

## **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 PARTNERSHIPS TEAM: CONCEPTUALIZING PARTNERSHIP SOLUTIONS



# 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 telefono \_\_\_\_\_  
Email/Correo electronico \_\_\_\_\_  
Signature/Firma \_\_\_\_\_  
Date voucher provided/Fecha en que se proporcionó el 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 ZPK \_\_\_\_\_  
Signature of Pharmacist/Firma del farmacéutico \_\_\_\_\_

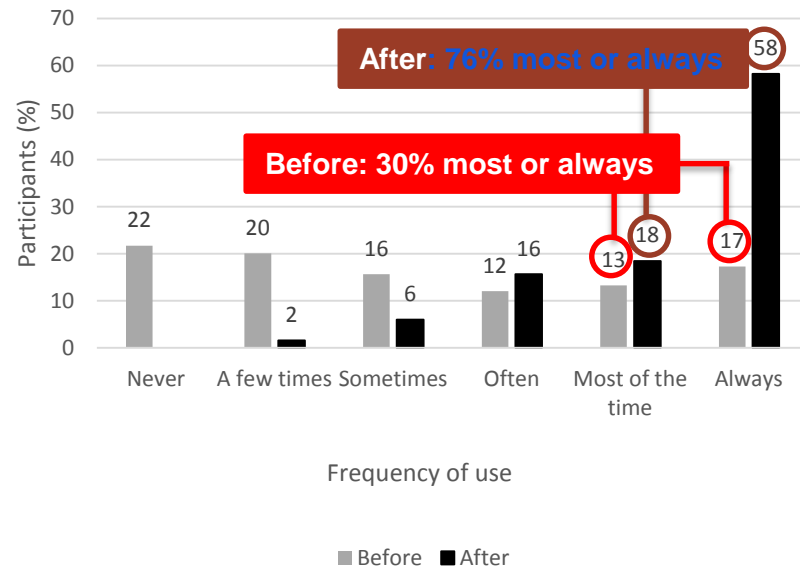
Pharmacy to redeem this voucher/Farmacia para canjear este vale

Protect yourself from Zika	Protégete del zika
<ul style="list-style-type: none"><li>• Use an EPA-registered insect repellent.</li><li>• Wear long-sleeved shirts and long pants.</li><li>• Use condoms every time you have sex or do not have sex during your pregnancy.</li><li>• Install or repair window and door screens.</li><li>• Once a week, empty and scrub, turn over, cover, or throw out items that hold water.</li></ul>	<ul style="list-style-type: none"><li>• Usa repelente de mosquitos.</li><li>• Vístete mangas y pantalones largos.</li><li>• Usa condones cada vez que tengas cualquier tipo de contacto sexual.</li><li>• Pon eskrines en puertas y ventanas.</li><li>• Tapa los envases o recipientes que acumulen agua en tu vivienda.</li></ul>

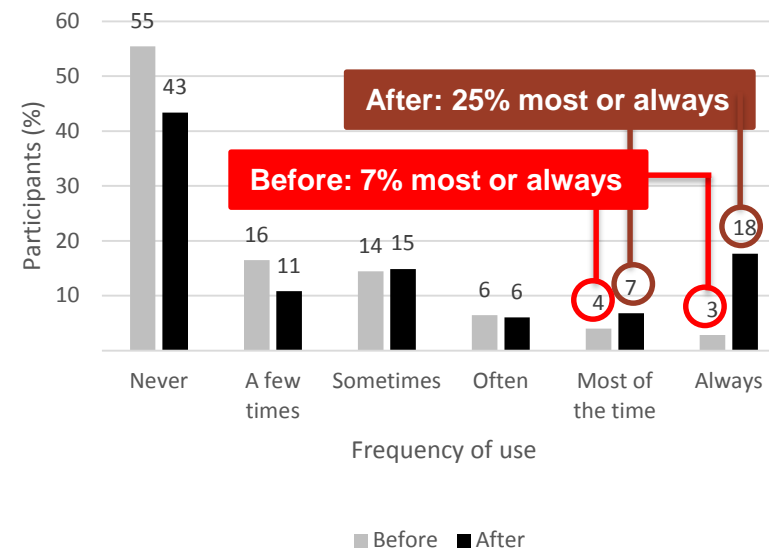
 **Walgreens**  
4030 Annas Retreat St Thomas, VI 00802  
+1 340-777-9255 

# FREQUENCY OF REPELLENT & CONDOM USE: BEFORE & AFTER RECEIVING A ZPK

Mosquito Repellent (n=249)



Condoms (n=249)





# ZIKA PREVENTION KITS: BUILD YOUR OWN



CDC's Response to **Zika**  
**PREGNANT AND WORRIED ABOUT ZIKA?**

**Zika Prevention Kit for Pregnant Women**

The products below can help protect you from Zika. Use these items to build your own Zika prevention kit.

**Bed Net**

- Keep mosquitoes out of your room day and night. If your room is not well screened, use this bed net when sleeping or resting.
- Mosquitoes can live indoors and will bite at any time, day or night.

