

# Emergency Preparedness Research -- Business Survey --

*Conducted for:*



*Prepared by:*



**September 2006**

SMDS #06-1008

# Introduction



# Introduction

## Background and Objectives

- The Hamilton County Board of Health (HCBH) has hired StrataMark to conduct an Emergency Preparedness Study for Hamilton County.
- The primary objectives of the study are to:
  - Gauge current attitudes towards and actions being taken for pandemic influenza
  - Serve as a benchmark to monitor the progress of HCBH in accomplishing their goals.
- Surveys were conducted among three separate audiences in Hamilton County: 1) faith-based organizations (churches, synagogues, etc.), 2) businesses, and 3) residents of the community. This report presents the results to the survey of **businesses** only.

## Methodology

- Computer-assisted telephone interviews (CATI) were conducted August 10-21, 2006 at StrataMark's national telephone center located in Cincinnati, using a random-digit dialing (RDD) list of 33,000+ Hamilton County businesses.
- Respondents were screened to be the company's leader (Owner, CEO, President, General Manger), the head of Human Resources, or the person responsible for the task of emergency preparedness for the organization, at the location contacted.
- A total of **300** telephone interviews was obtained. Sampling tolerances for this base size, at the 90% confidence level, range from +/- 0.9% to +/- 4.8%.
  - The final sample includes **23** "Critical" and **277** "Non-Critical" companies as identified by HCBH, based on SIC Code information provided in the sample list.
  - *Directional* differences in responses between companies based on this classification are noted in the report. (A base size of <30 is too small to perform statistical significance testing).

# **Conclusions & Implications**



# Conclusions and Implications

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- ✓ Only a small proportion of businesses in Hamilton County are currently working to address emergency planning.
- ✓ Hamilton County businesses express a moderate level of concern about the potential threat of an influenza pandemic, and only a small proportion have a plan to deal with it; the majority do not feel their company can do much to protect itself from the impact of such an event.
- ✓ In general, companies without an influenza pandemic plan indicate they would be prompted to develop such a plan when they become convinced that there is a real need for their organization to do so.
- ✓ Critical businesses are more apt to express concern about pandemic influenza and to believe their organizations should plan for such an event. However, even among this segment, the overwhelming majority do not yet have a plan in place.
- ✓ Although businesses claim that they attempt to prevent the spread of illness within their organizations, not many are helping employees prepare for a potential influenza pandemic.



# Conclusions and Implications

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- ✓ **Hamilton County businesses are moderately interested in obtaining help to educate their employees about flu prevention and influenza pandemic preparation.**
- ✓ **Interestingly, fewer than half say they would contact the health department for *influenza pandemic planning assistance*.**
- ✓ **In general, there is not particularly strong interest in obtaining assistance to develop a *business continuity of operations plan for an influenza pandemic*, but Critical companies express somewhat stronger interest in this than do Non-Critical companies.**
- ✓ **In summary, there does not appear to be extensive planning for pandemic influenza among Hamilton County businesses.**
  - Although there is some concern, there does not appear to be a solid understanding about how organizations can prepare for pandemic influenza.
  - It will be important for the Health Department to build awareness among companies in the region about the legitimacy of an influenza pandemic threat, and to emphasize the importance for business organizations to prepare for such an event.

# **DETAILED EXHIBITS**

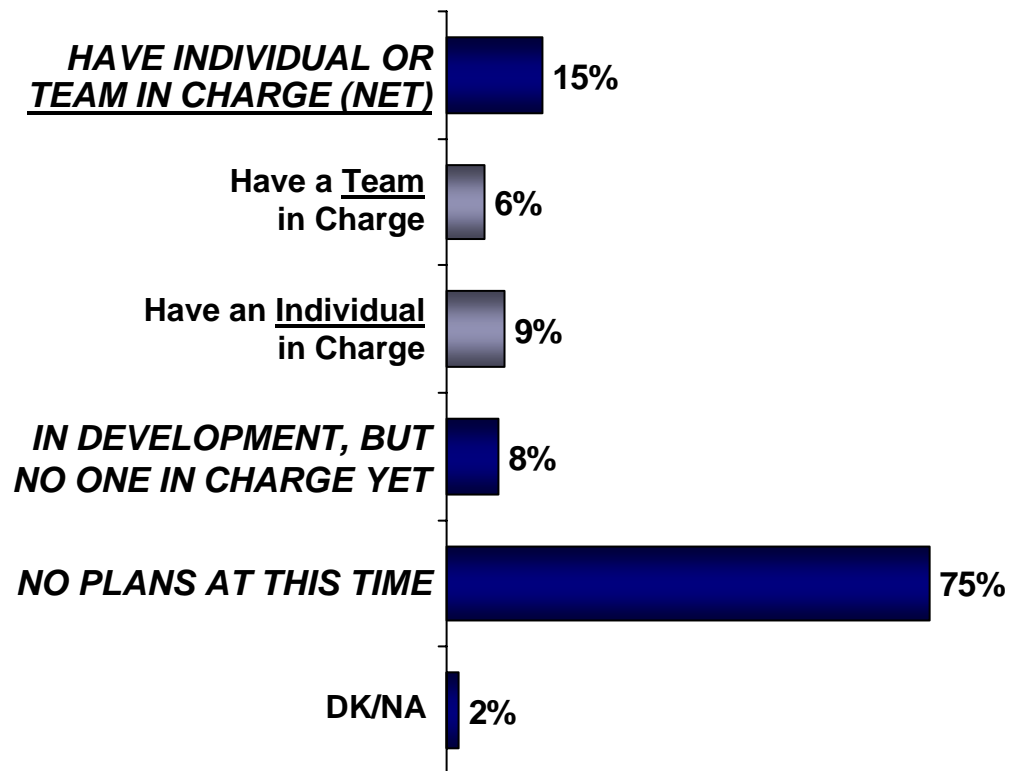
# Planning



# Status of Emergency Planning

- Combined, about one-quarter of the businesses surveyed say they have an *emergency plan in place (15%) or under development (8%)*.

## Emergency Planning



Base: Total Respondents (300)

## Division or Department In Charge of Planning

Base: Have Team in Charge	(18)#
<b>Corporate/ Home Office</b>	<b>17%</b>
<b>Board/ Governing Board</b>	<b>11%</b>
<b>Safety Comm/ Manager</b>	<b>11%</b>
<b>Emergency Planning/ Response Team</b>	<b>6%</b>
<b>CEO/ Top Executive</b>	<b>6%</b>
<b>Nurse/ Team of Nurses</b>	<b>6%</b>
<b>Manager/ Management Team</b>	<b>6%</b>
<b>Health/ Welfare</b>	<b>6%</b>

## Individual In Charge of Planning

Base: Have Individual in Charge	(28)#
<b>Manager/ Office/ Store Manager</b>	<b>21%</b>
<b>Owner</b>	<b>18%</b>
<b>President/ Company President</b>	<b>14%</b>
<b>Safety Comm/ Manager</b>	<b>7%</b>

Mentions of 5% or more are shown.

