Centers for Disease Control and Prevention

CDC Zika IMS Sustaining the Zika Response in 2017
Zika Partnerships Team
Wednesday March 29, 2017

Melody Stevens

Public-Private Partnerships
Leveraging Public-Private Partnerships
BY THE NUMBERS

31,368  Zika prevention kits distributed

803  Bed nets for distribution

40+  Public-private partnerships united to fight Zika

83  Chain pharmacies distributing materials in Puerto Rico

8  Zika Action Days held
LEVERAGING PUBLIC-PRIVATE PARTNERSHIPS

- Overview of gifts received
- Critical role of CDC Foundation
- Overview of CDC Zika Partnerships Team
- Spotlight on the Zika Prevention Kit Pharmacy Model
CDC DIRECT GIFT AUTHORITY

- CDC given authority to receive outside gifts in 1983
- Public-private partnerships help federal agencies
  - Do more with less
  - Build on the capacity of others
  - Leverage collective action
  - Improve performance
  - Realize cost savings
- In FY2016, CDC accepted ≈$15 million in direct gifts and ≈$9 million in gifts through the CDC Foundation
CRITICAL ROLE OF CDC FOUNDATION

- Established by Congress
- Independent nonprofit organization
- Connects CDC with private-sector organizations and individuals to build public health programs
- Since 1995, has provided >$662 million and launched ≈900 programs worldwide
CDC FOUNDATION: A LIFELINE IN THE ZIKA RESPONSE

- 40+ Public-Private Partnerships
- Partners with private sector and philanthropy to protect people at greatest risk
OVERVIEW OF ZIKA PARTNERSHIPS TEAM

- **Mission**
  - Identify priority response needs for business engagement and develop partnerships to extend CDC’s reach and impact

- **Core functions**
  - Identify priority opportunities for private sector engagement
  - Clear and formalize partnerships
  - Conceptualize partnership solutions
  - Develop and scale partnership models
ZIKA PARTNERSHIPS TEAM: CLEARING AND FORMALIZING PARTNERSHIPS

- CDC’s gift acceptance policy requires a review for conflicts of interest prior to accepting any gifts
- When the Emergency Operations Center (EOC) is activated, an emergency response conflict of interest review process is followed
DEVELOPING AND SCALING PARTNERSHIP MODELS

- Zika Prevention Kits
- Zika Action Planning Summit
- Americas-Region Communication Campaign
- Zika Action Days
- Vector Control Summit

Leveraging Partnerships to Fight Zika
ZIKA PARTNERSHIPS TEAM:
CONCEPTUALIZING PARTNERSHIP SOLUTIONS

Zika Prevention Kits
SPOTLIGHT: ZIKA PREVENTION KIT PHARMACY MODEL

- Program expands as the Zika response grows
ZIKA PARTNERSHIPS: FIRST 40 DAYS

- **Day 5:** Consumer Specialty Products Association hosts a member call to action
- **Day 13:** CDC Foundation activates two emergency response funds for the first time
- **Day 14:** SC Johnson gives CDC Foundation (CDCF) $140,000 in-kind donation of repellent for Zika Prevention Kits (ZPKs) to help prevent the spread of Zika to pregnant women in US territories with mosquito-borne transmission
- **Day 32:** CDC and CDCF ship 5,000 ZPKs containing products donated by SC Johnson to Puerto Rico, US Virgin Islands, and American Samoa
- **Day 35:** UPS offers to ship ZPKs to Puerto Rico at no cost
- **Day 40:** Walgreens joins forces with CDC and CDCF
  - Sets up Zika prevention sections in their pharmacies in Puerto Rico
  - Donates $100,000 to support Zika prevention communication
ZIKA PREVENTION KITS: PHARMACY VOUCHERS

VOUCHER FOR PREGNANT WOMEN
ZIKA PREVENTION KIT (ZPK)
VALE PARA MUJERES EMBARAZADAS KIT DE PREVENCIÓN ZIKA (ZPK)

Name/Nombre ____________________________
Phone Number/Numero de teléfono ____________________________
Email/Correo electronico ____________________________
Signature/Firma ____________________________
Date voucher provided/Fecha de proporcion del cupón (MM/DD/YY) ____________________________

Visit the pharmacy to pick up your ZPK/Consulte con la farmacia para recoger su ZPK
To be completed by participating pharmacist/Para ser completado por el farmacéutico participante
Date voucher redeemed/Fecha de canje del cupón ____________________________
Signature of Pharmacist/Firma del farmacéutico ____________________________

Protect yourself from Zika
• Use an EPA–registered insect repellent.
• Wear long-sleeved shirts and long pants.
• Use condoms every time you have sex or do not have sex during your pregnancy.
• Install or repair window and door screens.
• Once a week, empty and scrub, turn over, cover, or throw out items that hold water.

