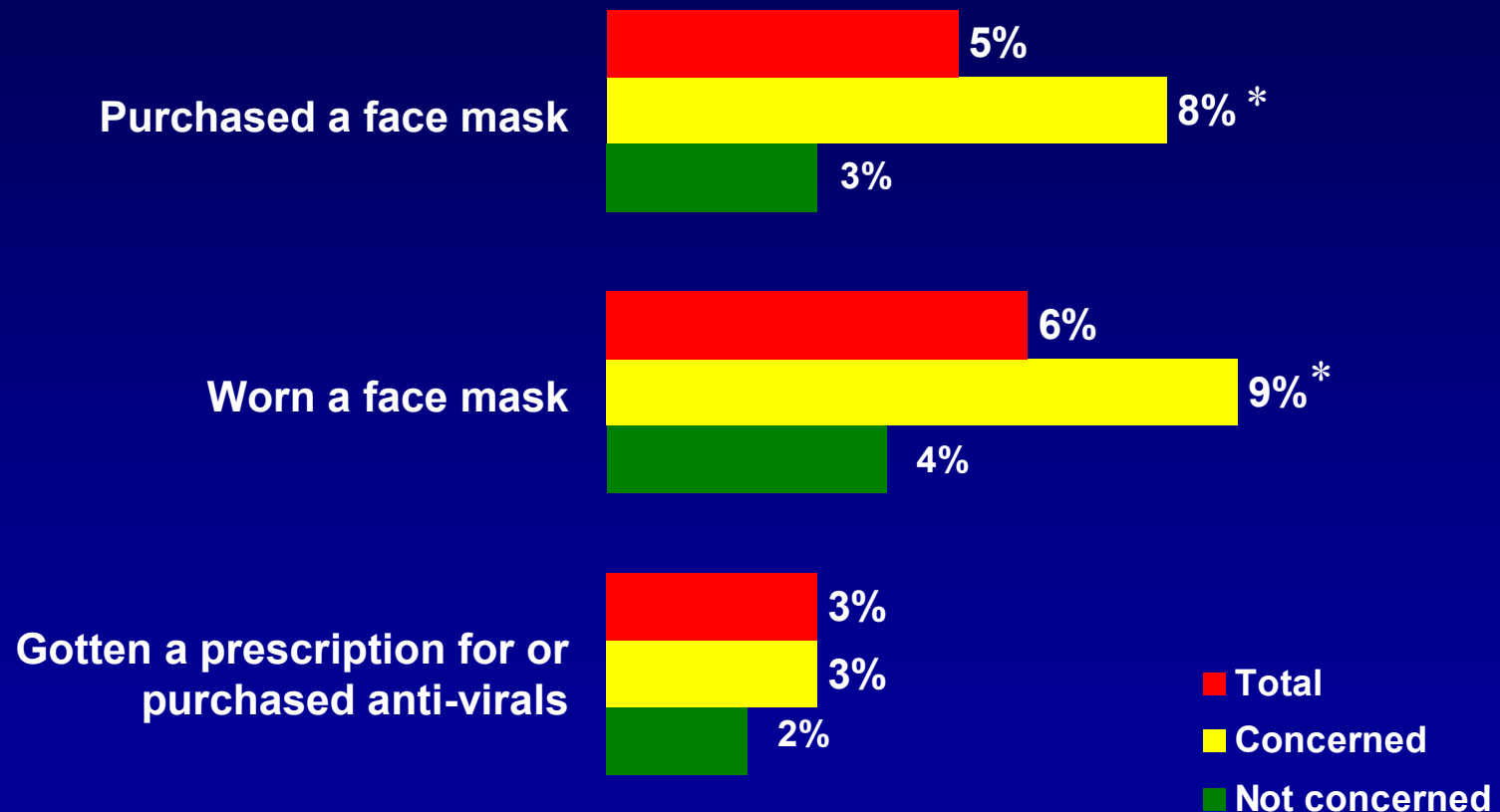


\*Statistically significant difference as compared to not concerned

Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

# Steps Americans Have Taken in Response to Outbreak: Differences Between Concerned and Not Concerned

*% saying they/someone in household has...*

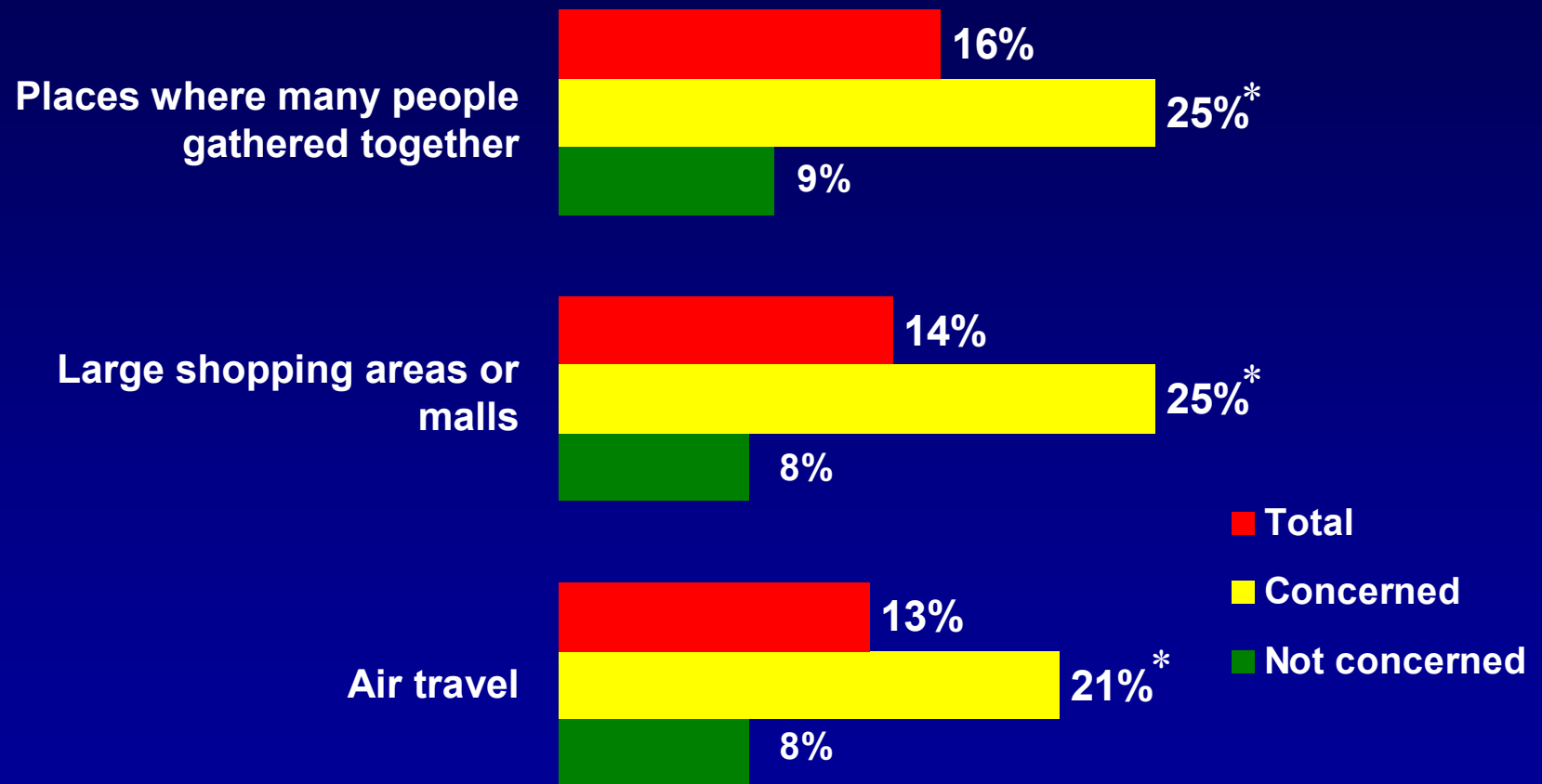


\*Statistically significant difference as compared to not concerned

Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

