

Ebola, Leadership, and Communication

Kaci Hickox MSN/MPH, DTN, BSN



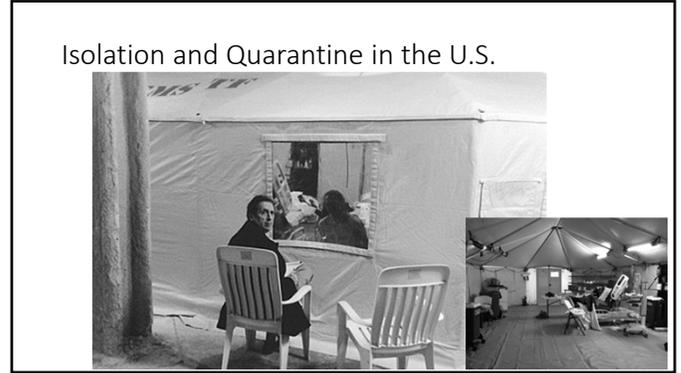
Past Outbreaks

- First humans cases documented in 1967
- >20 previous Ebola and Marburg virus outbreaks
- Doctors Without Borders and the CDC often respond
- Prior to West Africa Outbreak, no MSF international staff infected

Ebola Unit - Bo, Sierra Leone







Have you ever faced stigma, or hesitated to be completely transparent due to fear of discrimination?

Definitions

- Stigma - a set of negative and often unfair beliefs that a society or group of people have about something; a mark of disgrace associated with a particular circumstance, quality, or person
- Discrimination - the practice of unfairly treating a person or group of people differently from other people or groups of people; unequal treatment of persons, for a reason which has nothing to do with legal rights or ability

Managing Public Health Outbreaks: U.S. Ebola Response

1. Stop outbreak at its source (West Africa)
2. Surveillance (monitor and support those coming from Ebola-affected countries)
3. Isolate, diagnose, and treat persons developing Ebola on U.S. soil (with compassion and caring)
4. Dedication to development of primary preventative innovations (vaccines, etc.)
5. Public education and sensitization

LAW: Public Health vs. Individual Rights

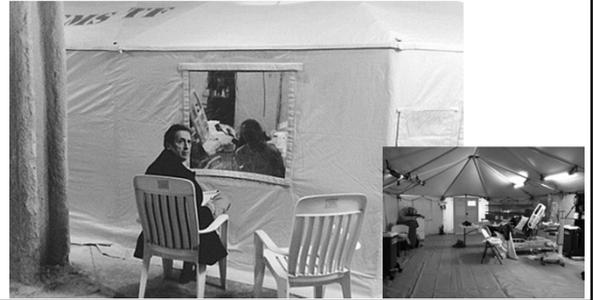
<ul style="list-style-type: none"> • Gravity of harm • Means of transmission • Effectiveness of transmission • Measures to prevent transmission (including behavior change) 	Ebola? Influenza?	<ul style="list-style-type: none"> • Gravity of individual rights intrusion • Duration of intrusion • Effectiveness of measure • <u>Least restrictive effective measure</u>
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Source: Ross Upshur, MD, MSc, MA, *The Ethics of Quarantine*, 5 AMA J. OF ETHICS 11 (Nov. 2003) (Formerly Virtual Mentor), available at <http://journalofethics.ama-assn.org/2003/11/msoc1-0311.html> (discussing the ethics of quarantining).

What does the science say?

- Enhanced system to ensure public safety = active or direct/active monitoring
- Monitoring will ensure early detection of persons developing symptoms of Ebola in the U.S. after an exposure in West Africa
- Evidence as of today, October 2015 – no community transmission of Ebola in the U.S.

Isolation and Quarantine in the U.S.



Who are our communicators?

REUTERS

Choose a Providence Medicare Advantage Plan. PROVIDENCE Health Plan

US | Mon Oct 27, 2014 9:26pm EDT Related: U.S., HEALTH, UNITED NATIONS, AFRICA

CDC says returning Ebola medical workers should not be quarantined

NEW YORK (WASHINGTON) | BY ELLEN WULFHORST AND DAVID MORGAN

CDC Guidelines for "Some Risk"

20 JOURNAL OF HEALTH & BIOMEDICAL LAW [VOL. XI NO. 1]

VII. Summary of CDC Interim Guidance for Monitoring and Movement of People Exposed to Ebola Virus⁶⁶

Public health authority will ensure, through orders as necessary, based on a specific assessment of the individual's situation, will determine whether additional restrictions are appropriate, including:

- Controlled movement: exclusion from long-distance and local conveyances (aircraft, ship, train, bus and subway)
- Exclusion from public places (e.g., shopping centers, movie theaters), and congregate gatherings
- Exclusion from workplaces for the duration of the public health order, unless approved by the state or local health department (telework is permitted)⁶⁷

CDC Guidelines Updated: October 9, 2015

European CDC Guidelines Proposed options

All healthcare workers (HCW) returning from affected areas should be provided with information upon their return. In addition they should undergo an individual exposure assessment as early as possible upon returning. Additional measures can be considered on the basis of the results of the exposure assessment, using the guidance in the table below.