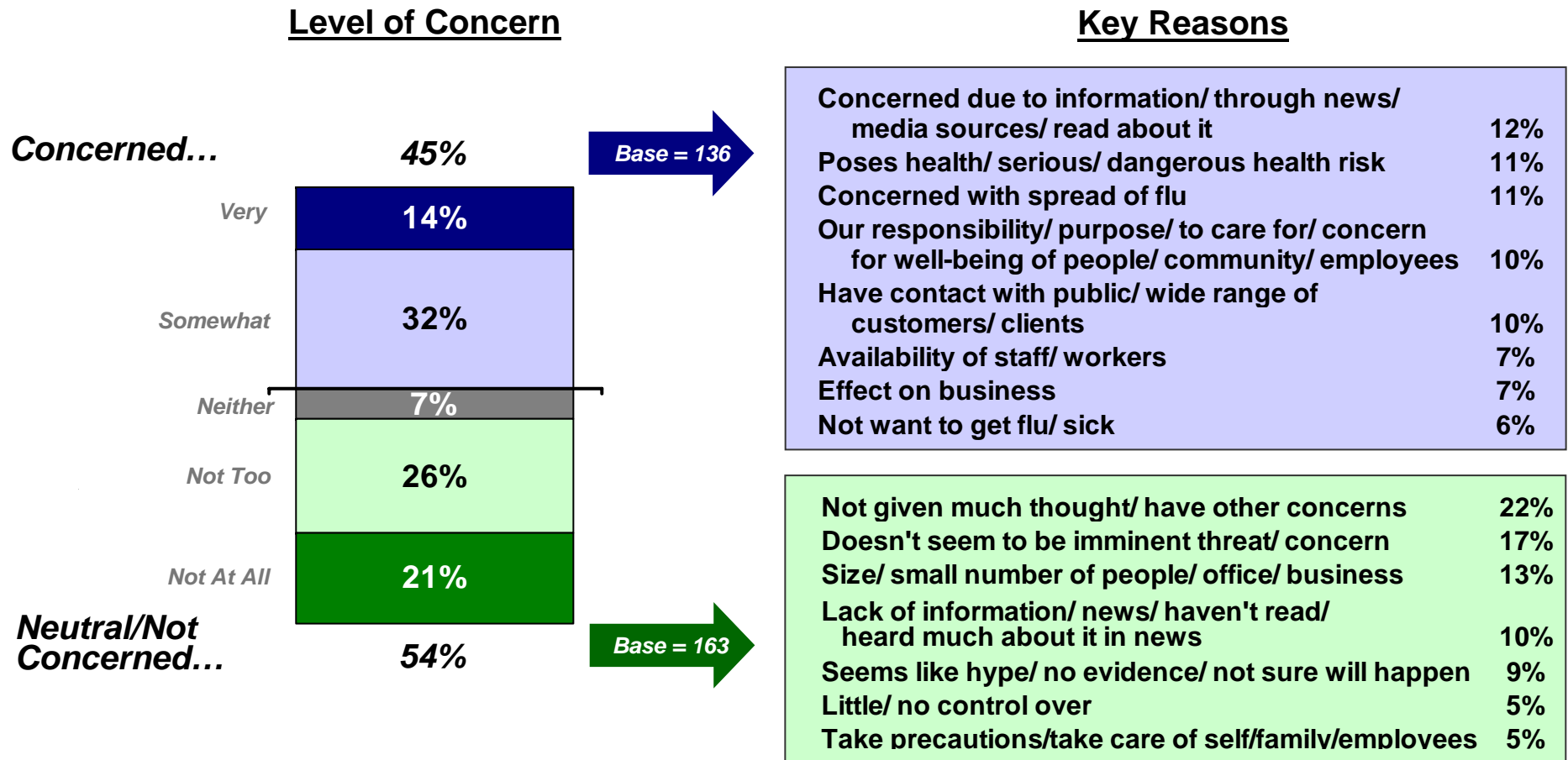
# Extremely small base. Interpret with caution.

Q6 Which of the following best describes how your organization addresses **emergency planning**?

Q7 What is the (TITLE OF INDIVIDUAL/DIVISION OR DEPARTMENT NAME) in charge of emergency planning?

# Concern About Influenza Pandemic

- Nearly half of those surveyed indicate *concern for an influenza pandemic*, with a variety of reason given for this.
- However, about the same proportion are *not concerned*, with some indicating that *other issues or concerns have been more top-of-mind* and/or that *the threat does not seem imminent*.



Base: Total Respondents (300)

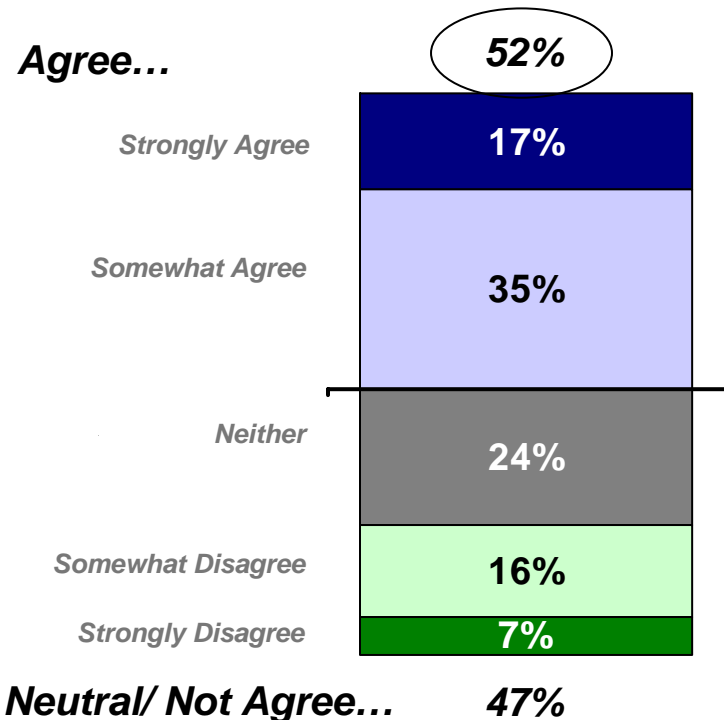
Mentions of 5% or more are shown.