# Steps Americans Have Taken to Avoid Contact with Others: Differences Between Concerned and Not Concerned

*% saying they/someone in household avoided...*

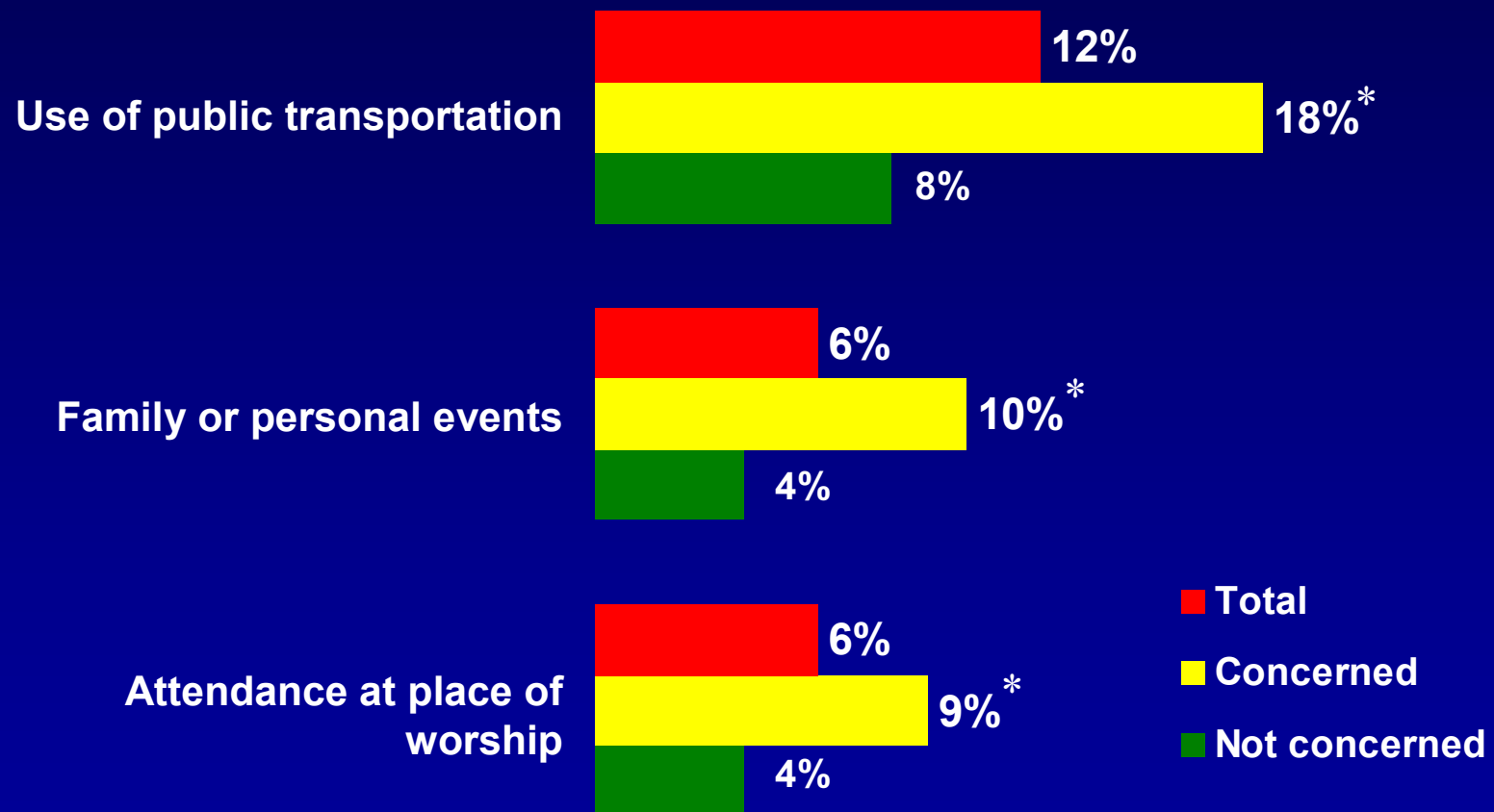


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# Steps Americans Have Taken to Avoid Contact with Others: Differences Between Concerned and Not Concerned

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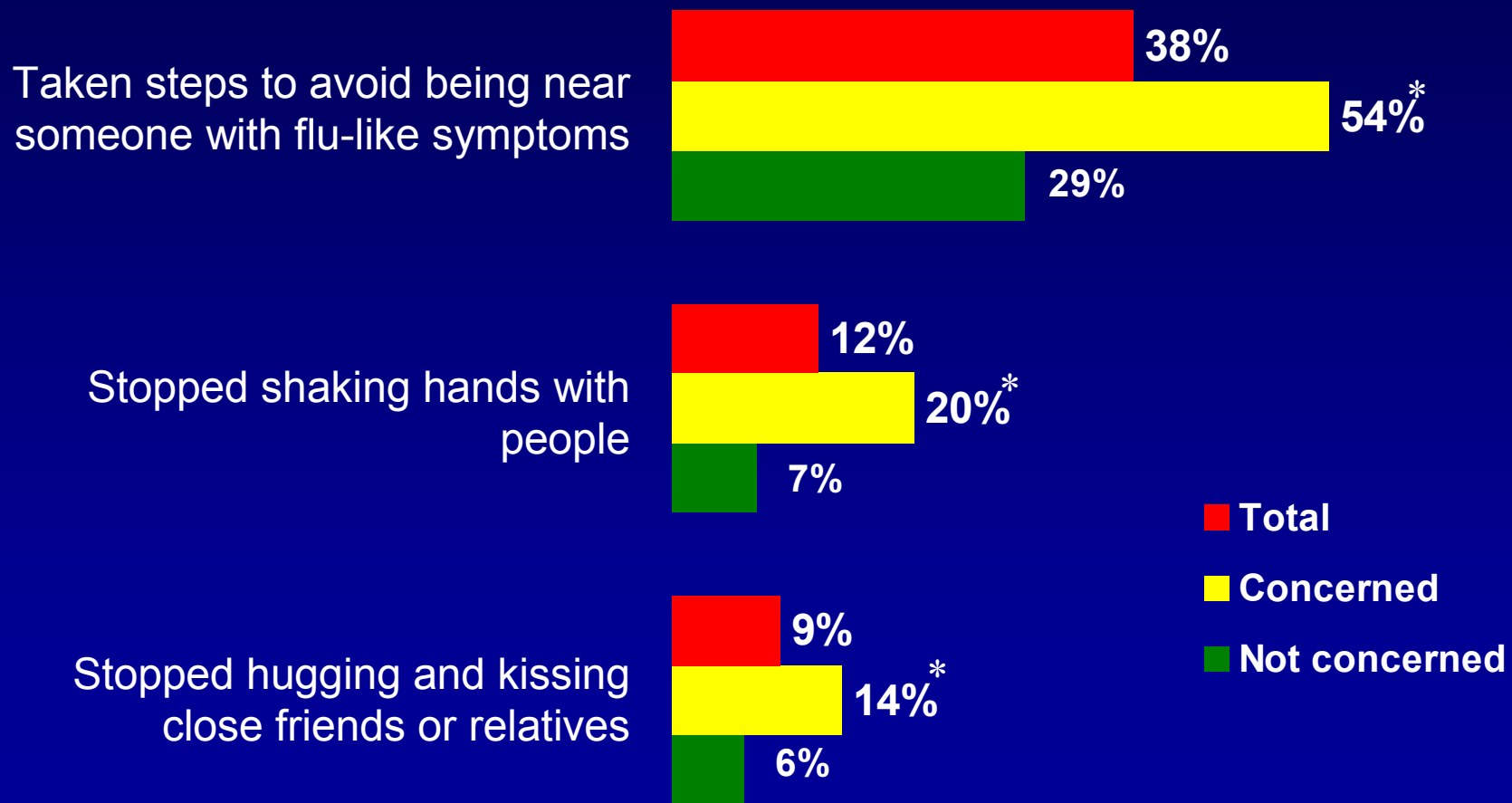
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Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.