Type of exposure	Proposed option(s) for measures
No direct contact with EVD patients or their bodily fluids (e.g. involved in training local HCWs)	Passive monitoring
Appropriately protected contact with bodily fluids of EVD patients (e.g. laboratory worker), fomites (e.g. bed linen) or during clinical activities	Active monitoring
Unprotected, inappropriately protected contact or known breach of protection while caring for an EVD patient, handling bodily fluids of a patient or fomites	Active monitoring Restriction of engagement in clinical activities No travel abroad
Mucosa or parenteral direct contact with bodily fluids of a patient (e.g. pricking a finger with a needle used for a patient or getting bodily fluid projection in the eyes).	Active monitoring Restriction of engagement in clinical activities Restriction of social interactions Restriction of movement

Source: <http://www.ecdc.europa.eu/en/publications/Publications/ebola-public-health-contact-management-update-10-November.pdf>

The Political Communicators

Governor Christie, "She is obviously ill."

The New York Times

N.Y. REGION

Unapologetic, Christie Frees Nurse From Ebola Quarantine

Gov. Andrew M. Cuomo of New York announced on Friday...

Gov. of N.Y., Rick Warren, Romney Mittrom, 11/25/15

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Cuomo, Christie clarify policy on Ebola health worker quarantines

By Ralph Ellis, Ray Sanchez and Elizabeth Cohen, CNN
Updated 7:47 AM ET, Mon October 27, 2014



Ebola outbreak
How the world reacted as Ebola spread
The largest Ebola epidemic in history began with the simple act of caring for a child. Soon, it spread from the remote village in Guinea.

Countries with travel restrictions
The world-wide outbreak of Ebola virus is spreading the

BDN MAINE **Aroostook**

Thursday, Nov. 5, 2015 Last update: 10:12 p.m.

After Kaci Hickox wins court reprieve, LePage says he doesn't trust her

Next 1 of 6



November 6, 2015

HUFF POST **POLITICS**

Arthur Delaney @ Becomes a fan
arthur@huffingtonpost.com

Obama: I 'Hugged And Kissed' Nurses Treating Ebola Patients In Atlanta

Posted: 10/15/2014 6:23 pm EDT | Updated: 10/21/2014 12:59 pm EDT

Incorrect Focus

N.Y. / REGION | Bellevue Employees Face Ebola at Work, and Stigma of It Everywhere

Bellevue Employees Face Ebola at Work, and Stigma of It Everywhere

By ANEMONA HARTOCOLLIS and NATE SCHWEIER OCT. 29, 2014

For six years, Mayra Martinez had been going to the same beautician in Queens, and considered her a friend. On Saturday, while getting her hair done, Ms. Martinez, 45, mentioned she had just gotten a new job.

"Where?" the beautician asked.

"Bellevue," Ms. Martinez said.

"She just froze and asked, 'Are you anywhere near him?'" Ms. Martinez recalled. Then the



The New York Times

U.S.

2nd Ebola Case in U.S. Stokes Fears of Health Care Workers

By MANSY FERNANDEZ OCT. 16, 2014

DALLAS — A nurse here became the first person to contract Ebola within the United States, prompting local, state and federal officials who had settled into a choreographed response to scramble on Sunday to solve the mystery of how she became infected, despite wearing protective gear, and to monitor additional people possibly at risk.

The nurse further stoked fears of health care

How Did an American Nurse With Protective Gear Get Ebola?

PHOTO GALLERY

CDC GUIDELINES FOR PUTTING ON GLOVES
4. GLOVES
2. Cover the outer wrist of isolation gown

DOCTORS WITHOUT BORDERS

Ripple Effect of Bad Public Health Policies



Fear +
Misinformation =
Discrimination

DAILY NEWS The Boston Globe **metro**

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LOTTERY DEPARTURES GLOBE NORTH GLOBE SOUTH GLOBE WEST

Connecticut father sues over Ebola quarantine **Maine teacher on leave over Ebola worry**

Parents express concern after trip

Stephen Opatanyi said Milford Public Schools banished her for 21 days because of irrationally. The lawsuit calls for his daughter