# Anticipated Role During Influenza Pandemic

- A greater proportion feel that it is important for their organization to plan for a possible influenza pandemic than do not, although most do not have a particularly strong feeling about this.
- However, the majority indicate a *negative* attitude about whether they believe their *company can protect itself from the impact of pandemic influenza, even with planning.*

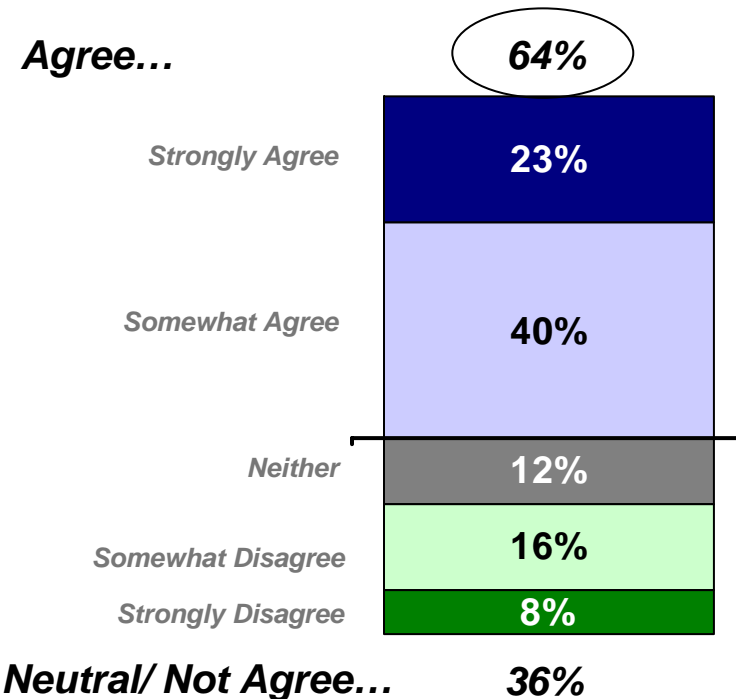
## Level of Agreement:

***“It is important for my organization to plan for a possible influenza pandemic.”***



## Level of Agreement:

***“Even with planning, there isn’t much our company can do to protect itself from the impact of pandemic influenza.”***

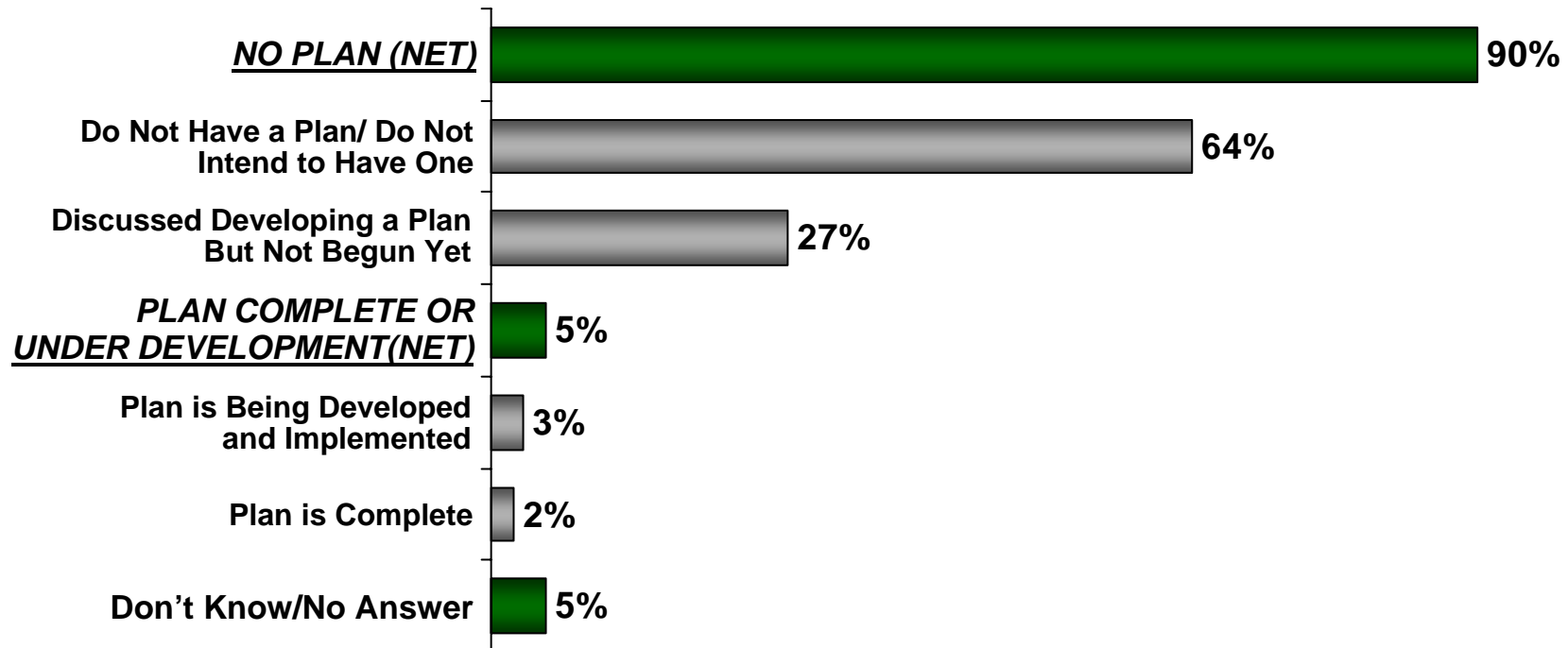


Base: Total Respondents (300)

# Progress of Plans for Influenza Pandemic

- The overwhelming majority of Hamilton County companies surveyed say they *do not have a plan for influenza pandemic*, and two-thirds claim they *do not intend to develop* such a plan.
- Just 5% say they *have a plan that is complete or under development*, while an additional one-quarter say they have *discussed but not yet begun developing a plan*.

## Current Status of Planning...



Base: Total Respondents (300)

# Planning Differences -- Critical vs. Non-Critical Businesses



- Critical companies are more apt than the others to indicate they have a team in charge of emergency planning. Still, even in these companies, only about one-quarter have specific persons or teams in charge of such planning.
  - Critical companies express greater *concern about pandemic influenza* and feel it is *important to plan* for such an event. Although still at a relatively low level, this segment is also more likely to *have an influenza pandemic plan* in place or under development.
- Conversely, respondents in Non-Critical companies are more likely to express the view that their *company cannot do much to protect itself from influenza pandemic*.