**Insect Repellent**

- Insect repellent will help keep mosquitoes from biting you.
- Use only an EPA-registered insect repellent.
- Always follow the directions on the bottle.
- Do not spray repellent on the skin under clothing.
- If you are also using sunscreen, apply sunscreen first and insect repellent second.
- When used as directed, these insect repellents are proven safe and effective even for pregnant and breastfeeding women.

**Condoms**

- During sex, it is possible to get Zika virus from a partner who has Zika. If you have sex during your pregnancy, you should use condoms the right way every time.
- Not having sex eliminates the risk of getting Zika through sex.

**Standing Water Treatment Tabs**

- Use water treatment tabs to kill larvae in standing water around your house. Do not put them in water you drink.
- Always follow directions on the package.
- When used as directed, these tabs will not harm you or your pets (dogs and cats).

**Permethrin Spray**

- Spray your clothing and gear with permethrin to help protect you from mosquito bites.
- Always follow the directions on the bottle. Reapply as directed.
- Do not spray permethrin on your skin.

[www.cdc.gov/zika](http://www.cdc.gov/zika)

CDC  
U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

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CDC's Response to **Zika**  
**TRAVELERS CAN PROTECT THEMSELVES FROM ZIKA**

**Zika Prevention Kit for Travelers**

The products below can help protect you from Zika. Build your own Zika prevention kit and bring your kit with you on your trip.

**Bed Net**

- If your room is not well screened and air conditioned, use a bed net when sleeping or resting.
- Mosquitoes can live indoors and will bite at any time, day or night.

**Insect Repellent**

- Use EPA-registered insect repellent containing DEET, picaridin, IR3535, oil of lemon eucalyptus or para-methane-diol, or 2-undecanone.
- Always follow the directions on the bottle.
- Do not spray repellent under clothing.
- If you are also using sunscreen, apply sunscreen first and insect repellent second.
- When used as directed, these insect repellents are proven safe and effective even for pregnant and breastfeeding women.
- Most repellents, including DEET, can be used on kids older than 2 months. Mosquito netting can be used to cover babies <2 months old in carriers, strollers, or cribs to protect them from mosquito bites.

**Condoms**

- Zika can be passed through sex. Bring male or female condoms with you when traveling. Use condoms during and after travel to protect yourself and your partner.
- If you are pregnant, use condoms for the rest of your pregnancy.
- Not having sex eliminates the risk of getting Zika through sex.

**Permethrin Spray**

- Spray your clothing and gear with permethrin to help protect you from mosquito bites or bring pre-treated items.
- Always follow the directions on the bottle. Reapply as directed.
- Do not spray permethrin on your skin.
- Long sleeves and long pants help protect against Zika.

[www.cdc.gov/zika](http://www.cdc.gov/zika)

CDC  
U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

CD000271B October 14, 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 communication<sup>s</sup> 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

TELECONFERENCE OVERVIEW	DATE/TIME/LOCATION
<b>Laboratory Task Force</b> <b>Eddie Ades, Robert Lanciotti, Christy Ottendorfer</b>	Wed 3/15/2017 / 2pm–3pm EDT - Domestic Wed 3/15/2017 / 5 pm–6 pm EDT - Islands Bridge Line: 1(888)972-6716/ Passcode 6721430
<b>Joint Information Center/Communications</b> <b>Cathy Young</b>	Wed 3/22/2017 / 2pm–3pm EDT / Rm 5116  Bridge Line: 1(888)972-6716/ Passcode: 6721430
<b>Epidemiology Task Force</b> <b>Carolyn Gould, Michael Johansson</b>	Thurs 3/23/2017 / 2pm–3pm EDT/ Rm 5116  Bridge Line: 1(888)972-6716/ Passcode: 6721430
<b>Vector Issues Team</b> <b>Janet McAllister</b>	Tues 3/28/2017 / 2pm–3pm EDT/ Rm 5116 Bridge Line: 1(888)972-6716/ Passcode: 6721430
<b>Policy and Partnerships</b> <b>Melody Stevens</b>	Wed 3/29/2017 / 1:30pm–2:30pm EDT/ Rm 5116  Bridge Line: 1(888)972-6716/ Passcode: 6721430
<b>Pregnancy and Birth Defects Task Force (including surveillance)</b> <b>Dana Meaney-Delman</b>	Wed 3/29/2017 / 3pm–4pm EDT/ Rm 5116  Bridge Line: 1(888)972-6716/ Passcode: 6721430
<b>Blood Safety Task Force</b> <b>Sustainment Strategy Discussions</b> <b>Koo Chung</b>	Thurs 3/30/2017 / 2pm–3pm EDT/ Rm 5116  Bridge Line: 1(888)972-6716/ Passcode: 6721430
<b>Medical Investigations Team</b> <b>Sustainment Strategy Discussions</b> <b>Maleeka Glover</b>	Thurs 3/30/2017 / 3:30pm–4:30pm / Rm 5116  Bridge Line: 1(888)972-6716/ Passcode:6721430



# Thank You!

For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

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.