BY RACHELLE BLUDNER / NEW YORK DAILY NEWS / Updated Wednesday, October 29, 2014, 6:52 PM

NEW YORK POST

EBOLA

HEALTH CARE | HOSPITALS | EBOLA | PHARMA | EQUIPMENT & SERVICE

Texas college rejects Nigeria applicants, cites Ebola cases

'We are Liberian, not a virus': SI immigrants face Ebola stigma

By Eric Cabranza and Melissa Nordlinger October 17, 2014 1:32pm

Dan Mangan | @DanMangan Tuesday, 14 Oct 2014 1:56 PM ET

CNBC

THE VERGE TRENDING NOW J.J. Abrams helped a dying Star Wars fan see The Force Awakens early

PREVIOUS STORY A gold Moto z50 is coming soon, according to Amazon

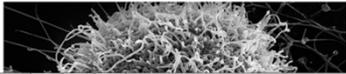
NEXT STORY A piece of Amelia Earhart's plane has been found, researchers claim

SCIENCE **1** COMMENT

Louisiana's irrational hostility towards doctors will make Ebola worse, not better

How one state's Ebola policy is preventing a medical meeting... of Ebola experts

By Elizabeth Lopatto on October 26, 2014 at 10:08 pm Email @melopatto



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Kaci Hickox's boyfriend still barred from campus

Associated Press, news source 11:17 a.m. EST November 3, 2014

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FORT KENT, Maine (AP) — Maine nurse Kaci Hickox is free to go wherever she pleases, but her boyfriend is still staying away from the campus where he's a nursing student amid Ebola fears.

(Photo: NEWS CENTER)

Ted Wilbur says the University of Maine at Fort Kent asked him to stay away because his girlfriend had treated Ebola patients in West Africa. The university contends he voluntarily agreed to

REUTERS HOME BUSINESS MARKETS WORLD POLITICS TECH OPINION BREAKING NEWS MONEY LIFE PICTURES VIDEO

citrix anywhere clinicians need it

Defying stigma, survivors join the Ebola fight in West Africa

LIBERIA | Mon Oct 27, 2014 3:33pm EDT Related: HEU

CONAKRY, LIBERIA | BY MICHELLE NICHOLS AND JAMES HARDING GHAYLE



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abc NEWS U.S. World Politics Entertainment Health Tech

From Coffee Stand to Bowling Alley: Retracing Steps of Doctor Who Tested Positive for Ebola

By ABC NEWS · Oct 24, 2014, 4:05 PM ET

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http://www.dailymail.co.uk/news/article-2517787/Gym-goers-want-ban-lawyer-representing-maverick-Ebola-nurse-from-workout-equipment-because-he-might-sweat-on-the-machines

Gym-goers want to ban lawyer representing maverick Ebola nurse from workout equipment because he might sweat on the machines

- Norman Siegel represents Kaci Hickox who defied her Ebola quarantine
- Regulars at Equinox Sports Club, Manhattan, got into screaming match
- One was claiming he could have been exposed
- Hickox has shown no symptoms of disease

By MIA DE GRAAF FOR MAILONLINE

PUBLISHED: 12:00 EST, 2 November 2014 | UPDATED: 14:57 EST, 2 November 2014



November 6, 2014

HUFFPOST HEALTHY LIVING

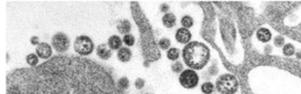
Editor: U.S. • f • t • M Follow • A • Huffpost Post Search

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New Jersey Man Dies Of Lassa Fever After Trip To Liberia

By MIKE SICORSE
 Photo: CDC/2014-11-20 09:00 EDT | Updated: 05/20/2015 11:59 am EDT



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Mental Health – 1999 Report

“This seminal report provides us with an opportunity to dispel the myths and stigma surrounding mental illness. For too long the fear of mental illness has been profoundly destructive to people’s lives.... Yet fear and stigma persist, resulting in lost opportunities for individuals to seek treatment and improve or recover.

For our Nation to reduce the burden of mental illness, to improve access to care, and to achieve urgently needed knowledge about the brain, mind, and behavior, **stigma must no longer be tolerated.**”

Suggested Citation
 U.S. Department of Health and Human Services. *Mental Health: A Report of the Surgeon General*. Rockville, MD: U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services, National Institutes of Health, National Institute of Mental Health, 1999.

