



This is **all** everyone is
taking about. And I don't
blame them.



Jim Stroud
VP, Marketing
Proactive Talent

[NATION](#) | USA TODAY Explains 0

Coronavirus has been declared a pandemic: What does that mean, and what took so long?

Joel Shannon USA TODAY

Published 12:52 p.m. ET Mar. 11, 2020 | Updated 3:35 p.m. ET Mar. 11, 2020



The headlines have been scary.

U.S. | World
Hot Topics

By Brooke Singman | Fox News



>> Local

Fearing coronavirus, Costco shoppers hoard food, water, TP



Trump declares national emergency over coronavirus, enlists private sector

Fox News F
MORNING HEADLINES



But, this isn't the first time this kind of thing has happened.

When pandemics come there is an initial surprise...

Followed by
PANIC!!!

And then, life goes on...



Let's go back in time and review other pandemics we survived.

Click on the article screenshots for more info.

SARS (2002 – 2004)

Severe acute respiratory syndrome (SARS) is a contagious and sometimes fatal respiratory illness. SARS first appeared in China in November 2002. Within a few months, SARS spread worldwide, carried by unsuspecting travelers.

SARS showed how quickly infection can spread in a highly mobile and interconnected world. On the other hand, a collaborative international effort allowed health experts to quickly contain the spread of the disease. There has been no known transmission of SARS anywhere in the world since 2004. [[source](#)]



You Cannot Spin a Pandemic. You Can Only Deal with It.



E-Verify Doesn't Need to Reject Lots of Workers to Be Effective



Sasse Rips Pelosi for Trying to Smuggle Hyde Amendment Loophole into Coronavirus Package



House to Vote on Coronavirus Spending Package on Friday after Reaching Tentative Deal



Federal Judge Orders Release of Chelsea Manning from Prison

POLITICS & POLICY

Hysteria, Thy Name Is Sars

By MICHAEL FUMENTO | May 7, 2003 1:50 PM



LISTEN TO THIS ARTICLE



The media need a chill pill.

Last week's covers of *U.S. News & World Report*, *Time*, and *Newsweek* were virtually identical: A terrified person wearing a medical mask emblazoned "SARS." The April 29 *New Zealand Herald* headlined: "[SARS Surge Could Stretch NZ Says Annette King](#)." Total confirmed New Zealand cases: one. "SARS could eventually kill millions," blared the *New Scientist* wire service, with no hint as to how this might happen. SARS "now threatens to plunge the world economy into freefall," declared the *London Observer*. The *New York Times* has printed over 330 articles mentioning the disease in the last 30 days, while even the staid *Wall Street Journal* published ten SARS articles on a single day.

University of Toronto Medical historian Edward Shorter calls SARS reaction "A media-fanned wave of mass hysteria," and "mass psychosis." But is he overstating the case?

TOP STORIES

- [The Great Coronavirus War Is upon Us](#)

VICTOR DAVIS HANSON



- [Will Iran's Regime Survive Coronavirus?](#)

ILAN BERMAN



- [Biden's Coronavirus Adviser Wants to Die at 75](#)

WESLEY J. SMITH



Ebola Virus (2014)

Ebola Virus: A notoriously deadly virus that causes severe symptoms, the most prominent being high fever and massive internal bleeding. Ebola virus kills as many as 90% of the people it infects. It is one of the viruses that is capable of causing hemorrhagic (bloody) fever. Epidemics of Ebola virus have occurred mainly in African countries including Zaire (now the Democratic Republic of Congo), Gabon, Uganda, the Ivory Coast, and Sudan. Ebola virus is a hazard to laboratory workers and anyone who is exposed to it. Ebola virus is transmitted by contact with blood, feces, or body fluids from an infected person or by direct contact with the virus, as in a laboratory. The incubation period --the period between contact with the virus and the appearance of symptoms -- ranges from 2 to 21 days. The initial symptoms are usually high fever, headache, muscle aches, stomach pain, and diarrhea. There may also be sore throat, hiccups, and red and itchy eyes. The symptoms that tend to follow include: vomiting, rash, and bleeding problems that include bloody nose (epistaxis), spitting up blood from the lungs [[source](#)]

RACE AND ETHNICITY



U.S. Ebola Hysteria Is the Wrong Response to the Epidemic

By Sam Fulwood III | Posted on October 23, 2014, 2:50 pm



<https://www.americanprogress.org/issues/race/news/2014/10/23/99651/u-s-ebola-hysteria-is-the-wrong-response-to-the-epidemic/>

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[Race and Beyond](#)

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PRESS CONTACT

Julia Cusick
jcusick@americanprogress.org

GOVERNMENT AFFAIRS CONTACT

U.S. Policy

Swine Flu (2009)

Swine flu: A respiratory illness of pigs caused by infection with swine influenza A virus (SIV). While swine flu viruses normally do not infect humans, occasional infections of humans do occur. Human cases of swine influenza A virus infection occur in individuals who have had a history of recent direct contact with pigs or close (within 6 feet) contact with pigs. Rare instances of human-to-human transmission have been documented. Swine flu infections have also occurred in individuals with no history of exposure to pigs. Symptoms typically range from a mild respiratory illness to flu-like symptoms with fever. Treatment involves the use of antiviral medications begun as soon as possible after the onset of symptoms. Vaccines are available to be given to pigs to prevent swine flu in these animals. The swine flu pandemic of 2009 is caused by a novel influenza A (H1N1) virus that was originally referred to as "swine flu" because many of the genes in this new virus were very similar to influenza viruses that normally occur in pigs in North America. [[source](#)]