	<u>Critical</u> (23)#	<u>Non-Critical</u> (277)
	% b	% c
<b>Emergency Planning</b>		
No Plan (Net)	70	84
No Plan to Address This Issue	65	76
Plan In Process/No One In Charge Yet	4	8
<u>Individual/Team in Charge of Planning</u>	26	14
Individual in Charge	4	10
Team in Charge	22	5
<b>Organization's Concern About Pandemic Influenza</b>		
<u>Concerned (Net)</u>	65	44
Very	39	12
Somewhat	26	32
<b>Is Important for Organization to Plan for Influenza Pandemic</b>		
<u>Agree (Net)</u>	74	50
Strongly	39	15
Somewhat	35	35

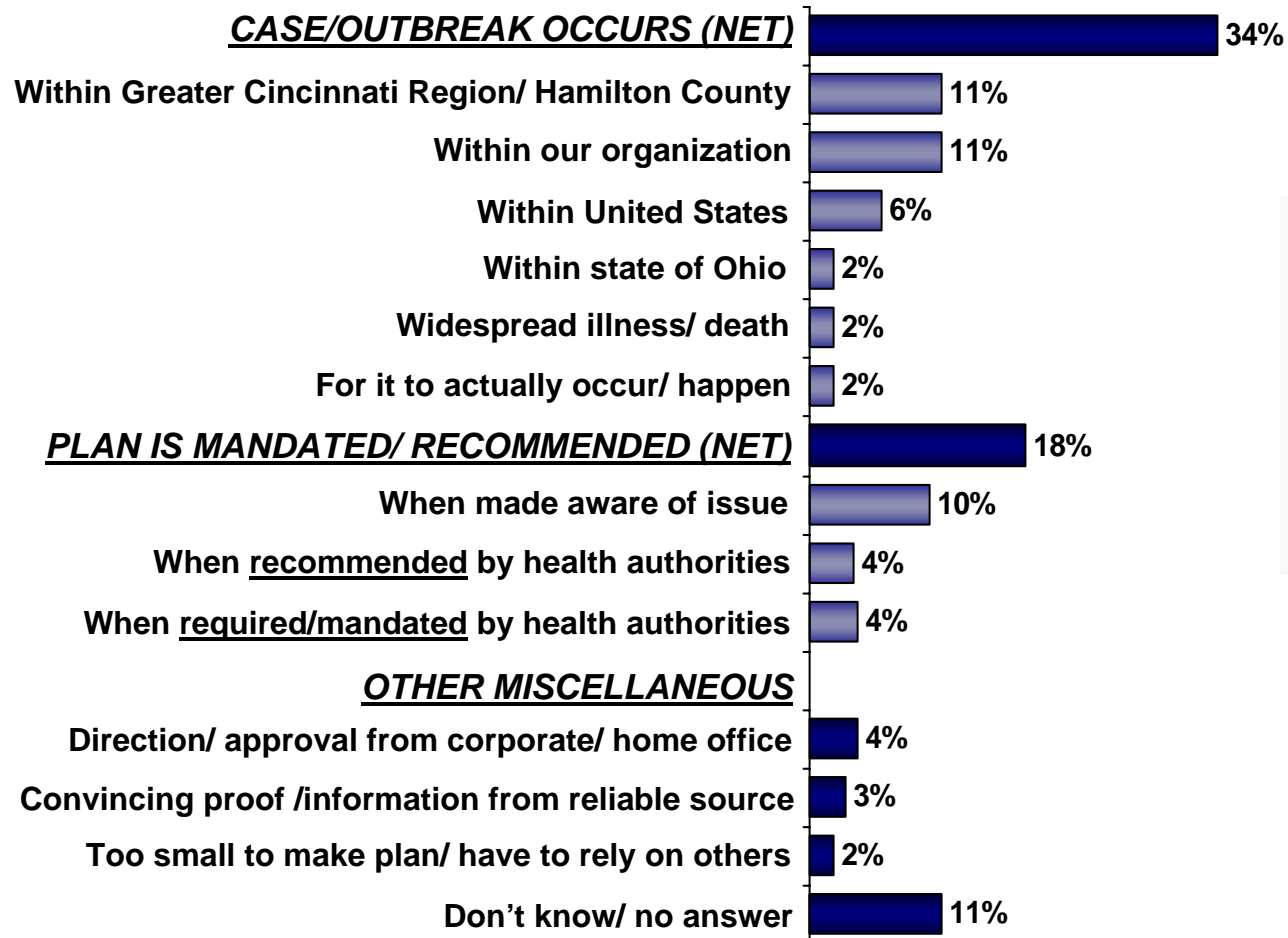
	<u>Critical</u> (23)#	<u>Non-Critical</u> (277)
	% b	% c
<b>Isn't Much Company Can Do to Protect Itself from Influenza Pandemic</b>		
<u>Agree (Net)</u>	44	65
Strongly	13	24
Somewhat	30	41
<b>Status of Influenza Pandemic Plan</b>		
<u>No Plan</u>	74	92
Do Not Intend to Have Plan	57	64
Discussed Developing, But Not Begun	17	27
<u>Plan Complete or Under Development</u>	13	4
Being Deveolped and Implemented	9	3
Plan is Complete	4	1

# Extremely small base size. Ineligible for statistical testing.

# Incident(s) That Would Prompt Planning for Influenza Pandemic



## Will Begin Planning When...



- About one-third of those without a plan in place or in development indicate that *an outbreak of influenza* would prompt the development of such a plan.
- Two in ten would begin planning upon the *recommendation or a mandate from authorities*.

Base: Have Not Begun Development of a Plan for Influenza Pandemic (271)



Q9 What would need to happen for you to begin actual development of a plan for an influenza pandemic within your faith-based organization? What else?

# Influenza Pandemic Plan Details



- Among the very small base of companies which have prepared or are developing an influenza pandemic plan, more than half have done so because of *concern for their employees' health and welfare*. *Concern about maintaining operations* is also cited. One company indicates that it has been *mandated to prepare a plan*.
- Various resources were used to develop the plans, with *health officials* topping the list. Six out of the fourteen have practiced their plan. Activation of the plan will depend on a variety of factors.

	<u>Total</u>
Base: Have plan completed or being developed	(14) #
<b><u>Reason for Deciding to Plan</u></b>	
Concern for health & welfare of employees	8
Concern maintaining normal organizational operations	4
My organization was mandated to plan for influenza pandemic	1
<b><u>Resources Used to Develop Plan</u></b>	
Health Officials	5
Employees	3
Other Businesses	2
Chamber of Commerce	1
Internet	1
Don't Know/ No Answer	8

	<u>Total</u>
Base: Have plan completed or being developed	(14) #
<b><u>Frequency of Practicing or Exercise Plan</u></b>	
<u>Practiced at Least Once (Net)</u>	<u>6</u>
More than Once	6
Intend to Practice, but have not yet done so	5
Do Not Intend to Practice Unless Outbreak Occurs	3
<b><u>When Will Activate Plan</u></b>	
When see a spike in absenteeism	5
Our organization's leader	5
Will wait to receive word from authorities	4
Don't Know	3

# **Extremely small base. Numbers are presented instead of percentages.**



Q10 Which of the following best describes why you decided to plan for an influenza pandemic? (READ LIST. ONE ANSWER ALLOWED.)

Q11 Which of the following resources did you use to develop your influenza pandemic plan? (READ LIST. MULTIPLE ANSWERS ALLOWED.)

Q12 Which of the following best describes how often you have practiced or exercised your influenza pandemic plan or a portion of your plan? (READ LIST.)

