THE FIVE STAGES OF CRISIS MANAGEMENT:
Coronavirus (COVID–19) in the U.S.

Professor Juliette Kayyem

Invest in:
- Strong global health systems
- Strong identification systems
- Transparency
- Food security

China Containment Only Buys U.S. Time:
- "Squandered time"
- Where are the testing kits?
- Prepare public and employees?
- Prepare health systems?
- Protect frontline workers?

No Single “Moment” of Clarity:
- When to activate?
- Disjointed response
- White House in denial
- Mayors and Governors are incident leads

Assume Community Spread: Flatten the Curve
Personal:
- Plan for long term social distancing
- Masks, wash hands, etc.
- Be a hero: stay home

Public Sector:
- Surge resources
- Social distancing restrictions
- Adjust economic protections

Institutional:
- Continuity of operations
- Essential vs. non-essential functions

Metrics – Not a Date:
- Reliable testing allows for identification to isolation to containment
- Limited community spread
- Available treatments
- Reconstitution of operations
- ICU availability
- Vaccine will be the ultimate recovery

Improved Systems:
- Stronger and more equitable U.S. health care structure
- Improved global health security
- Guaranteed employee rights and benefits
- Economic protections for communities and industries

“A CRISIS HITS A NATION AS IT IS, NOT AS IT WOULD LIKE TO BE”