PATRICK DI JUSTO MAGAZINE 06.22.09 6:00 PM

Apocalypse Not: Behind the Swine Flu Hysteria

At the height of the swine flu pandemic this spring, when the US Centers for Disease Control and Prevention was recommending that schools with cases of H1N1 be closed for 14 days and Mexico was still on lockdown, the epidemiology community already suspected the world wasn't ending. Why? The numbers came in: case fatality rate (how many infected people are dying) and replication rate (how many others an infected person will transmit the illness to — "R-zero," in disease-speak). H1N1 had an R_0 of about 1.3, high enough to spread the virus but low enough that a strong isolation program could break its back. Its case fatality rate was a wussy 1.9 percent in Mexico and 0.1 percent worldwide. By comparison, the 1918 Spanish flu had an R_0 of 2.7 and a case fatality rate of up to 5 percent, making it far more deadly. A real apocalypse, like the killer flu in *The Stand* — Stephen King's opus of epidemiologic eschatology — would be off the chart, with an R_0 of 5 to 6 and a case fatality rate of 99 percent. So, don't panic ... unless H1N1 surges this fall. Where did we leave that hand sanitizer, again?



<https://www.wired.com/2009/06/apocalypse-not-behind-swine-flu-hysteria/>

Zika Virus (2015 – 2016)

Zika virus: a Flavivirus related to dengue fever, West Nile, yellow fever, and Japanese encephalitis viruses (Flaviviridae). The Zika virus is transmitted to humans by Aedes mosquito bites and leads to an illness that lasts a few days to a week. Typical signs and symptoms of Zika virus infection include fever, rash, joint pain, and conjunctivitis (redness of the eyes). The illness is usually mild, and people may not be aware they have become infected. The infection also can be spread by sexual contact with an infected man, and the virus can be passed from a pregnant women to her fetus. When pregnant women become infected, the viral infection has been linked to birth defects (microcephaly, or a small head and small brain) in newborns. There is no vaccine available against Zika virus. [[source](#)]

The risk of Zika is real, but not worthy of the hysterics



ANDRÉ PICARD ➤
PUBLIC HEALTH REPORTER
PUBLISHED AUGUST 2, 2016
UPDATED MAY 16, 2018

PUBLISHED AUGUST 2, 2016

This article was published more than 3 years ago. Some information in it may no longer be current.

0 COMMENTS

SHARE

In an unprecedented move, the U.S. Centers for Disease Control and Prevention has told pregnant women that they should not travel to the trendy Wynwood neighbourhood in Miami, and that women living there should avoid becoming pregnant because of the risk of contracting Zika virus.

That warning – which was echoed by the Public Health Agency of Canada – has ratcheted up fears about Zika, especially for the Snowbirds who love Florida so.

But these carefully crafted public-health messages should provide more reassurance than concern because they are a reminder that a) Zika is a serious health concern only to a subset of the population; b) the high-risk group, pregnant women, can

TRENDING

1 Plenty of toilet paper to go around, Canada's biggest producer says

2 OPINION
Donald Trump has seen his future, and he's running scared

KONRAD YAKABUSKI

3 OPINION
Hospital bed shortages amid COVID-19 expose the deadly cost of a lack of vision

DOUG SAUNDERS

4 President Trump criticized over 'incompetent' response to coronavirus pandemic

5 Chinese official promoting unfounded Canadian theory that



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So am I saying that this Coronavirus will soon go away like all the others pandemics before it?

I don't know.

I hope so. No one really knows at this point.

What I do know is that life has to continue and so does business.



**So, all that being said,
what should companies
be doing between now
and back to normal?**

Well, I did some
research.

**I looked up resources, articles and
strategies that your company can use to
weather the CoronaVirus storm. I hope
it proves useful. Feel free to pass this
along to anybody who could use it. And
if I missed anything, please link to it in
the comments of this post.**

**Okay, that's it. Go to the next slide for the
beginning of what I am calling...**

**OMG! THE
CORONAVIRUS
FLIPPED MY OFFICE
UPSIDE DOWN!**

**WHAT DO
WE DO NOW?**





RESOURCES IN THIS GUIDE:

HOW TO SAFE GUARD YOUR HOME

MANAGING A REMOTE WORKFORCE

GOVERNMENT RESOURCES

HR & BUSINESS GUIDELINES

CRISIS COMMUNICATION TIPS

What follows are links to resources I found online. Click on the screenshots or the link in the bottom right corner to view them.

HOW TO SAFE GUARD YOUR HOME



First things first, what have you done to reduce the chance of the Coronavirus impacting your home? I found some articles for you to review.