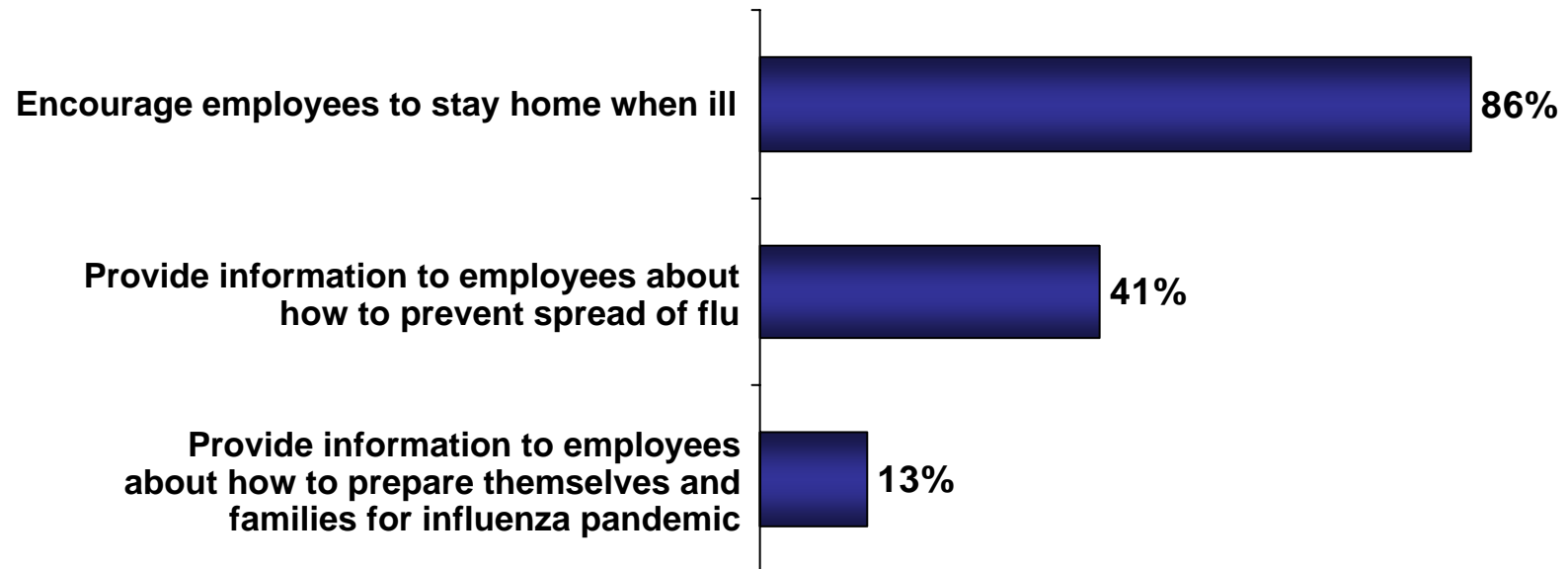
Q13 Which of the following best describes how you will know when to activate your influenza pandemic plan? (READ LIST. ONE ANSWER ALLOWED.)

# Prevention

# Current Prevention Policies/Procedures

- Nearly nine out of ten Hamilton County companies claim to *encourage their employees to stay home when ill*.
- About half as many say they *provide their employees with information about how to prevent the spread of the flu*, and only one in ten *provide information about how to prepare for influenza pandemic*.

## % "YES" Responses



Base: Total Respondents (300)

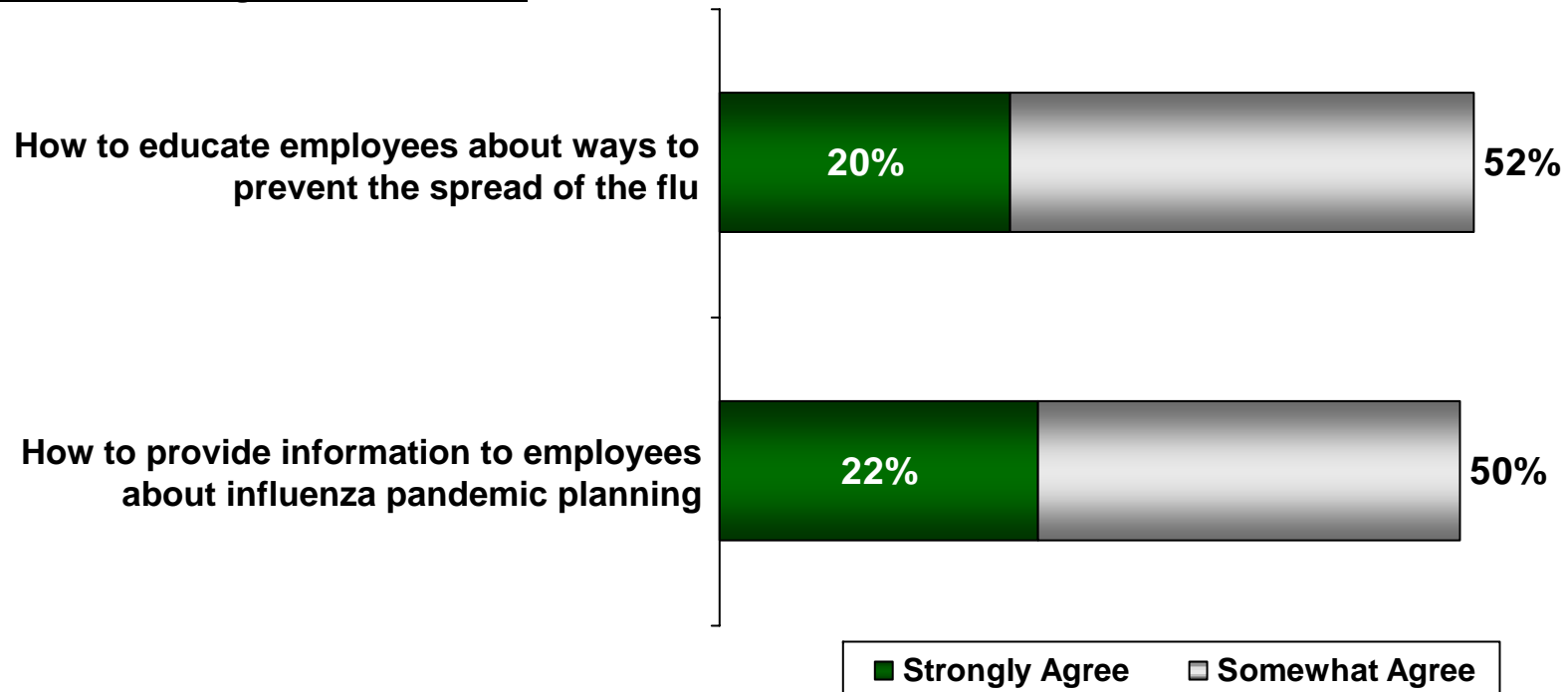
# Organization's Interest in Obtaining Information about Prevention



Emergency Preparedness Research  
Business Survey  
August 2006

- About half of the organizations surveyed would be at least somewhat interested in learning more about *how to prevent the spread of the flu* and/or about *influenza pandemic planning*.
- However, just one in five express *strong* interest in either of these topics.