# Steps Americans Have Taken to Avoid Contact with Others: Differences Between Concerned and Not Concerned

*% saying they have...*



\*Statistically significant difference as compared to not concerned

Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

*Actions Taken to Date*  
**Differences Between Parents and Non-Parents**

# Steps Americans Have Taken in Response to Outbreak: Differences Between Parents and Non-Parents

*% saying they/someone in household has...*

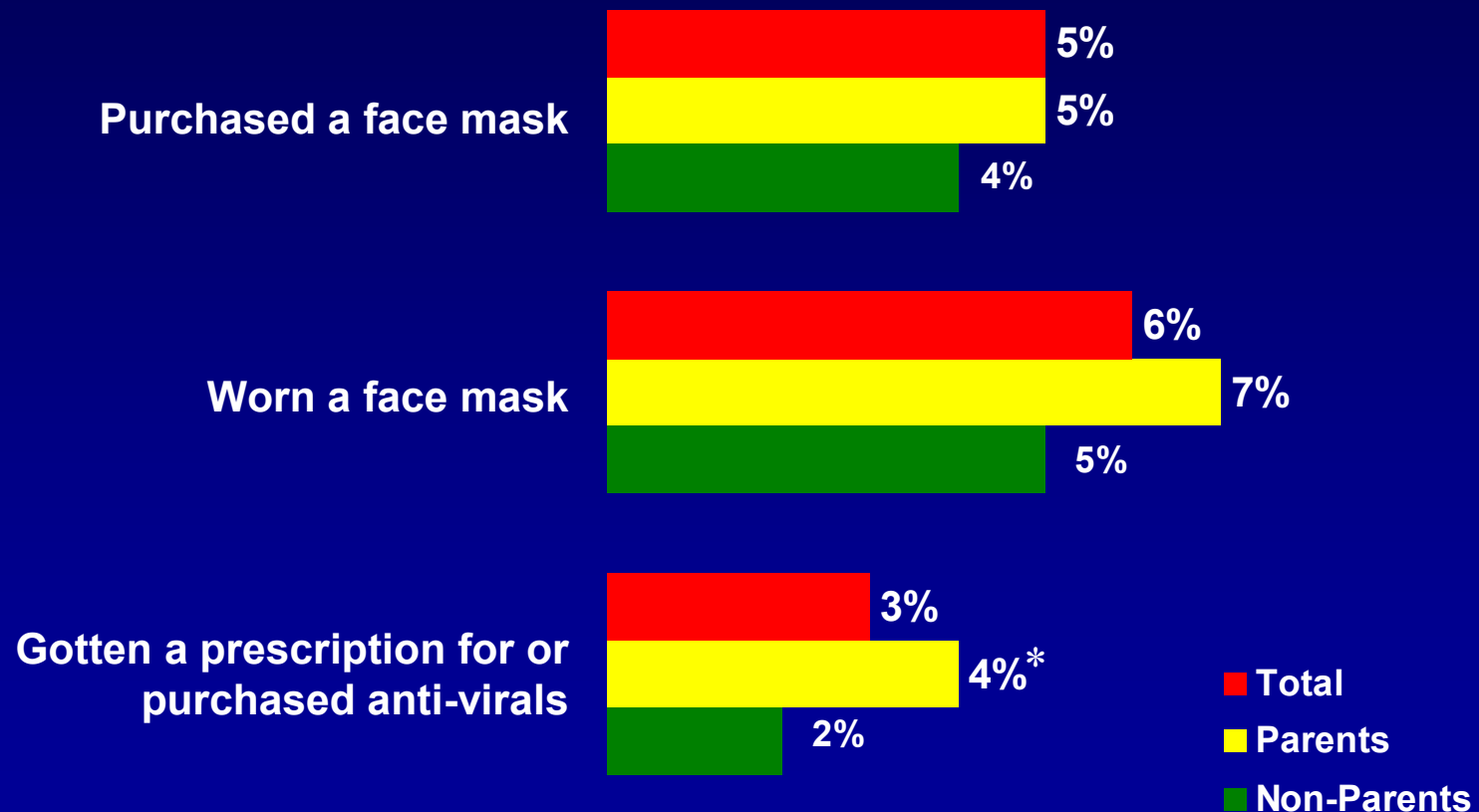


\*Statistically significant difference as compared to non-parents

Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

# Steps Americans Have Taken in Response to Outbreak: Differences Between Parents and Non-Parents

*% saying they/someone in household has...*

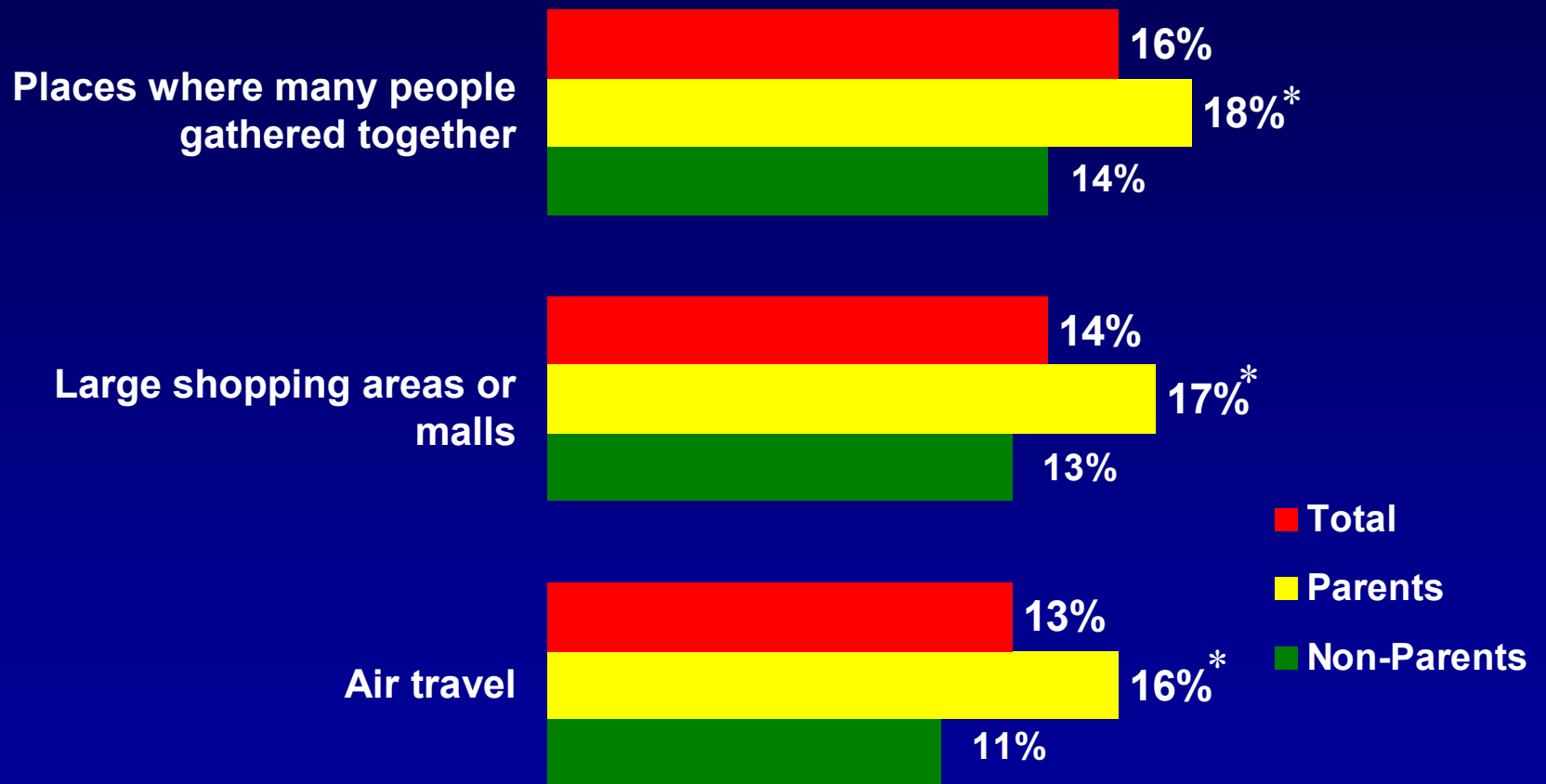


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Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

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*% saying they/someone in household avoided...*

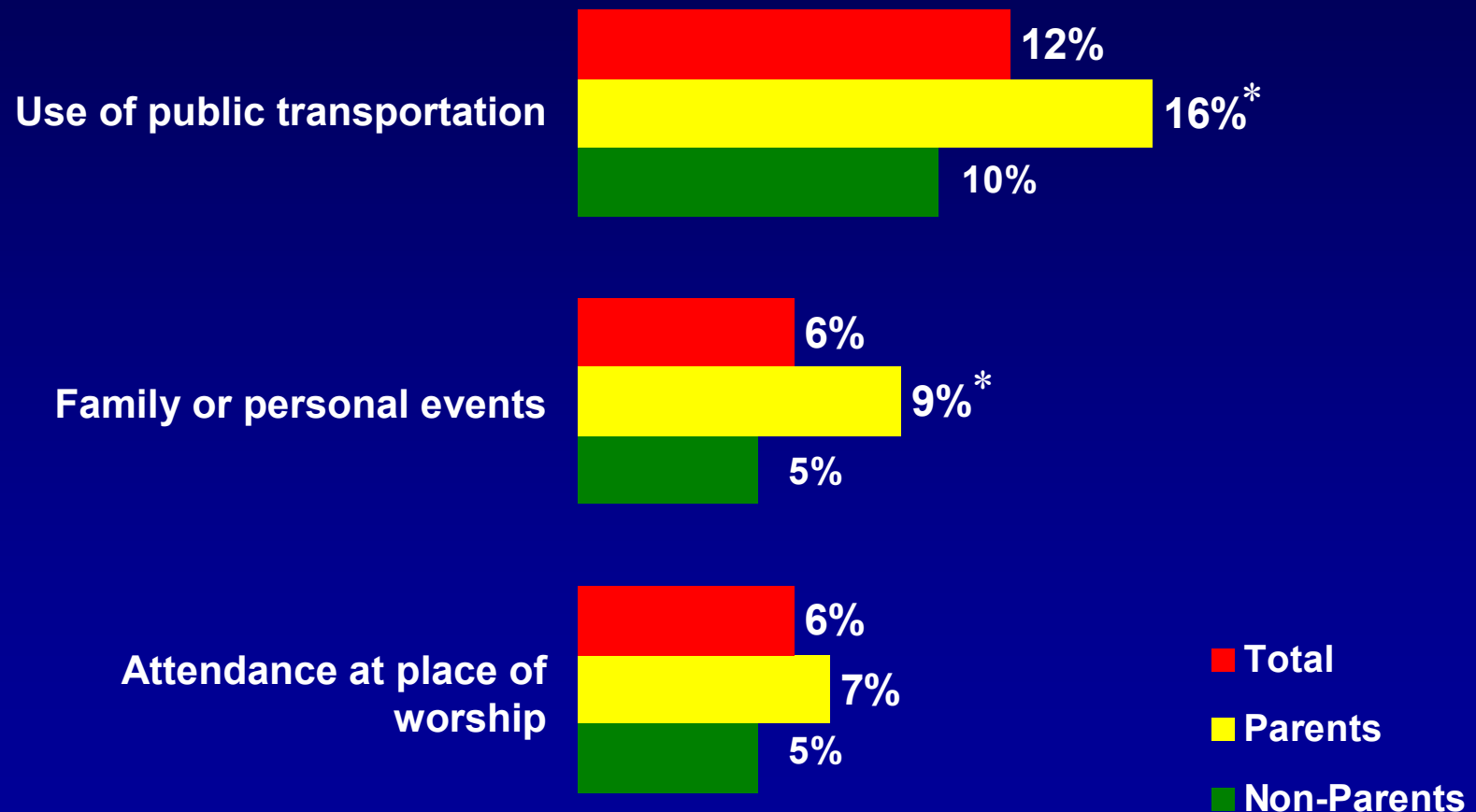


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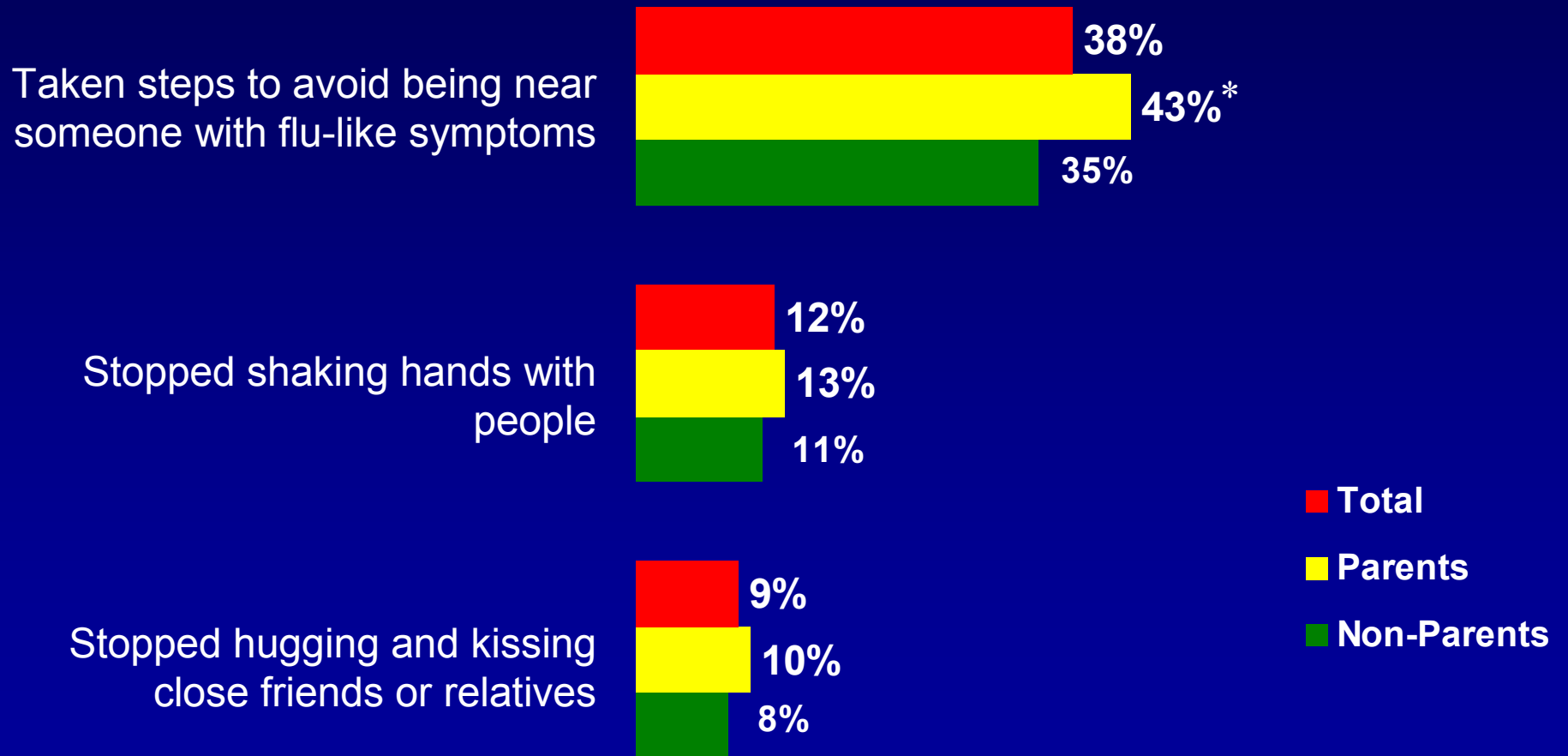