How to prepare for coronavirus: The shopping list for your own home quarantine kit



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Goats and Soda STORIES OF LIFE IN A CHANGING WORLD

LIFE KIT



A Guide: How To Prepare Your Home For Coronavirus

February 26, 2020 · 5:56 PM ET



MARIA GODOY

<https://www.npr.org/sections/goatsandsoda/2020/02/26/809650625/a-guide-how-to-prepare-your-home-for-coronavirus>



Coronavirus Disease 2019 (COVID-19)

CDC > Coronavirus Disease 2019 (COVID-19) > How to Prepare > Protect Your Home



[Coronavirus Disease 2019 \(COVID-19\)](#)

How to Prepare

How It Spreads

Protect Yourself

Protect Your Family

Protect Your Home

[Get Your Home Ready](#)

Clean & Disinfect

Checklist to Get Ready

Get Your Home Ready

[Español](#) | [中文](#)

This interim guidance is based on what is currently known [about the Coronavirus Disease 2019 \(COVID-19\)](#). The Centers for Disease Control and Prevention (CDC) will update this interim guidance as needed and as additional information becomes available.

This interim guidance is to help household members plan for community transmission of coronavirus disease 2019 (COVID-19) in the United States. The Centers for Disease Control and Prevention (CDC) encourages household members to prepare for the possibility of a COVID-19 outbreak in their community.

COVID-19 is caused by a new virus. There is [much to learn about its transmissibility, severity, and other features of the disease](#). We want to help everyone prepare to respond to this public health threat.

In this guidance

[Before a COVID-19 outbreak occurs: Plan](#)

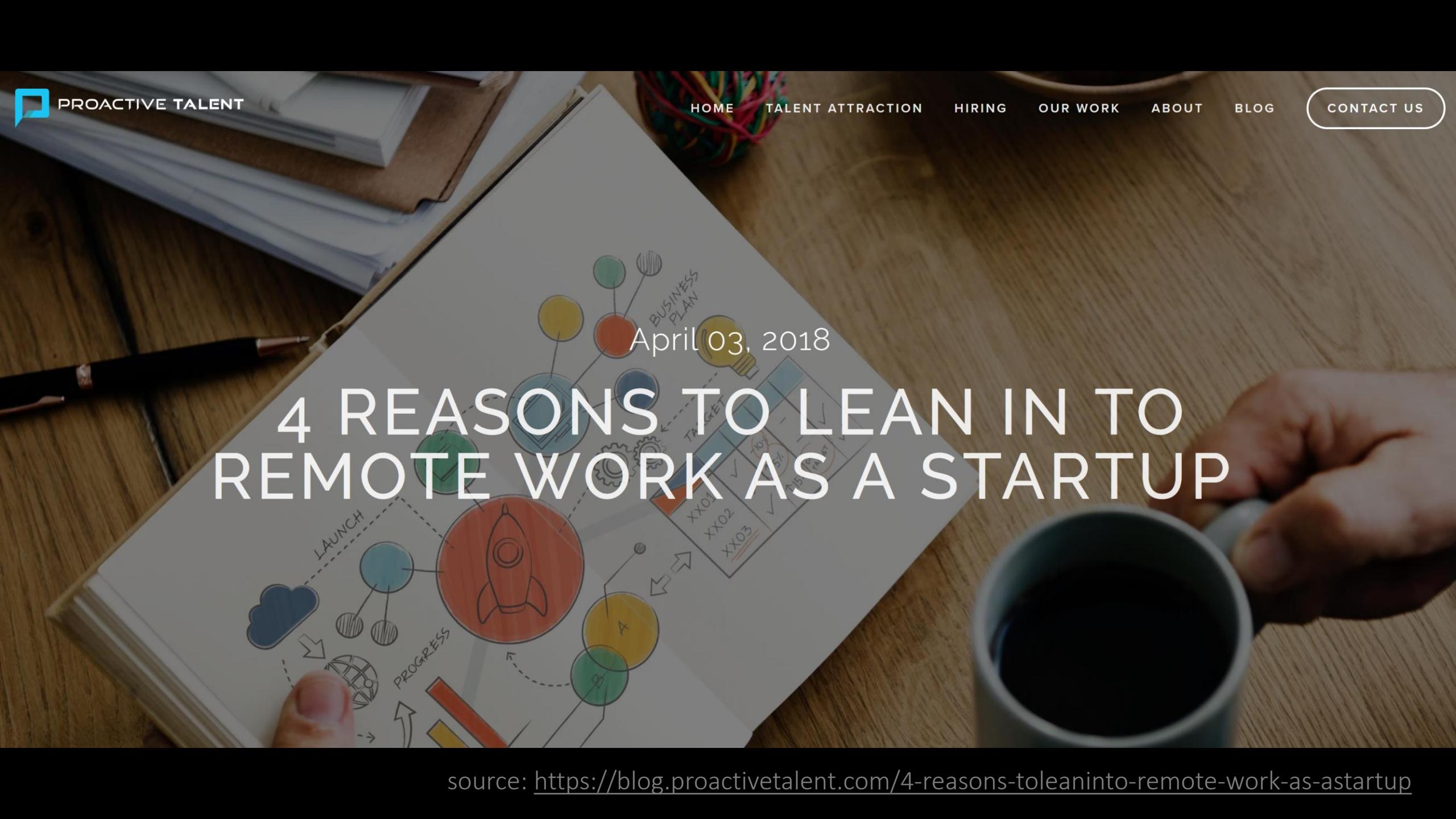
[During a COVID-19 outbreak: Act](#)

[After a COVID-19 outbreak has ended: Follow Up](#)

MANAGING A REMOTE WORK FORCE



A lot of companies have their people working from home (WFH). Here are some articles on developing and managing a remote workforce you might find useful for your business.