## Interested in Learning More About...



Base: Total Respondents (300)



Q17, 21 To what extent do you agree or disagree with the statement:  
"My faith-based organization is interested in learning more about... (strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree)

# Prevention Differences -- Critical vs. Non-Critical Businesses



- Companies classified as Critical are more likely to indicate that they *provide information to employees about influenza prevention and pandemic planning, and to express greater interest in obtaining assistance regarding these issues, compared to Non-Critical companies.*
- Both types of companies *encourage employees to stay home when sick at similarly high levels.*

Base: Total Respondents	<u>Critical</u>	<u>Non-Critical</u>
	(23)# % b	(277) % c
<b><u>Prevention Practices/Policies</u></b>		
Encourage employees to stay home when ill	91	86
Provide information to employees about how to prevent spread of flu	57	39
Provide information to employees about how to prepare themselves and family for influenza pandemic	22	12
<b><u>Interested in Learning More About</u></b>		
<u>How to educate employees about ways to prevent spread of flu</u>	74	50
Strongly Agree	22	20
Somewhat Agree	52	30
<u>How to provide information to employees about influenza pandemic planning</u>	57	50
Strongly Agree	17	22
Somewhat Agree	39	28

# Extremely small base size. Ineligible for statistical testing.

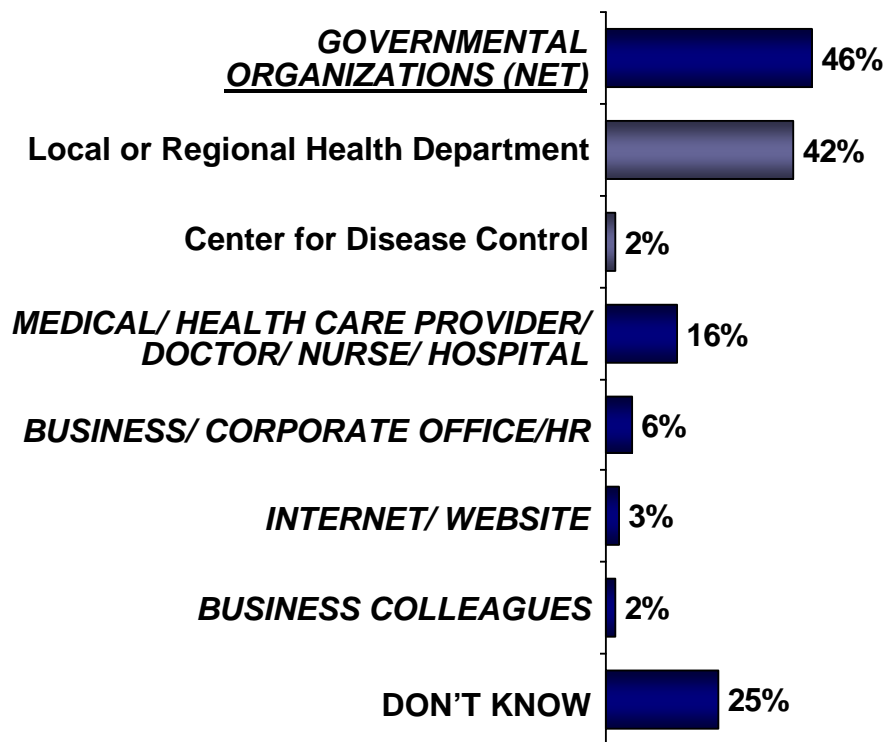
**Assistance**

# Who Would Contact for Information About Influenza Pandemic Planning

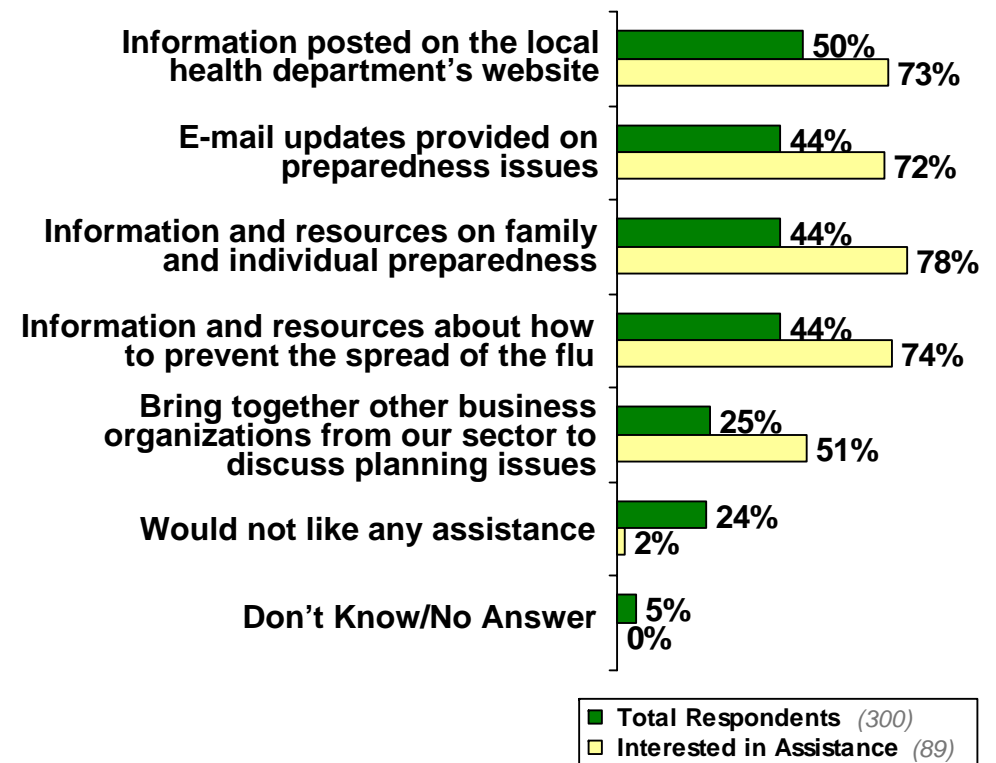


- The *local or regional health department* ranks first as a resource for influenza pandemic planning assistance, with *medical providers* ranking a distant second. One-quarter *do not know* where they would obtain such assistance.
- The health department could help by *disseminating information* in a variety of ways. *Bringing together similar businesses to discuss planning issues* ranks lowest of the ideas evaluated, but among those interested in obtaining assistance, half of believe this would be an appropriate way for the health department to help.