\*Statistically significant difference as compared to non-parents

Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

# Steps Americans Have Taken to Avoid Contact with Others: Differences Between Parents and Non-Parents

*% saying they have...*



\*Statistically significant difference as compared to non-parents

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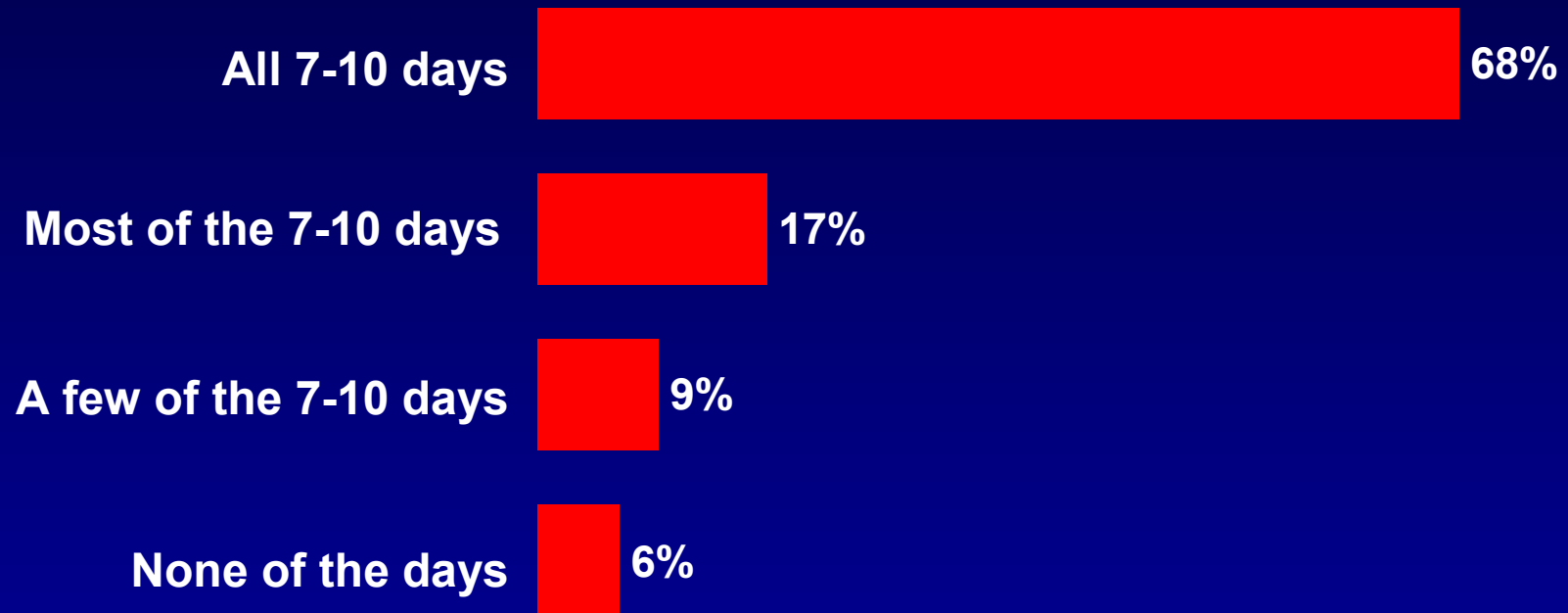
# V. Following Mitigation Measures Related to Staying Home When Sick

- **Two-thirds of Americans able to stay home for full 7-10 days if sick**
- **One in four Americans have no one to care for them if sick**
- **About half of employed would not stay home for full 7-10 days if told by employer to come in to work**
- **More than half would stay at home full 7-10 days to care for sick adult or child**
- **Many would experience significant problems if had to stay home for 7-10 days including critical pay, job and business loss**

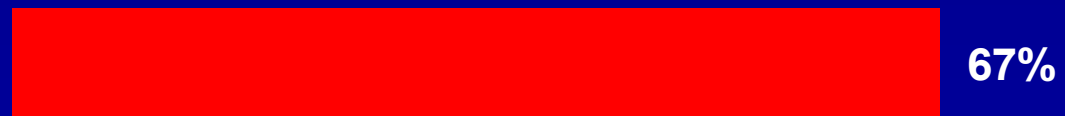


# Length of Time Americans Would Be Able to Stay Home, Away from Others, If Sick

*% saying would be able to stay home, away from others, if sick - for...*



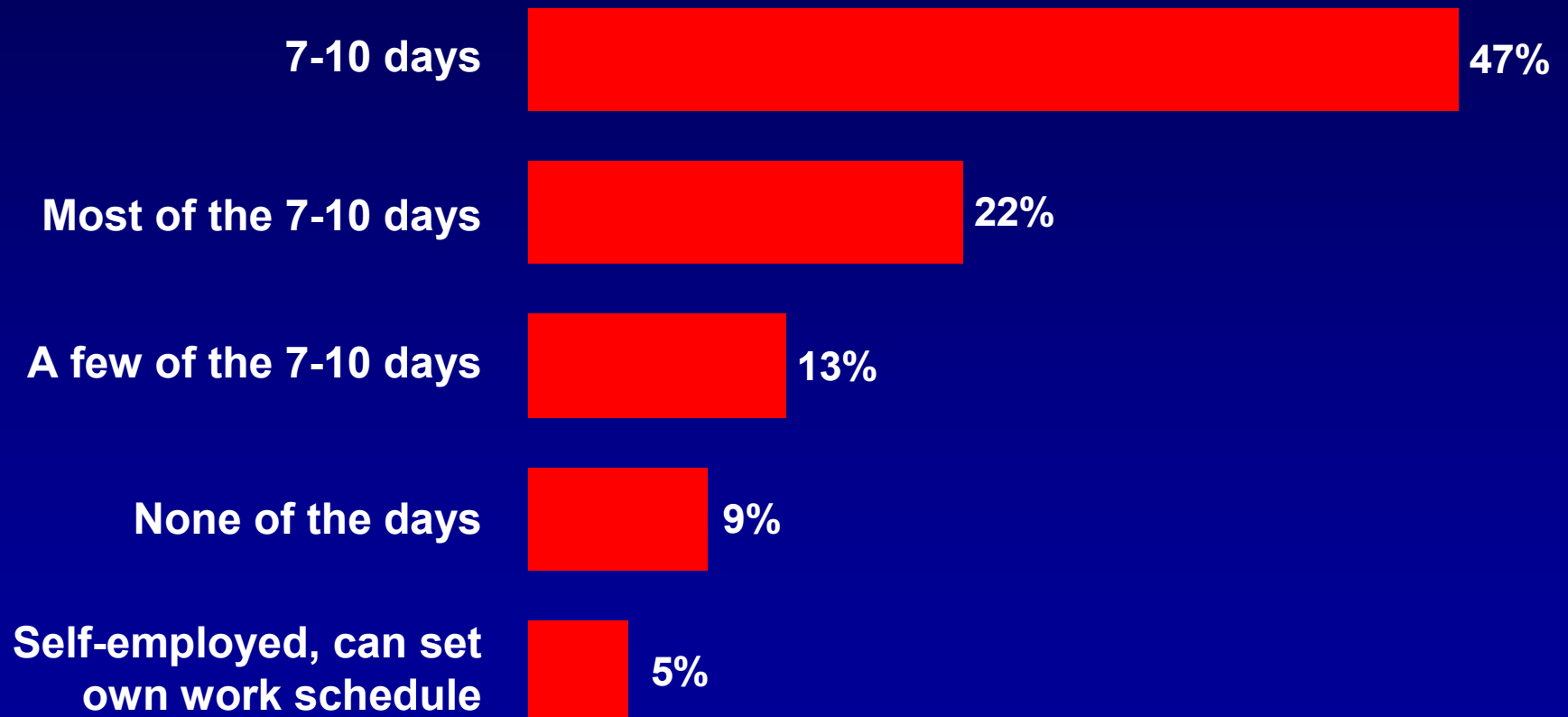
*% saying would stay home for that long even if symptoms went away earlier \**



\*Among respondents who said they would stay home for at least a few days if had influenza A – H1N1.  
Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

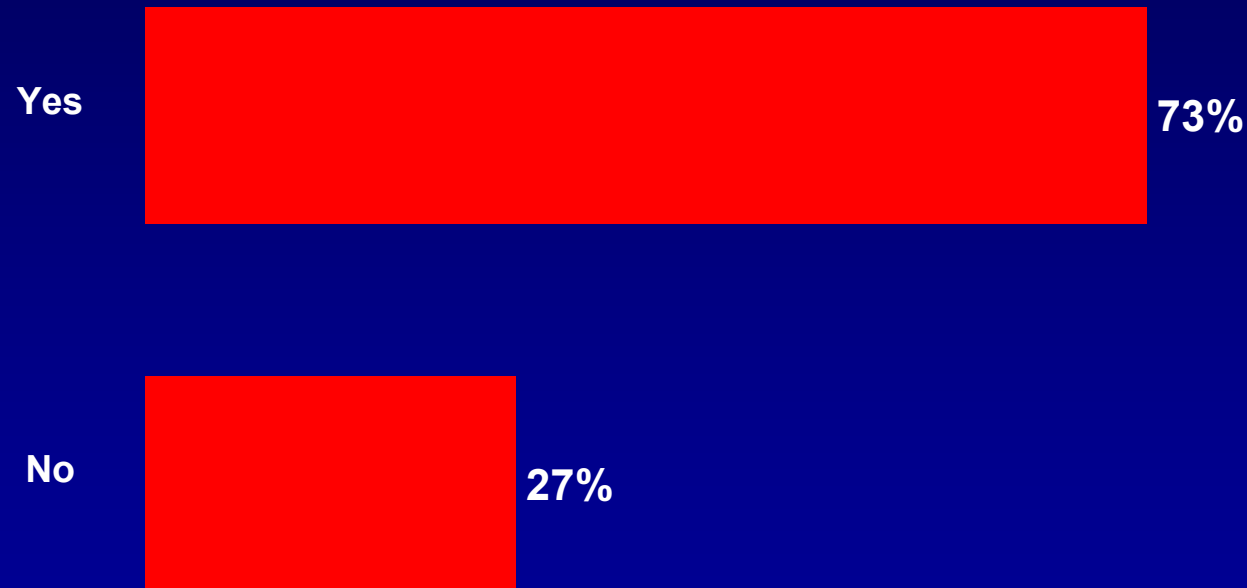
# Length of Time Americans Would Stay Home if Sick Even If Told to Come to Work by Employer