Annals of Health Law

Volume 19
 Issue 1 Special Edition 2010
 Article 15

2010

Some Lessons Learned from the AIDS Pandemic

Mark E. Wajack
 The John Marshall Law School

“Author and editor William F. Buckley, Jr. proposed that “[e]veryone detected with AIDS should be tattooed in the upper forearm, to protect common needle users, and on the buttocks, to prevent the victimization of other homosexuals

The calls for forced testing, tattooing, and isolation recalled practices used in the concentration camps of Nazi Germany. The calls for quarantine and isolation stirred up memories of sending loyal Japanese-Americans to internment camps at the start of World War II.

Successful responses require a free exchange of information on medical and scientific developments, informed and effective public health strategies, and respect for fundamental human rights.”

AIDS ADVOCATS – Compassionate Voices



ACTIVISTS SLAM GOVS CUOMO AND CHRISTIE'S HYSTERIA-BASED EBOLA POLICIES



THE NEW ENGLAND JOURNAL OF MEDICINE

ACLU of Maine Statement on Ebola Response

ANA Supports CDC Guidance, Not Mandatory Quarantine for Health Care Professionals Returning from Treating Ebola Patients in West Africa (10/29/14)

Jeffrey I. Edward

FOR IMMEDIATE RELEASE
 October 28, 2014

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 Adam Sachs, 301-628-5034
 adam.sachs@aclu.org
 www.nursingworld.org

NEWS RELEASE
 ANA
 AMERICAN NURSES ASSOCIATION

ANA Supports CDC Guidance, Not Mandatory Quarantine for Health Care Professionals Returning from Treating Ebola Patients in West Africa

Statement Attributable to ANA President Pamela Cipriano, PhD, RN, NEA-BC, FAAN

SILVER SPRING, MD – The American Nurses Association (ANA) opposes the mandatory quarantine of health care professionals who return to the United States from West African nations where Ebola is widespread. ANA supports registered nurse Kaci Hickox, who recently returned to the United States after treating Ebola patients in Sierra Leone, in her challenge of a 21-day quarantine imposed by state officials in Maine, her home state. Hickox arrived at Newark airport on Oct. 29. She will seek compassionate reassignment to a hospital tent for New Jersey

IDSA

Johns Hopkins School of Public Health dean criticizes N.J. Ebola quarantine
 Klag to Christie: Policy 'increases paranoia without ... protecting health'

IDSA Statement on Involuntary Quarantine of Health-Affected Count

The Infectious Diseases Society of America strongly supports the Centers for Disease Control and Prevention's (CDC) guidance on Ebola virus disease (EVD) transmission in the US from travelers from countries. Many such persons are healthcare providers and personal health and safety in the fight against a large-scale outbreak.

PR Newswire

CSTE Urges States to Heed CDC Quarantine Guidance
 States should follow federal guidance for individuals potentially returning from Ebola-affected countries in West Africa are not science and provide a serious disincentive for health professionals disease at its source. The Council of State and Territorial Epidemics (CSTE) - representing the nation's "disease detectives" working frontlines to stop Ebola here at home and overseas - supports the Disease Control and Prevention Interim Guidance for Monitoring

Maine Voices: To fight epidemic of fear, we must be guided by science, not emotion
 Quarantining all health care workers returning from Africa hurts efforts to stop Ebola at its source.

BY LISA RYAN AND LARI GRAHAM SPECIAL TO THE PRESS HERALD

We are a group of Maine health professionals who are concerned about the epidemic of fear spreading in Maine and elsewhere about Ebola.

Home-quarantine in Maine

TIME U.S.

Nurse's Bike Ride Defying Ebola Quarantine Could Set Legal Precedent

John Barber

The standoff in Maine may influence policy around the nation

A morning bike ride in a rural Maine town may have set in motion a chain of events that could determine how state and local governments respond to outbreaks of contagious diseases.

Karl Hickok - a Maine nurse who recently returned from treatment

October 31, 2015 – Maine Judge Rules Against Home-Quarantine

CNN News Video TV Opinions More... U.S. Edition Search CNN

State's Petition. The State has not met its burden at this time to prove by clear and convincing evidence that limiting Respondent's movements to the degree requested is "necessary to protect other individuals from the dangers of infection," however. According to the information presented to the court, Respondent currently does not show any symptoms of Ebola and is therefore not infectious. Should these circumstances change at any time before the hearing on the petition—a situation that will most quickly come to light if Direct Active Monitoring is maintained—then it will become necessary to isolate Respondent from others to prevent the potential spread of this devastating disease.

child. Soon, it spread the remote village in C

Countries with travel

Apathy is Dangerous.
 Leadership is Vital.
 Advocacy is Necessary.

- Leaders must be held accountable and should follow public health principles and science
- Decisions based on fear is **DISCRIMINATION**, this cannot be tolerated
- Due process is the only way to ensure quarantine and other public health measures are made based on science and not politics and fear