**Who Would Contact for Planning Assistance**



**How Health Department Could Help with Planning**



Base: Total Respondents (300)



Q25 Who would you contact for influenza pandemic planning assistance? Who else?

Q27 Which of the following describe how your local health department could assist you with planning for an influenza pandemic?

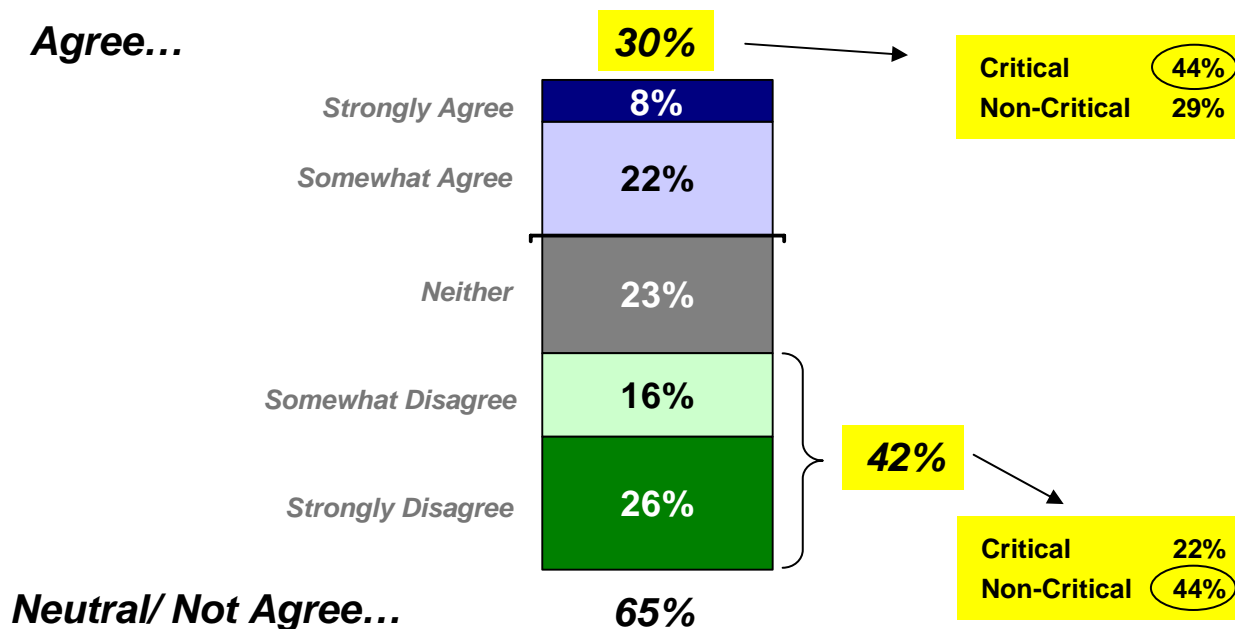
# Desire for Planning Assistance for Business Continuity of Operations in Influenza Pandemic



- Just three in ten say they *would like assistance in developing a business continuity of operations plan in case of an influenza pandemic* -- fewer than one in ten indicate a *strong interest* in this.
  - Not surprisingly, Critical companies express greater interest in this than Non-Critical companies.

## Level of Agreement

*“My organization would like assistance in developing a business continuity of operations plan for an influenza pandemic.”*



Base: Total Respondents (300)

Q26 To what extent do you agree or disagree with the statement...?

# Classification



# Classification

- The majority of Hamilton County businesses surveyed have fewer than 40 employees – this segment makes up a larger proportion of Non-Critical than Critical companies.
- About two-thirds in each segment indicate that their company has only one location, while about three in ten have multiple locations around Hamilton County.

	<u>Total</u> (300) %	<u>Critical</u> (23)# %	<u>Non-Critical</u> (277) %
<i>Base: Total Respondents</i>			
<b><u>Employee Size at Location</u></b>			
Less than 40	89	74	90
40-99	5	26	8
100-199	2	17	4
200-499	2	-	2
500+	1	-	2
DK/Refused	1	9	-
<b><i>Mean No. Employees</i></b>	<b>52.7</b>	<b>84.4</b>	<b>50.0</b>
<b><u>Business Location</u></b>			
Only location	70	65	70
One of multiple locations in Hamilton County	6	35	29
One of multiple locations in State of Ohio	5	17	5
One of multiple locations in U.S.	16	-	5
One of multiple locations world-wide	2	13	17
DK/Refused	1	4	2

# Extremely small base. Ineligible for statistical testing.

# **Appendix**

**-- Questionnaire**

Emergency Preparedness Research  
Business Survey

Project #: 06-1008  
Date: 8-8-2006  
Version: 1.2

Introduction

[Ask to speak with the organization's leader (Owner, Chief Executive Officer, President, or General Manager) or head of Human Resources at the location contacted. Or, you could speak with the person in the organization that is responsible for the task of emergency preparedness at the location contacted.]

Hello, I'm \_\_\_\_\_ with StrataMark, a Cincinnati-based marketing research firm. We are working with the local health departments in Hamilton County to conduct a survey about influenza, also called the flu. According to health officials, an influenza pandemic is an outbreak that causes serious illness, and then spreads easily from person to person worldwide.

Local health departments would like to obtain information from your organization regarding this issue.

Planning

1. Which of the following best describes your organization's level of concern about a possible influenza pandemic? Would you say you are ...? (Read list. Record one.)

- 1) Very concerned
- 2) Somewhat concerned
- 3) Neither concerned, nor not concerned
- 4) Not too concerned
- 5) Not at all concerned
- Do not read:
- 6) Don't know
- 7) Refused

(If Q1 is "Don't know" or Refused", skip to Q3. Otherwise, continue.)

2. For what reasons do you say your organization is (Insert Q1 response) about a possible influenza pandemic? What other reasons? (Probe and clarify. Record verbatim response.)

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3. To what extent do you agree or disagree with the following statement: "It is important for my organization to plan for a possible influenza pandemic."? (Read list. Record one.)

- 1) Strongly agree
- 2) Somewhat agree
- 3) Neither agree, nor disagree
- 4) Somewhat disagree
- 5) Strongly disagree
- Do not read:
- 6) Don't know
- 7) Refused

4. (deleted)

5. Please indicate to what extent you agree with the following statement: "Even with planning, there isn't much our company can do to protect itself from the impact of pandemic influenza". (Read list. Record one.)

- 1) Strongly agree
- 2) Somewhat agree
- 3) Neither agree, nor disagree
- 4) Somewhat disagree
- 5) Strongly disagree
- Do not read:
- 6) Don't know
- 7) Refused

6. Which of the following best describes how your organization addresses emergency planning ...? (Read list. Record one.)