*Among those employed, % saying they would stay home from work – if sick - for...*



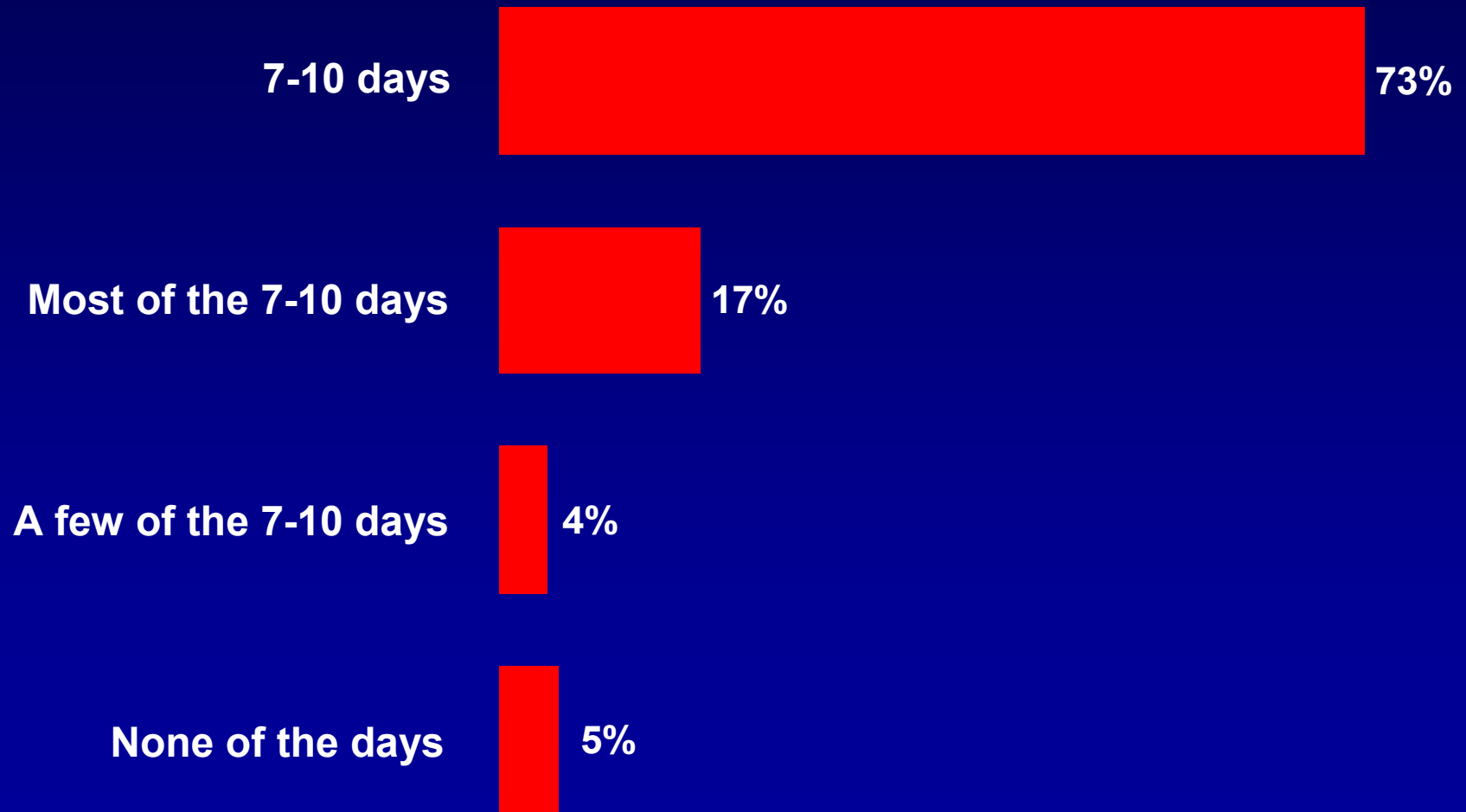
# **% Americans Who Have Someone to Provide Care for Them at Home If Sick with Novel Influenza A (H1N1)**

*% saying they would have someone to take care of them if they were sick with H1N1*



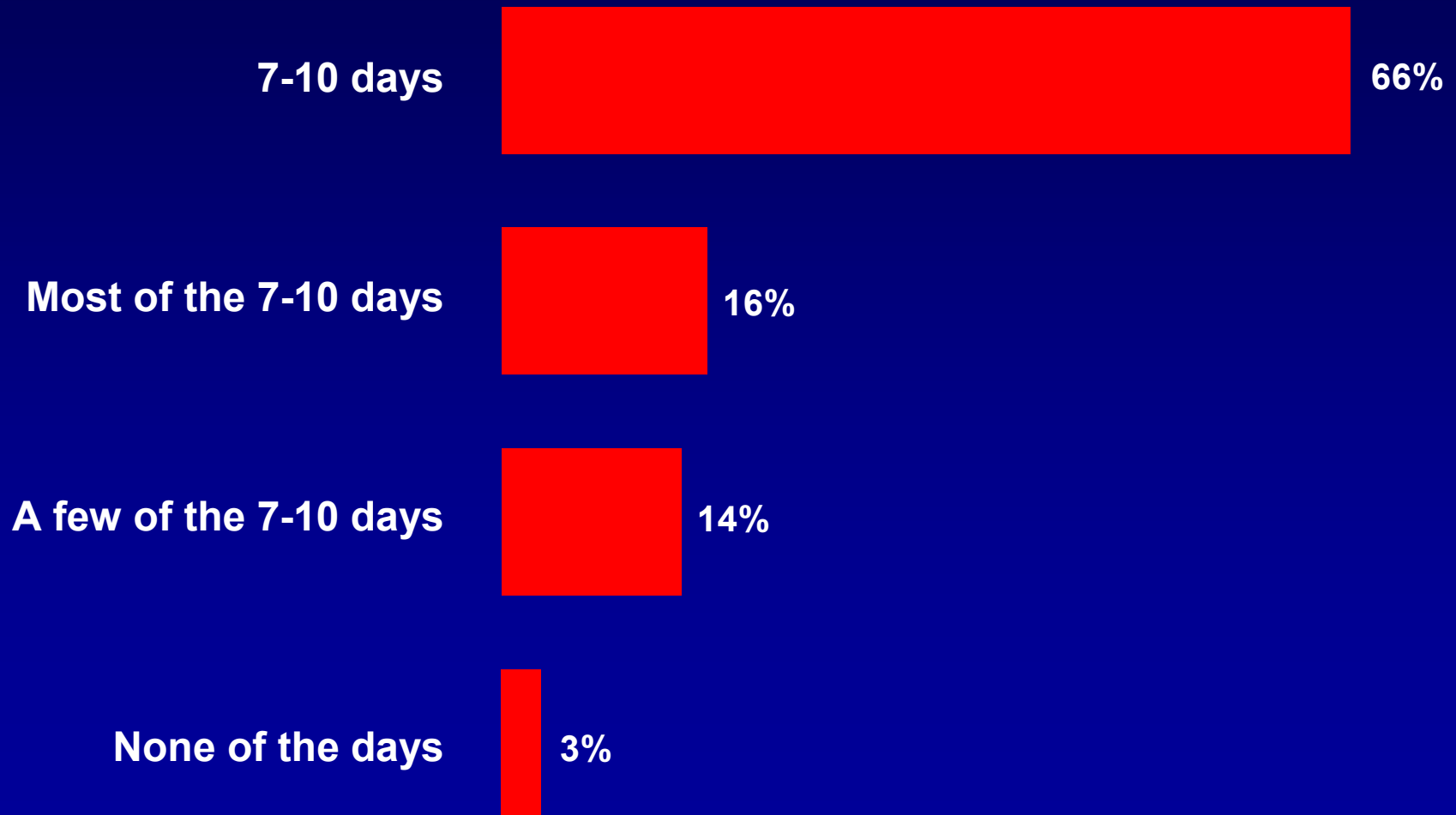
# Length of Time Americans Would Wear a Mask at Home if Sick to Lower Risk of Infecting Others

*Among those who have someone at home to care for them if they became sick or have other adults living in household, % saying they would wear mask for...*



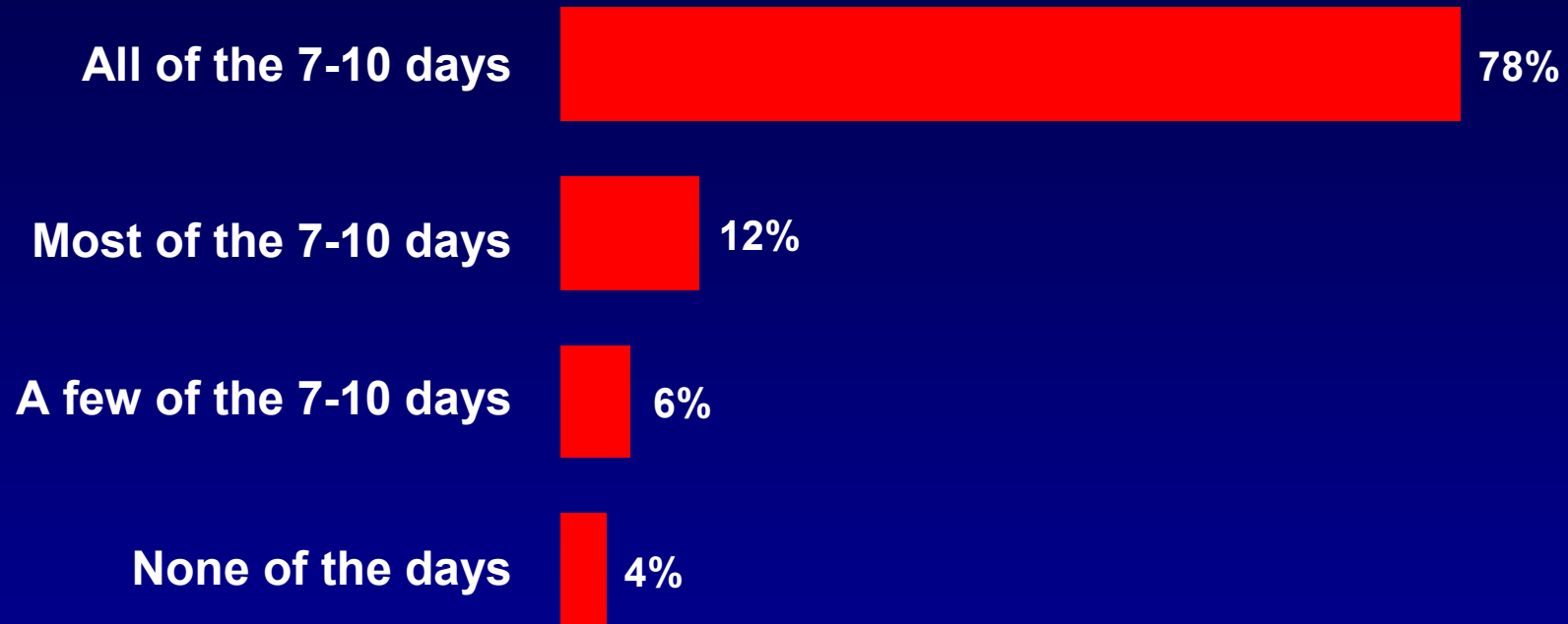
# Length of Time Americans Would Stay Home to Take Care of Sick Adult Household Members