4 REASONS TO LEAN IN TO REMOTE WORK AS A STARTUP

source: <https://blog.proactivetalent.com/4-reasons-to-leaninto-remote-work-as-a-startup>



□ EXPLAINERS

Going Remote Overnight: Preparing for the Coronavirus

Many companies across the globe may need to shift to remote work, and quickly, given the growing concern over the coronavirus.

⌚ 8 MIN READ

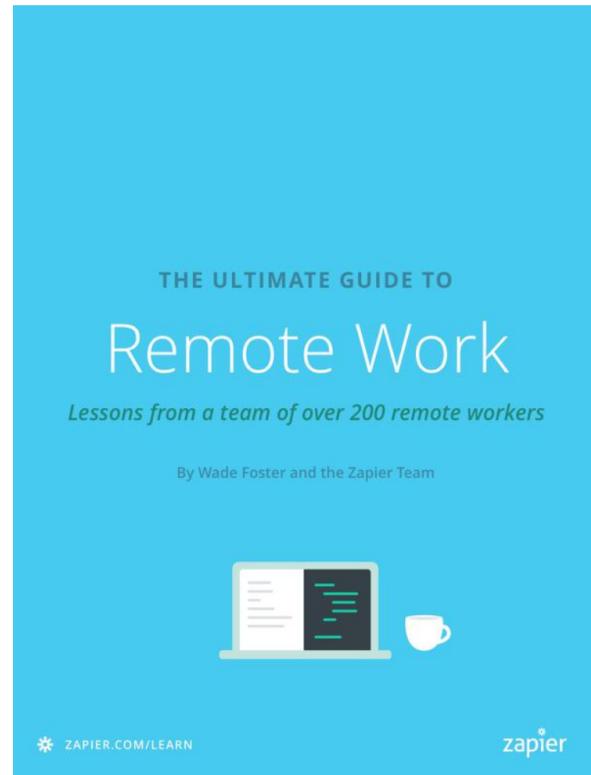


<https://academy.nobl.io/going-remote-overnight-preparing-for-the-coronavirus/>



23 TOOLS TO HELP MANAGE YOUR REMOTE WORKFORCE + OUR PERSONAL TOOLBOX

Source: <https://blog.proactivetalent.com/2019/1/22/23-tools-to-help-manage-your-remote-workforce-our-personal-toolbox>



How to Grow, Manage, and Work with Remote Teams

About This Guide to Working Remotely

Working remotely and running a remote team seems like black magic to many. Yet at Zapier, we've been working remotely since our founding in October of 2011. This book shares everything we've learned about running a remote team—our successes and our failures.

Beginning as a series of posts on the Zapier blog, this book is an ongoing work about our experiences as a remote team, with much of the book written by Zapier CEO Wade Foster along with chapters from our team members and other remote employees. We'll update it periodically so you can learn how our thinking and processes change as we've grown from three to 200+ people and beyond, and we'll keep the older versions of each chapter archived so you can learn with us over time.

Who Is This Guide For?

<https://zapier.com/learn/remote-work/>

August 14, 2018

HOW TO BUILD COMPANY CULTURE WITH A REMOTE WORKFORCE

Source: <https://blog.proactivetalent.com/2018/8/14/how-to-build-company-culture-with-a-remote-workforce>

