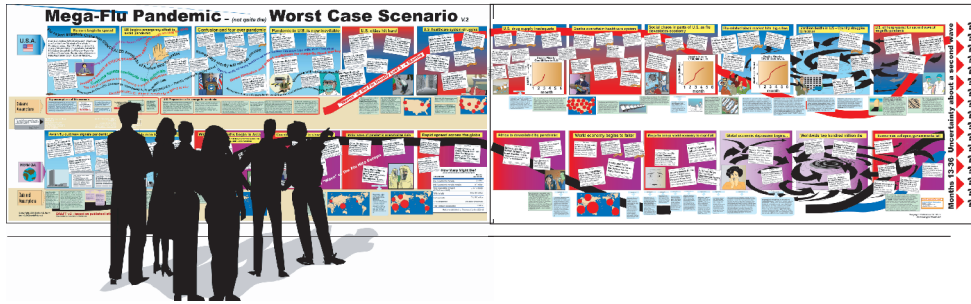


Interactive Visual Scenario for the PanDefense 1.0 Conference



Scenario mural of a global pandemic. Shown above is part of a mural of the avian flu pandemic – an interactive visual scenario of what would be the worst case (almost) if a pandemic began today. It assumes the H5N1 flu virus acquires the ability to transmit easily between humans before there is a sufficient quantity of either an effective vaccine or antiviral. It is based on an examination of the 1918, 1957, and 1978 flu epidemics as well as several other key analyses, simulations, and scenarios. The scenario was first used at a conference held in November 2005 to put the possibility of an avian flu pandemic on the public agenda.

Purpose. The purpose of this interactive scenario was to enable all participants to get on the same page and to provide a vivid idea of how the pandemic might unfold. It was also used at the conference to gather feedback to create more of a consensus of pandemic outcomes and consequences.

Dimensions. The scenario mural is approximately 16 feet long by 3 feet high.

Large printed copies of this mural are available.
Contact us at hornbob@earthlink.net

Examine the pandemic mural online.
www.stanford.edu/~rhorn/b/uc-scenroH5N1NotQtWrstV13.pdf

Sun Microsystems Board of Directors Briefed. The pandemic mural was shown to the Board of Directors of Sun Microsystems at their meeting on April 27, 2006 as a part of corporate planning for a possible avian flu pandemic.

Sun Microsystems is a company of 39,000 employees and \$14 billion revenue. One-half of their employees telecommute (and don't have corporate supplied offices).

As of today, 80% could work from home. The company's target is to have the possibility of everybody working from home in case of a pandemic.

THE PANDEFENSE 1.0 CONFERENCE

Introduction. The interactive scenario process was created as a part of a conference held November 9-12, 2005 in San Francisco sponsored by a consortium of public health schools of prominent universities and other organizations, called PanDefense 1.0.

Purpose. The goal of the conference was to take a hard, multidisciplinary approach to finding a small number of achievable interventions, assuming the H5N1 flu virus acquires the ability to transmit easily between humans before there is a sufficient quantity of either an effective vaccine or antiviral.

Attendees. There were 42 invited attendees at the conference, mostly from North America. Attending were many epidemiologists, disaster managers, experts in risk, panic, social collapse, vaccine production, immunology, avian medicine, poultry science, etc. Some of the attendees include: former deputy Surgeon General, a WHO epidemiologist, a planner from HHS/CDC, several deans of schools of public health, a few venture capitalists, foundation executives, a top decision theorist from Carnegie Mellon, a Stanford political scientist, a Los Alamos risk decision modeler, many bird experts and poultry scientists, specialists in social distancing, those knowledgeable about vaccine production, and participants from industry.

Sponsors. Four major schools of public health and 15 other businesses, foundations, and universities.

Interactive of scenario analysis and visualization.

Why make scenarios visual? Often scenarios are written as long reports, paragraph after paragraph, sometimes chapter after chapter, of gray prose that put on the shelf and not read. The effect of such reports is to require the readers to form the larger patterns of the scenario in their minds. Yet often the larger patterns are what is most important in scenarios.

Many of these patterns can be made distinctly visible on large-scale murals. The patterns can be easily used to navigate larger conceptual spaces. When this is done, other important patterns and gaps in analysis emerge, enhancing the creativity of decisions to be made from the process. MacroVU is finding it essential to use such visual methods in all phases of our strategy projects.

MacroVU® Analytics

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