- 1) We have no plans to address this issue at this time
- 2) No one is currently in charge of emergency planning, but we are in the process of addressing this issue
- 3) We have an individual in charge of emergency planning
- 4) We have a team in charge of emergency planning
- Do not read:
- 5) Don't know
- 6) Refused

(If Q6 “3 - Individual” or “4 - Team”, ask Q7. Otherwise, skip to Q8.)

7. What is the (Insert for Q6 “3”: “title of the individual” or insert for Q6 “4”: “division or department name for the team”) in charge of emergency planning? (Record verbatim response.)
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8. Which of the following best describes the progress or completeness of your plan for influenza pandemic? (Read list. Record one.)

- 1) We do not have a plan and don’t intend to have a plan
- 2) We have discussed developing a plan, but have not begun actual development of a plan
- 3) The plan is beyond discussion and is being developed and implemented
- 4) The plan is complete  
Do not read:
- 5) Don’t know
- 6) Refused

(If Q8 “1 – Plan not intended” or “2 – Plan discussed, but have not begun implementation”, ask Q9. Otherwise, skip to instruction before Q10.)

9. What would need to happen for you to begin actual development of a plan for an influenza pandemic within your organization? What else? (Do not read list. Probe and clarify. Record all mentions.)

- 1) A case or outbreak occurs within our organization
- 2) A case or outbreak occurs within the Greater Cincinnati region or Hamilton County
- 3) A case or outbreak occurs within the State of Ohio
- 4) A case or outbreak occurs within the United States
- 5) A plan is required or mandated by the health authorities
- 6) A plan is recommended by the health authorities
- 7) Nothing / don’t intend to have a plan
- 8) Other (Specify:) \_\_\_\_\_
- 9) Don’t know
- 10) Refused

(Q8 “3 – Plan being developed” and “4 – Plan completed” continue at Q10. All others skip to Prevention section.)

10. Which of the following best describes why you decided to plan for an influenza pandemic? (Read list. Record one.)

- 1) Concern for health and welfare of employees
- 2) Concern maintaining normal organizational operations
- 3) My organization was mandated to plan for influenza pandemic
- 4) Some other reason (Specify:) \_\_\_\_\_  
Do not read:
- 5) Don’t know
- 6) Refused

11. Which of the following resources did you use to develop your influenza pandemic plan? (Read list. Record all mentions.)

- 1) Information from health officials
- 2) Information from other businesses
- 3) Employees
- 4) Resources from the Chamber of Commerce
- 5) Some other resource (Specify:) \_\_\_\_\_  
Do not read:
- 6) Don’t know
- 7) Refused

12. Which of the following best describes how often you have practiced or exercised your influenza pandemic plan or a portion of your plan? (Read list. Record one.)

- 1) We have no intention to practice or exercise our plan, unless a case or outbreak occurs
- 2) We intend to practice or exercise our plan, but have not yet done so
- 3) We have practiced once
- 4) We have practiced more than once  
Do not read:
- 5) Don’t know
- 6) Refused

13. Which of the following best describes how you will know when to activate your influenza pandemic plan? (Read list. Record one.)

- 1) When we see a spike in absenteeism
- 2) We will wait to receive word from public health authorities
- 3) Our organization’s leader (Owner, CEO, President, General Manager, etc.) will activate our plan
- 4) Some other reason (Specify:) \_\_\_\_\_  
Do not read:
- 5) Don’t know
- 6) Refused

Prevention

Now we would like to ask you some questions about preparing your employees.

14. Do you encourage your employees to stay home when ill? (Record one.)
- 1) Yes
  - 2) No
  - 3) Don't know
  - 4) Refused
15. (deleted)
16. Do you provide information to your employees about how to prevent the spread of the flu? (Record one.)
- 1) Yes
  - 2) No
  - 3) Don't know
  - 4) Refused
17. To what extent do you agree or disagree with the statement: "My organization is interested in learning more about how to educate my employees about ways to prevent the spread of the flu."? (Read list. Record one.)
- 1) Strongly agree
  - 2) Somewhat agree
  - 3) Neither agree, nor disagree
  - 4) Somewhat disagree
  - 5) Strongly disagree
- Do not read:
- 6) Don't know
  - 7) Refused
18. (deleted)

19. (deleted)
20. Do you provide information to your employees about how to prepare themselves and their families for an influenza pandemic? (Record one.)
- 1) Yes
  - 2) No
  - 3) Don't know
  - 4) Refused
21. To what extent do you agree or disagree with the statement: "My organization is interested in learning more about how to provide information to my employees about influenza pandemic planning."? (Read list. Record one.)
- 1) Strongly agree
  - 2) Somewhat agree
  - 3) Neither agree, nor disagree
  - 4) Somewhat disagree
  - 5) Strongly disagree
- Do not read:
- 6) Don't know
  - 7) Refused
22. (deleted)
23. (deleted)

Assistance

- Now we would like to ask you some questions related to assistance in preparing for an influenza pandemic.
24. (deleted)
25. Who would you contact for influenza pandemic planning assistance? Who else? (Do not read list. Probe and clarify. Record all mentions.)
- 1) Chamber of Commerce
  - 2) Other business colleagues
  - 3) Local or regional health department
  - 4) Some other source (Specify:) \_\_\_\_\_
  - 5) Don't know
  - 6) Refused

26. To what extent do you agree or disagree with the statement: "My organization would like assistance in developing a business continuity of operations plan for an influenza pandemic."? (Read list. Record one.)

- 1) Strongly agree
- 2) Somewhat agree
- 3) Neither agree, nor disagree
- 4) Somewhat disagree
- 5) Strongly disagree

Do not read:

- 6) Don't know
- 7) Refused

27. Which of the following describe how your local health department could assist you with planning for an influenza pandemic? (Read list. Record all mentions.)

- 1) E-mail updates provided on preparedness issues
- 2) Information posted on the local health department's website
- 3) Provide information and resources on family and individual preparedness
- 4) Provide information and resources about how to prevent the spread of the flu
- 5) Bring together other business organizations from your sector to discuss influenza pandemic planning issues
- 6) I would not like any assistance
- 7) Some other way (Specify:) \_\_\_\_\_

Do not read:

- 8) Don't know
- 9) Refused

#### Classification

28. (deleted)

29. (deleted)

30. Which of the following best describes the size of your organization's employee size, at this location? (Read list. Record one.)

- 1) Less than 40
- 2) 40 - 99
- 3) 100 - 199
- 4) 200 - 499
- 5) 500 or more

Do not read:

- 6) Don't know
- 7) Refused

31. (deleted)

32. (deleted)

33. Which of the following best describes your business location? (Read list. Record one.)

- 1) This is the only location of our business or organization
- 2) This location is one of multiple locations in Hamilton County
- 3) This location is one of multiple locations in the State of Ohio
- 4) This location is one of multiple locations in the United States
- 5) This location is one of multiple locations throughout the world

Do not read:

- 6) Don't know
- 7) Refused

Thank you. Those are all of my questions. Have a great day.