Resources on GitLab's all-remote approach

Articles

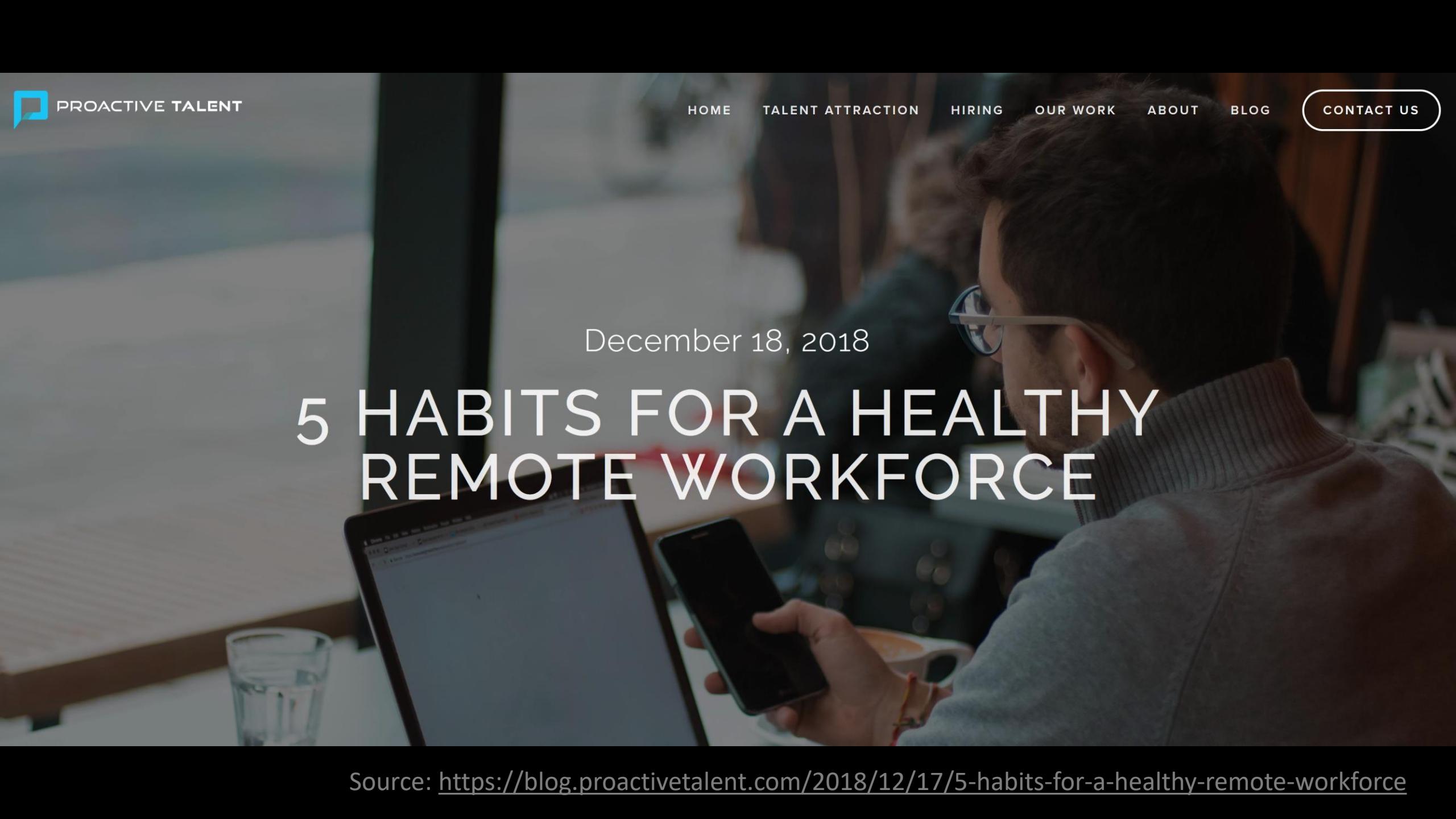
- [How GitLab Cracked The Code Of Remote Working](#)
- [A guide to remote working for startups](#)
- [The office of the future is no office at all, says startup - Wall Street Journal](#)
- [8 secrets of GitLab's remote work culture](#)
- [How to keep healthy communication habits in remote teams](#)
- [Remote work demands a supportive company culture](#)
- [5 fun strategies companies are using to make remote workers feel included](#)
- [Tech's newest unicorn has employees in 45 countries and zero offices](#)
- [No need to come to the office: Making remote work at GitLab](#)
- [GitLab and Buffer CEOs talk transparency at scale](#)
- [Why GitLab is remote only](#)

Blogs from GitLab team members

- [5 tips for mastering video calls](#)
- [How to make your home a space that works with kids](#)
- [How being all remote helps us practice our values at GitLab](#)
- [How I balance a baby, a career at GitLab, and cultural expectations of motherhood](#)

On this page

- [Introduction](#)
- [Resources on GitLab's all-remote approach](#)
 - [Articles](#)
 - [Blogs from GitLab team members](#)
 - [Videos, podcasts, interviews, presentations](#)
 - [Threads and conversations](#)
- [Resources on remote work](#)
 - [Articles](#)
 - [Best practices](#)
 - [Surveys and data](#)
 - [Videos, interviews, presentations](#)
 - [Threads and conversations](#)
 - [Tools that enable remote teams](#)
 - [Organizations for traveling remote work](#)
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A photograph showing a person from the side, wearing a grey ribbed sweater and blue headphones. They are sitting at a light-colored wooden desk, looking down at a smartphone held in their right hand. A laptop is open in front of them, displaying a webpage. To the left, there's a glass of water on the desk. In the background, there's a window with a view of a beach or coastal area. The overall atmosphere is professional and focused.

December 18, 2018

5 HABITS FOR A HEALTHY REMOTE WORKFORCE

Source: <https://blog.proactivetalent.com/2018/12/17/5-habits-for-a-healthy-remote-workforce>

GOVERNMENT RESOURCES



There are several resources available from the USA Government in terms of small business loans and protective health measures.



! CDC recommends that for the next 8 weeks, organizers cancel or postpone in-person events that consist of 50 people or more throughout the U.S. [More Information on Mass Gatherings](#)

Coronavirus (COVID-19)

How to Protect Yourself 

If You Think You Are Sick 

What You Need to Know



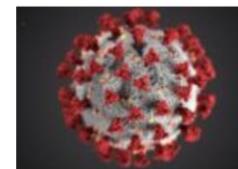


How Do I Apply for the Coronavirus Small Business Loan?



Details on how to apply and qualify for the SBA coronavirus relief loan

Our recommendations



SBA Offers Emergency Loans for Coronavirus-Impacted Businesses

by Andrea Curry



10 Ways to Keep Your Workplace Clean



U.S. Small Business
Administration

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Guidance for Businesses and Employers to Plan and Respond to Coronavirus Disease 2019 (COVID-19)

Health and government officials are working together to maintain the safety, security, and health of the American people. Small businesses are encouraged to do their part to keep their employees, customers, and themselves healthy.

Content

<https://www.sba.gov/page/guidance-businesses-employers-plan-respond-coronavirus-disease-2019-covid-19>



Visit the CDC Coronavirus (COVID-19) page.