*Among those with other adults in household, % saying would stay home for...*

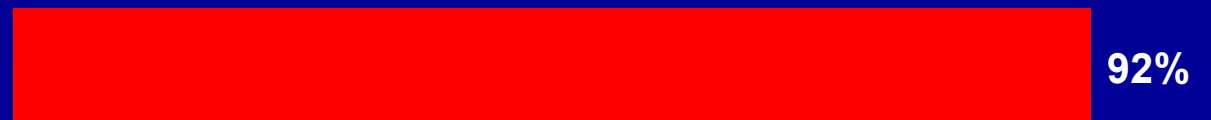


# Length of Time American Parents Would Stay Home to Take Care of a Sick Child

*Among parents, % saying could stay home for...*



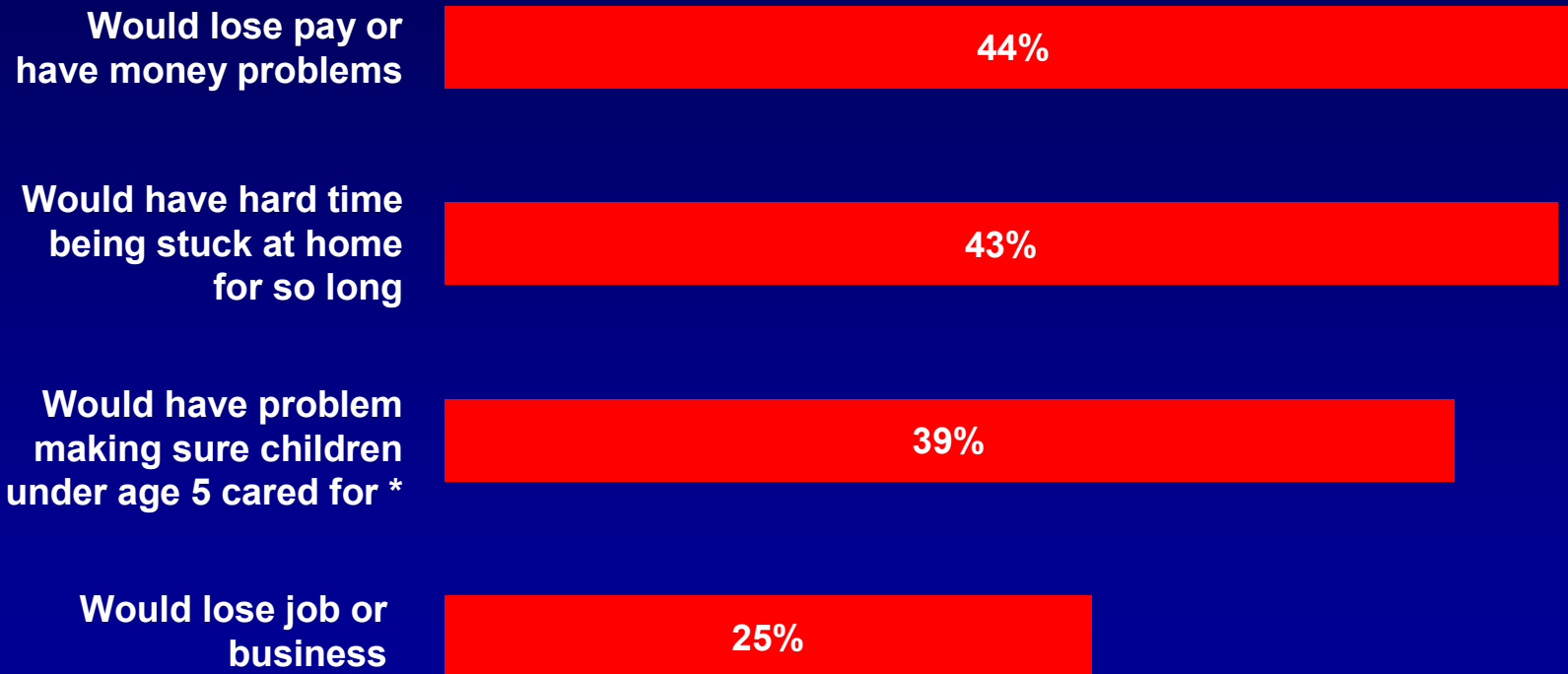
*% willing to keep children home for that long even if symptoms went away earlier \**



\*Among respondents who said they would stay home with children for at least a few days.  
Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

# Problems Americans Would Experience Staying Home If They or Household Member Was Sick with Novel Influenza A (H1N1)

*% saying very/somewhat likely to experience problem*

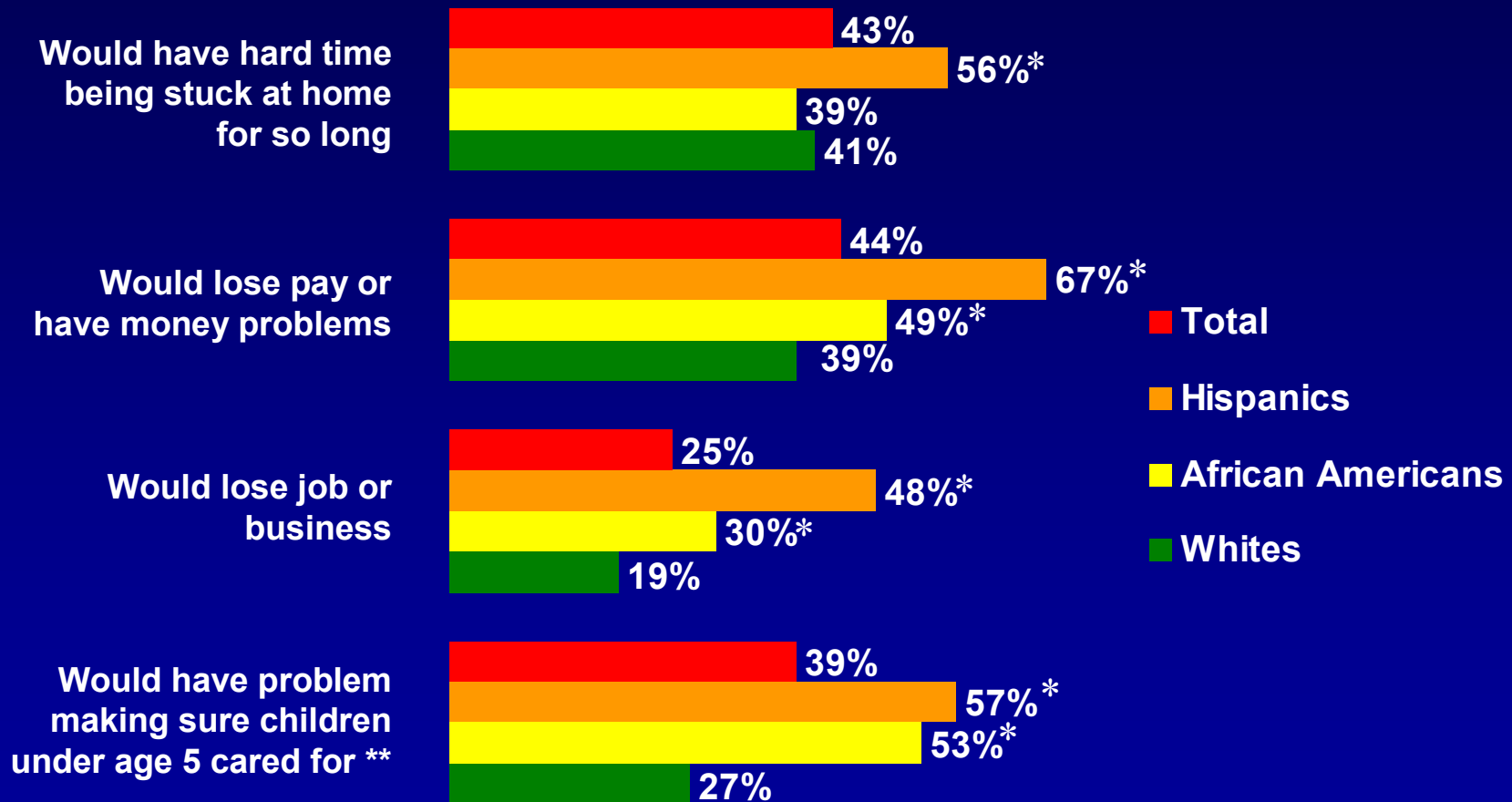


\*Among respondents with children under age 5 in household.

Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

# Problems Americans Would Experience Staying Home if They or Household Member Sick: Differences Between Minorities and Whites

*% saying very/somewhat likely to experience problem*



\*Statistically significant difference as compared to whites

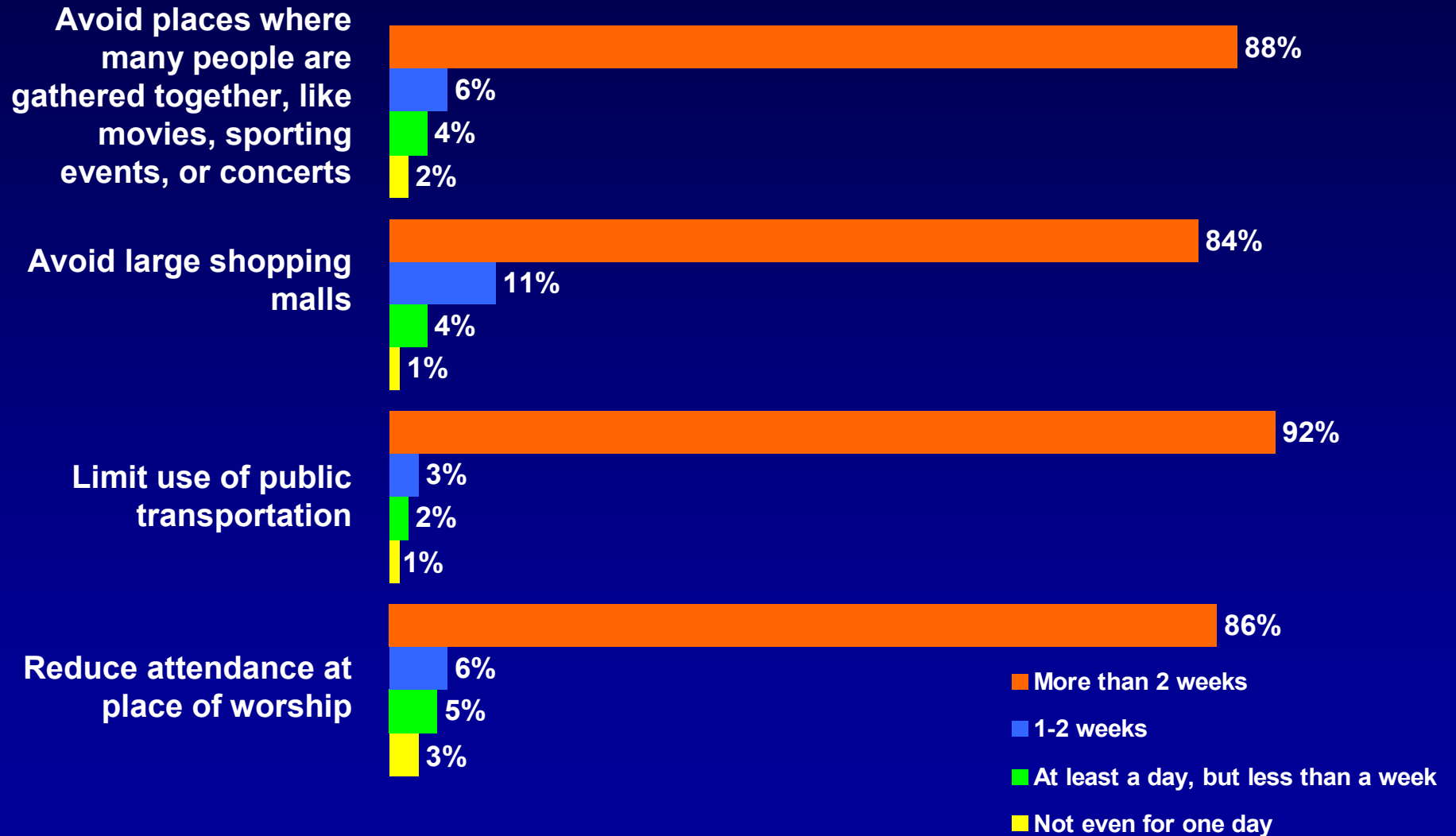
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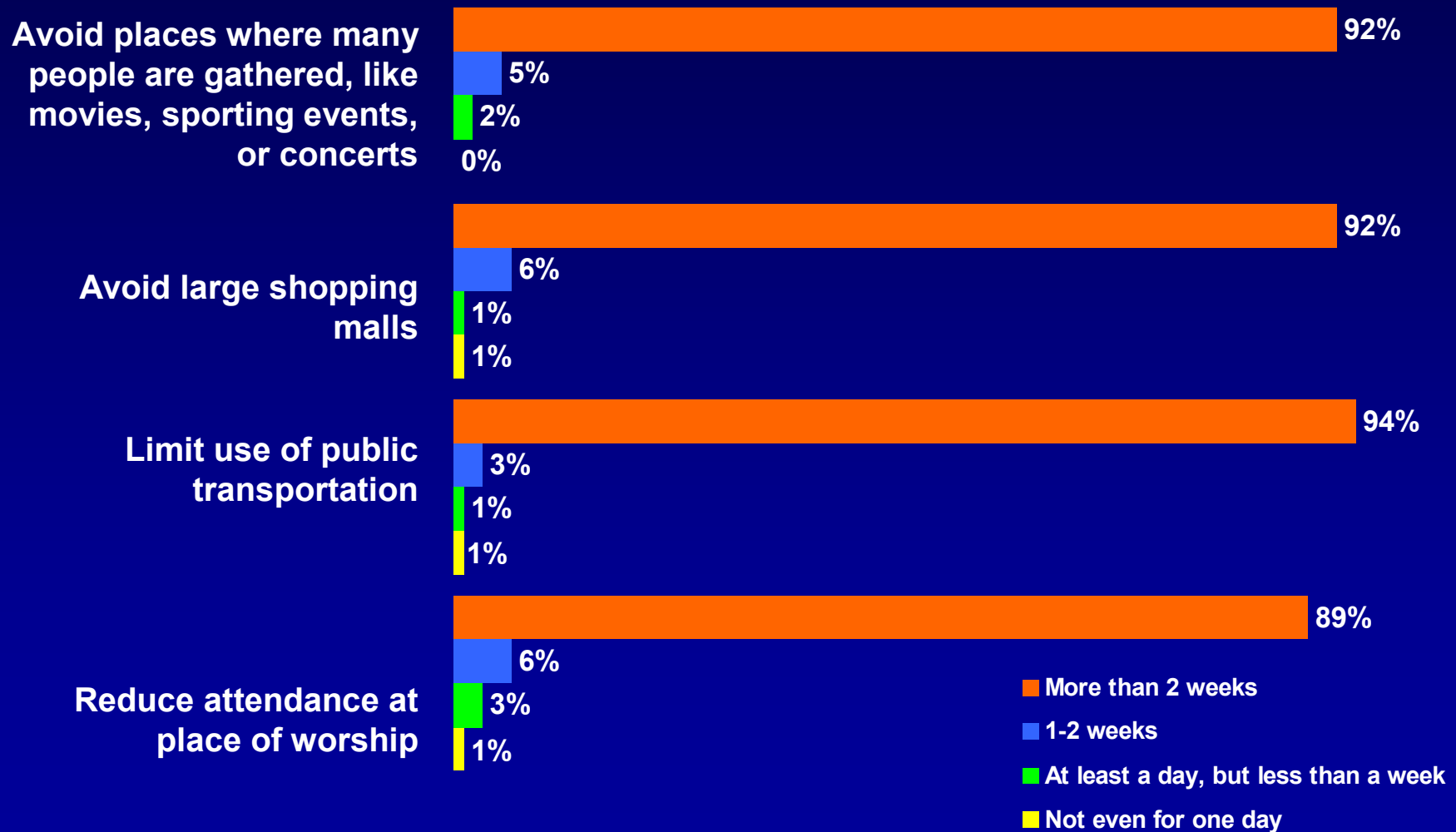
# Length of Time Americans Could Take Precautions outside the Home

*% saying they could take precaution for...*



# Length of Time Could Take Precautions outside the Home - for Children

*Among those with children, % saying they could take precaution for children for...*



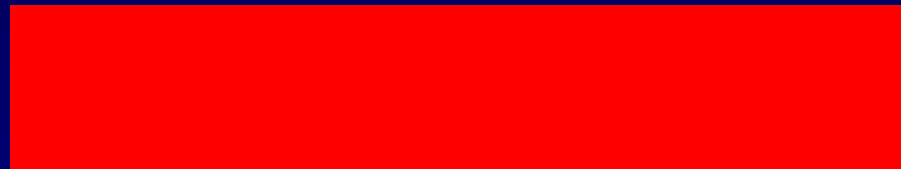
## VI. Following Mitigation Measures Related to School Closures

- Most parents could keep children home for some time, and many for full 2 weeks
- Parents would suffer major problems during 2-week school closure, including losing critical pay, job or business
- Most parents believe they could prevent children from re-congregating

# Length of Time Americans Could Keep Children Home During School and Daycare Closures Before Running into Major Difficulties

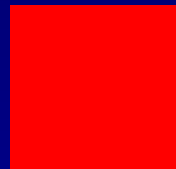
*Among those with children, % saying they could keep their children home for...*