Protégete del zika
• Use un repelente de mosquitos.
• Viste mangas y pantalones largos.
• Usa condones cada vez que tengas cualquier tipo de contacto sexual.
• Pon escobillas en puertas y ventanas.
• Tapa los envases o recipientes que acumulen agua en tu vivienda.

Walgreens
4036 Anns Retreat St Thomas, VI 00802
+1 340-777-8255
FREQUENCY OF REPELLENT & CONDOM USE: BEFORE & AFTER RECEIVING A ZPK

Presented by Dr. Chris Prue on Thursday, 28 July 2016
ZIKA ACTION PLANNING SUMMIT

- CDCF/CDC co-hosted, coordinated, and convened the Zika Action Planning Summit on behalf of the White House
- Goal: Build and strengthen Zika readiness across state, local, and federal government officials
- 450 participants and 2,500 webinar viewers
AMERICAS-REGION COMMUNICATION CAMPAIGN: “DENTEN EL ZIKA” OR “STOP ZIKA”

- CDC Foundation-funded Zika risk communications campaign
  - Coordination with PAHO
  - Launched in Puerto Rico with some extension into other territories
  - Conceptualize partnership solutions
  - Campaign website: http://detenelzika.org/
ZIKA ACTION DAYS

- By the numbers
  - 3 in Puerto Rico
  - 2 in US Virgin Islands
  - 2 in American Samoa
  - 1 in Miami

- Zika Action Day Toolkit
VECTOR CONTROL SUMMIT

- CDC Foundation-hosted summit
  - Cross-sector convening
  - Focus on innovative vector control strategies
  - 160 participants from academia, government, and industry
CURRENT PARTNERSHIP PRIORITIES

- Continue efforts to reach women with a suspected or confirmed pregnancy with Zika prevention messages and materials
- Support vector control activities to reduce the number of mosquitoes actively transmitting Zika
Questions/Discussion
Closing Remarks
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<thead>
<tr>
<th>Task Force</th>
<th>Date/Time/Location</th>
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<tbody>
<tr>
<td>Laboratory Task Force</td>
<td>Wed 3/15/2017 / 2pm–3pm EDT - Domestic</td>
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<tr>
<td>Eddie Ades, Robert Lanciotti, Christy Ottendorfer</td>
<td>Wed 3/15/2017 / 5 pm–6 pm EDT - Islands</td>
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<td>Bridge Line: 1(888)972-6716/ Passcode 6721430</td>
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<tr>
<td>Joint Information Center/Communications</td>
<td>Wed 3/22/2017 / 2pm–3pm EDT / Rm 5116</td>
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<td>Cathy Young</td>
<td>Bridge Line: 1(888)972-6716/ Passcode: 6721430</td>
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<tr>
<td>Epidemiology Task Force</td>
<td>Thurs 3/23/2017 / 2pm–3pm EDT/ Rm 5116</td>
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<tr>
<td>Carolyn Gould, Michael Johansson</td>
<td>Bridge Line: 1(888)972-6716/ Passcode: 6721430</td>
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<tr>
<td>Vector Issues Team</td>
<td>Tues 3/28/2017 / 2pm–3pm EDT/ Rm 5116</td>
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<tr>
<td>Janet McAllister</td>
<td>Bridge Line: 1(888)972-6716/ Passcode: 6721430</td>
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<tr>
<td>Policy and Partnerships</td>
<td>Wed 3/29/2017 / 1:30pm–2:30pm EDT/ Rm 5116</td>
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<tr>
<td>Melody Stevens</td>
<td>Bridge Line: 1(888)972-6716/ Passcode: 6721430</td>
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<tr>
<td>Pregnancy and Birth Defects Task Force</td>
<td>Wed 3/29/2017 / 3pm–4pm EDT/ Rm 5116</td>
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<td>(including surveillance) Dana Meaney-Delman</td>
<td>Bridge Line: 1(888)972-6716/ Passcode: 6721430</td>
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<td>Blood Safety Task Force</td>
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<td>Sustainment Strategy Discussions Koo Chung</td>
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<tr>
<td>Medical Investigations Team</td>
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<td>Sustainment Strategy Discussions Maleeka Glover</td>
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Thank You!

For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.