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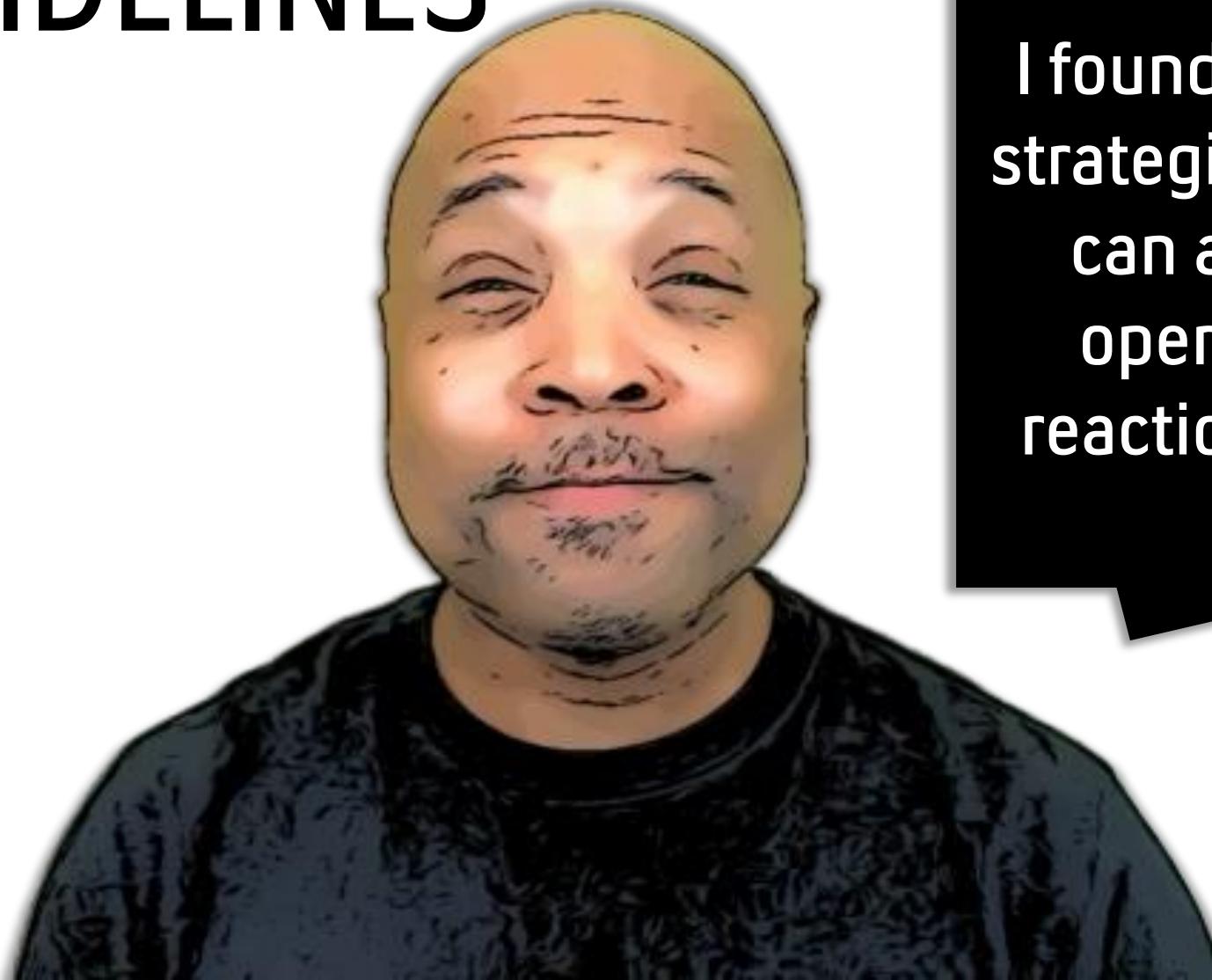
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[SBA to Provide Disaster Assistance Loans for Small Businesses Impacted by Coronavirus \(COVID-19\)](#)

<https://www.sba.gov/about-sba/sba-newsroom/press-releases-media-advisories/sba-provide-disaster-assistance-loans-small-businesses-impacted-coronavirus-covid-19>

HR & BUSINESS GUIDELINES



I found some guidelines and strategies for how businesses can adapt their standard operating procedures in reaction to health concerns.

TALENT MANAGEMENT



10/02/2020 Mon 11:02 in All markets by Aditi Sharma Kalra

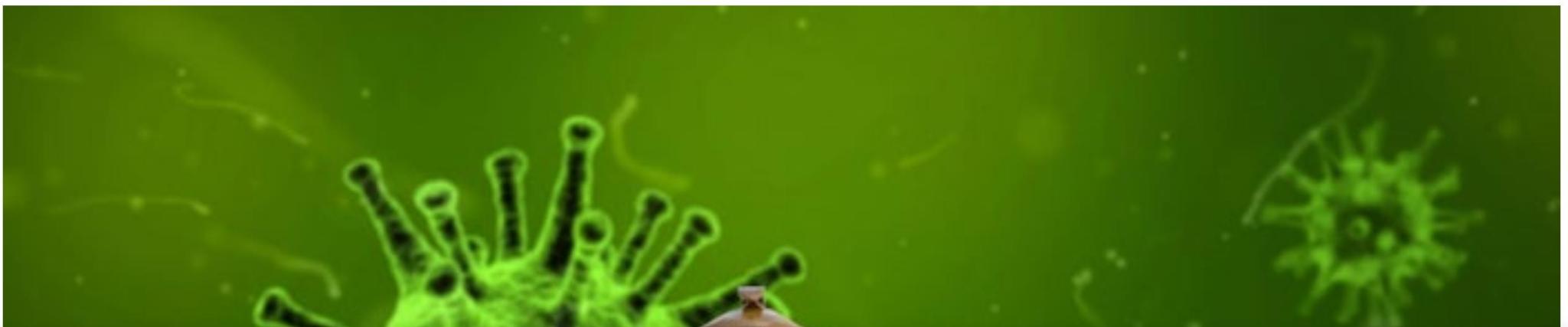
Coronavirus: Guidelines for HR and employers on business continuity planning