Yes, for more than 2 weeks



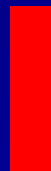
79%

Yes, for 1-2 weeks



15%

Yes, for at least a day but less than a week



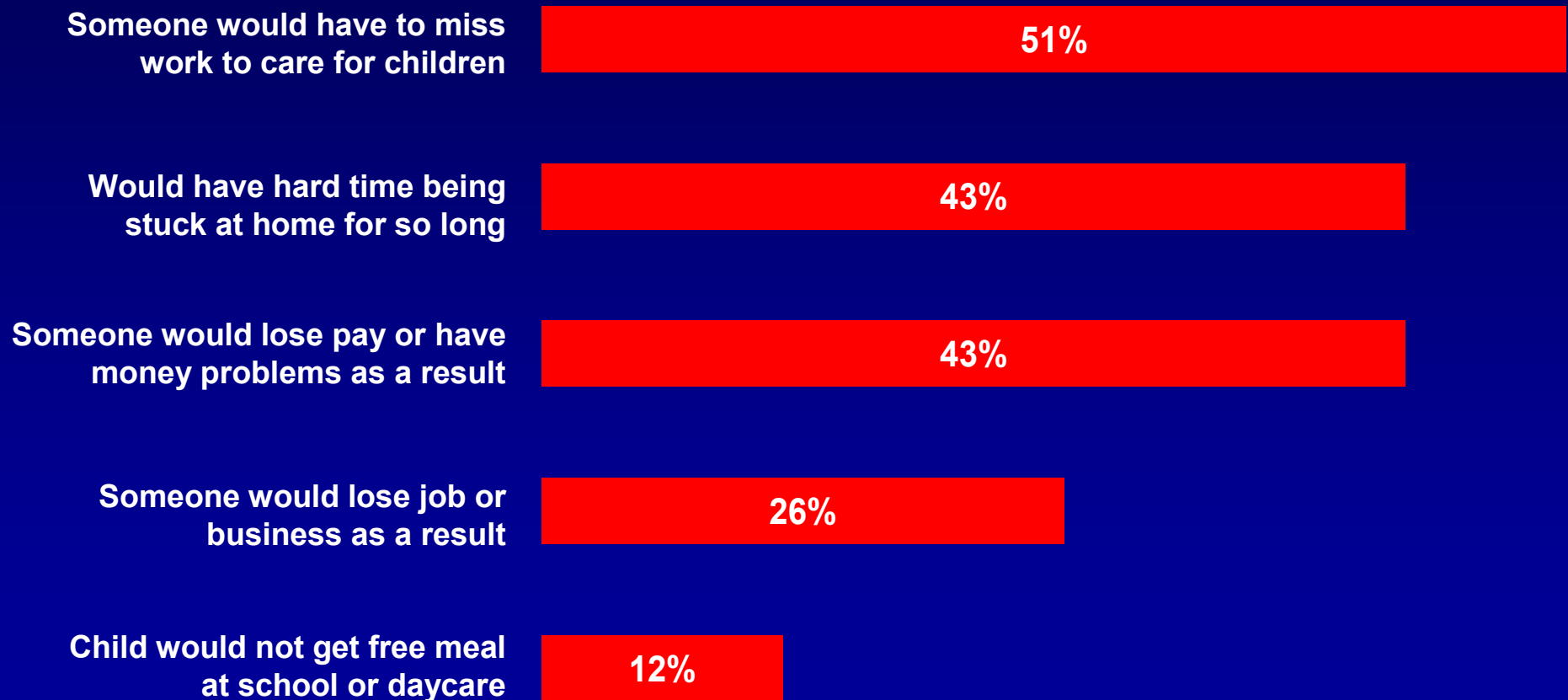
4%

Could not even do this for one day

0%

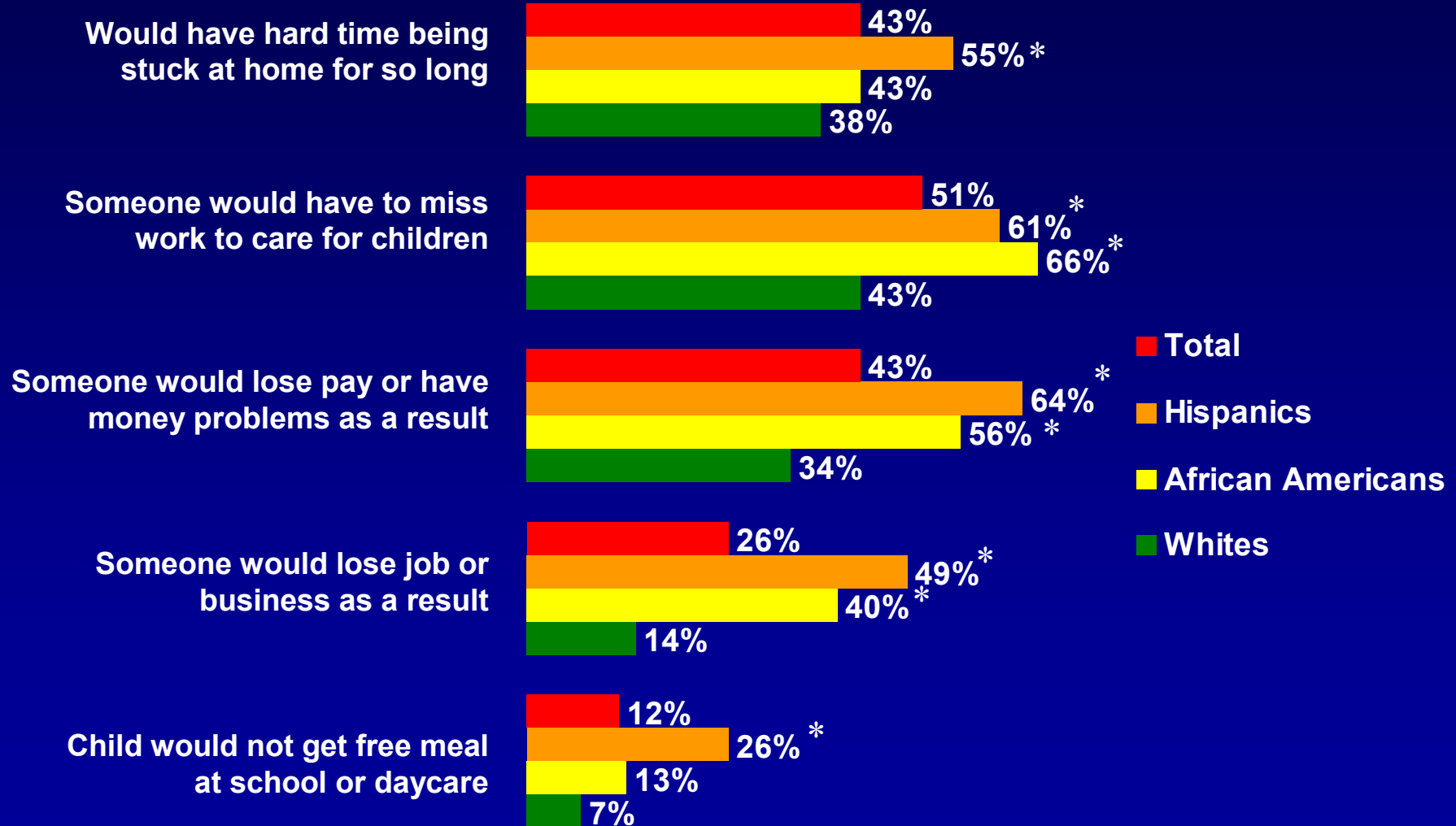
# Problems Americans Would Experience If Had to Keep Children Home During Two-Week School and Daycare Closures

*Among those with children in school or daycare, % saying would experience problem*



# Problems Americans Would Experience Keeping Children Home During Two-Week School and Daycare Closures: Differences Between Minorities and Whites

*Among those with children in school or daycare, % saying would experience problem*

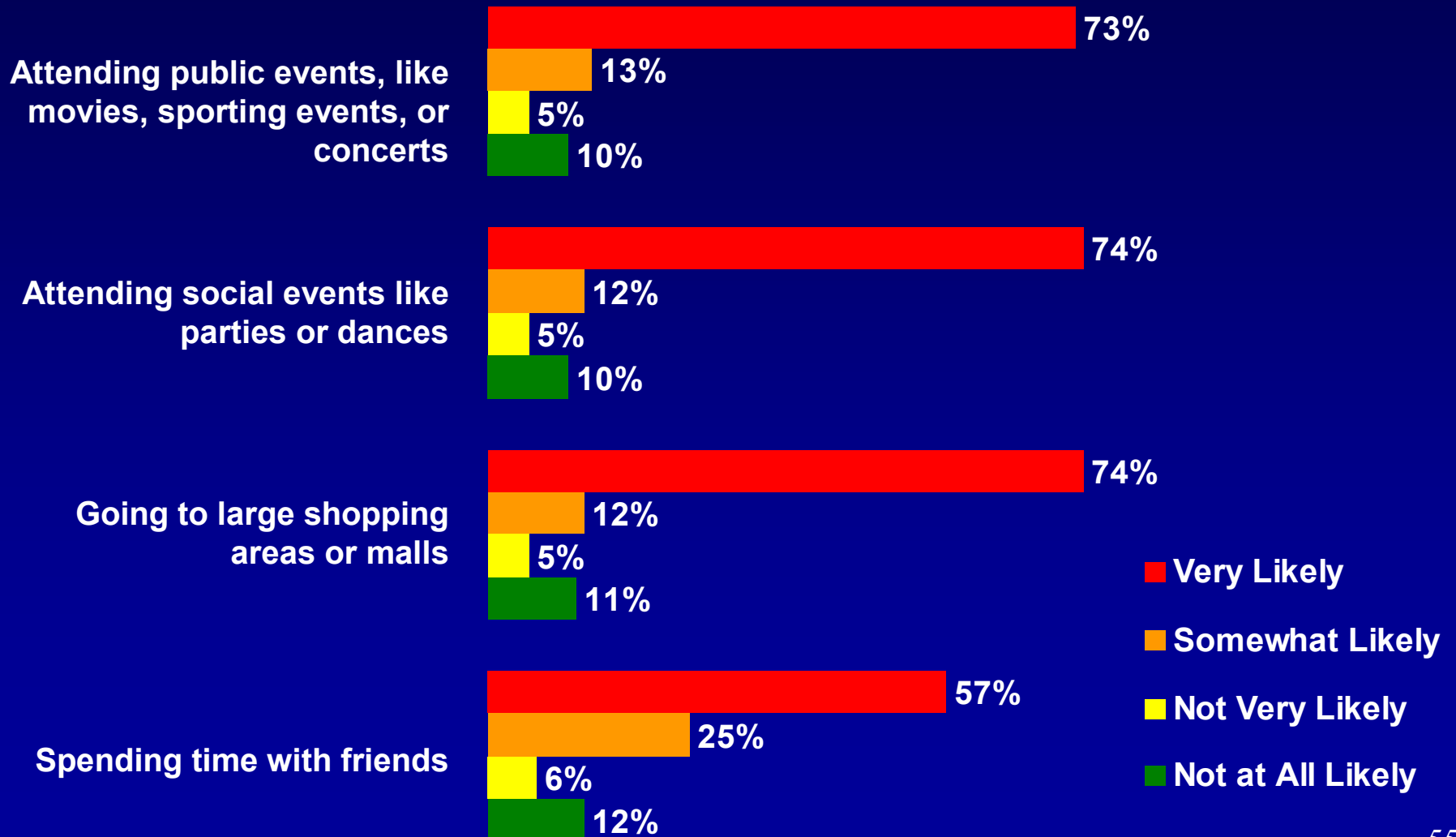


\*Statistically significant difference as compared to whites

Harvard Opinion Research Program, Harvard School of Public Health, June 22-28, 2009.

# Preventing Re-congregation During Two-Week School Closures

Among those with children in school or daycare, % saying they could keep their children from ...



# VII. Methods Summary

- Telephone poll
- June 22-28, 2009
- Random sample of adults in the United States
- 1823 Respondents 18 years of age or older
  - 260 Hispanics and 315 non-Hispanic, African Americans
  - 744 parents (including 131 Hispanic parents and 115 non-Hispanic, African American parents)
- Data weighted to match U.S. Census on: gender, age, race, education, region, and number adults in household