<https://www.humanresourcesonline.net/coronavirus-guidelines-for-hr-and-employers-on-business-continuity-planning/>

NEWS AND TRENDS

How Businesses Should Handle the Coronavirus Outbreak

We've put together a handy guide on best practices companies and human resources departments should deploy to help their employees avoid exposure to the new virus strain

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TRENDS

Facebook, Amazon Ask
Us to Stay Away From HQs as
War Down Against
Coronavirus

NEWS AND TRENDS

HBO Is the Latest to Abandon SXSW
Because of Coronavirus

NEWS AND TRENDS

4 Tips for Taking Your Startup's
Sustainability to the Next Level

NEWS AND TRENDS

SpaceX Will Fly 3 Tourists to ISS Next
Year

NEWS AND TRENDS

Why Your Patent Is
Worthless

<https://www.entrepreneur.com/article/345759>

CLIENT ALERT

Coronavirus: Steps Employers Should Be Taking

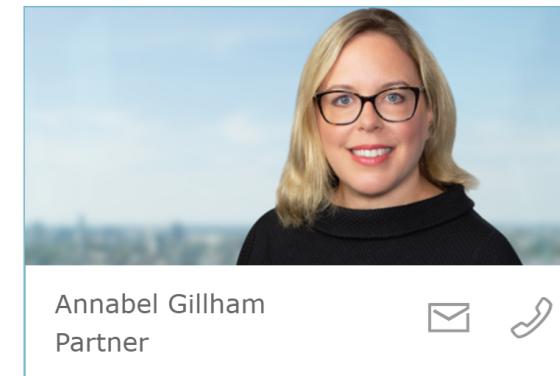
31 Jan 2020



The World Health Organization (**WHO**) has now declared the current outbreak of the new coronavirus first identified in Wuhan, Hubei Province, China as a "Public Health Emergency of International Concern." As more countries announce quarantine measures for travelers returning from Wuhan, businesses need to ensure that they are prepared to deal with the impact of the coronavirus in the workplace. In this alert, we share our recommendations for employers and answer some of the questions that businesses are likely to be asking.

Recommendations

- **Maintain open lines of communication with staff.** Employers should educate employees about the coronavirus, including its symptoms and



Annabel Gillham
Partner





Supported by:



Guide on Business Continuity Planning for 2019 novel coronavirus

www.enterprisesg.gov.sg/2019-ncov



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Coronavirus Information and Resources

The restaurant industry is home to more than 15 million trained and skilled employees in restaurants across the country serving the public every day. The restaurant industry is open and the tables at America's 1+ million restaurant and foodservice locations are always a great place to gather with friends and family. To ensure that restaurants have the latest information about coronavirus, we created [this](#) industry-specific guidance for owners and operators. The industry works day in and day out at food safety. You can find out more about ongoing ServSafe training and certification programs [here](#).

The National Restaurant Association continues to engage with local, state, and federal officials to help our employers and employees address this public health emergency.

Updated March 13, 2020

What is 2019-nCoV Coronavirus?

2019-nCoV (Coronavirus) is virus that causes the COVID-19 respiratory illness. It was first detected in Wuhan, China. According to the

<https://restaurant.org/Covid19>

Programs / Toolkits

Emergency Preparedness and Response: Coronavirus (COVID-19)



Chinese authorities confirmed an outbreak of respiratory illness caused by a new coronavirus (COVID-19) first identified in Wuhan, Hubei Province, China in early December 2019. Additional cases are being identified in a growing number of [countries around the world](#). The [first case in the United States](#) was announced on January 21, 2020.

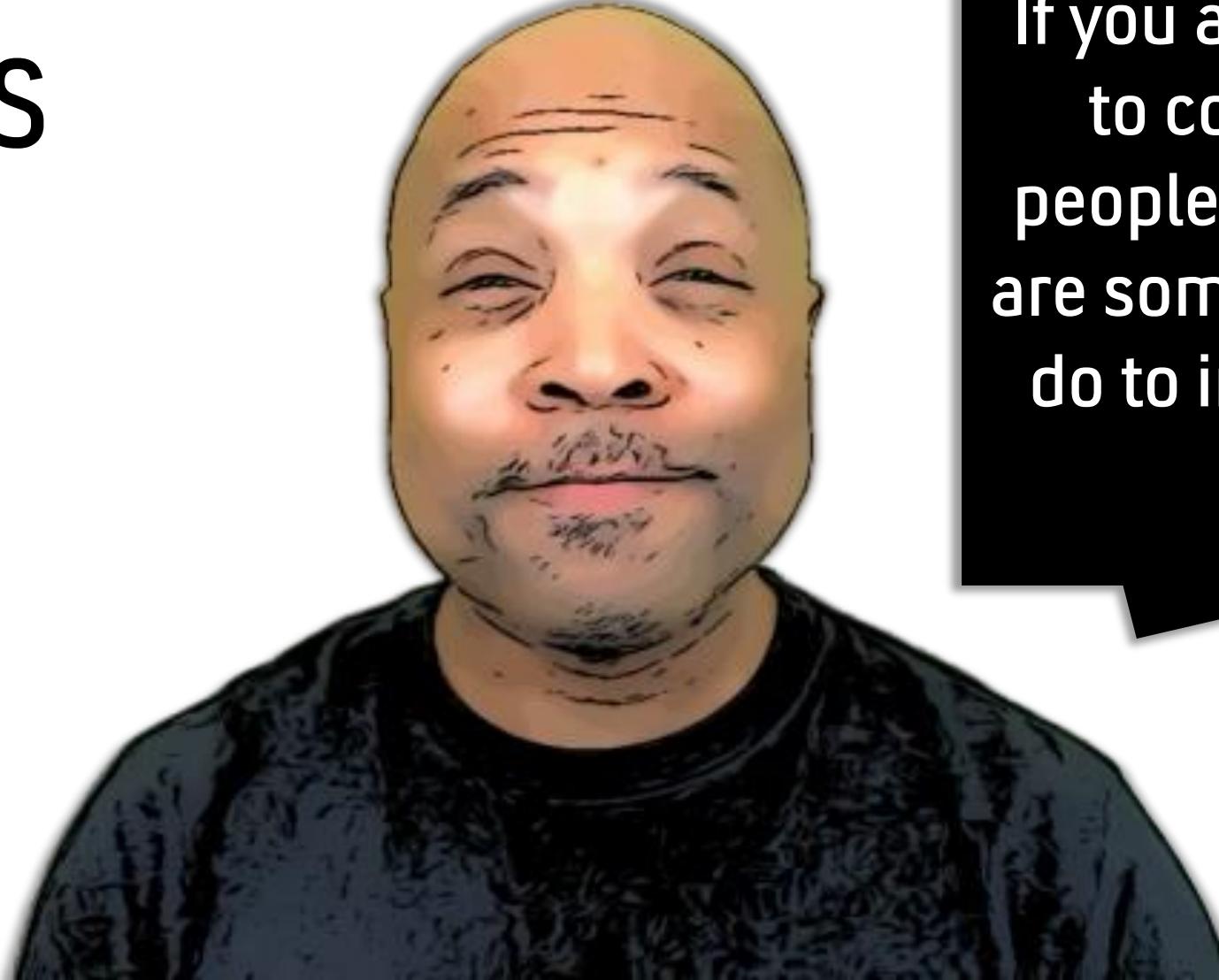
<https://www.ustravel.org/toolkit/emergency-preparedness-and-response-coronavirus-covid-19>

CONTACT US

Tori Barnes

EVP, Public Affairs and Policy

CRISIS COMMUNICATION TIPS



If you are feeling lost on how to communicate to your people about this crisis, here are some tips on what you can do to inform and encourage your people.

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Crisis Communications Plan

When an emergency occurs, the need to communicate is immediate. If business operations are disrupted, customers will want to know how they will be impacted. Regulators may need to be notified and local government officials will want to know what is going on in their community. Employees and their families will be concerned and want information. Neighbors living near the facility may need information—especially if they are threatened by the incident. All of these “audiences” will want information before the business has a chance to begin communicating.

An important component of the preparedness program is the crisis communications plan. A business must be able to respond promptly, accurately and confidently during an emergency in the hours and days that follow. Many different audiences must be reached with information specific to their interests and needs. The image of the business can be positively or negatively impacted by public perceptions of the handling of the incident.

This step of Ready Business provides direction for developing a crisis communications plan. Understanding potential audiences is key, as each audience wants to know: “How does it affect me?” Guidance for scripting messages that are specific to the interests of the another element of the plan. The Contact & Information Center tab explains h

<https://www.ready.gov/business/implementation/crisis>

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Community Resilience](#)

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Committee](#)



SERVICE | 11 MIN READ

6 Crisis Communication Plan Examples & How to Write Your Own [Template]



Written by Swetha Amaresan
[@swethamaresan](#)

Featured Resource: Crisis Communication and Management Templates



<https://blog.hubspot.com/service/crisis-communication-plan>



NOVEMBER 2016

Communicating with Employees During a Crisis

Don't wait for disaster to strike before figuring out how to communicate with employees during a crisis.

By Novid Parsi | October 25, 2016

INTRODUCTION

| EMPLOYEES WILL BE HEARD

| SMOOTH DELIVERY

| PLAN AND REVIEW

<https://www.shrm.org/hr-today/news/hr-magazine/1116/pages/communicating-with-employees-during-a-crisis.aspx>



**Did you find all
that information
helpful? Yes?**

**Great! Still, I suspect
there is at least one
more question on
your mind.**



Should companies pause all recruiting efforts during this season of unrest?

I don't think so.

NOW is when recruiters should be working harder than normal. More candidates are working from home and can talk more freely during office hours. Plus, they are likely not traveling so they are more readily available for a chat.

NOW is when companies should have conversations around their employer brand and strategies that can be initiated once the present day crisis is over.

contact us

We would love to talk about your recruiting and employer brand needs

Stay calm.

Plan ahead.

If you need us, we're here.



proactivetalent.com/contact-us