



Beacon Newsletter

URGENT INFORMATION

This letter and the attachments are posted to further the crucial Public Health messages regarding H1N1 Influenza outbreaks.

The specific advice provided is intelligent and first rate. Many contagious infections have been successfully contained using these approaches. They are Common Sense, and they are effective.

Everyone can easily add a few more advisories and I welcome your thoughts. Please send by e-mail to hdemopoulos@cellredox.com.

I will review them to avoid duplication and they will be posted within 24 hours. Your name and all contact information will be removed, for your privacy, prior to posting. Some examples of suggestions from customers have included:

1. shop at stores and supermarkets *early*, when they first open up;
2. drive children to school and pick them up, *if feasible*, to avoid the confined space of a school bus;
3. make your child a lunch sandwich and provide a juice-box, to give the child the option of not going into the school cafeteria;

Above all else, follow other detailed suggestions by

- Dr. Thomas Freiden, Director, Centers for Disease Control of Prevention
- Dr. Kathleen Sebelius, Secretary, Department of Health and Human Services
- Dr. Anthony Fauci, Director, National Institute of Allergy and Infectious Diseases
- Your local health authorities
- Your physicians(s), especially the Pediatrician
- The School Nurse and other school Authorities

I will keep posting, so more information and common sense can be added. Please forward to others. It is surprising how much need there is to forward this information,

Please Stay in Touch
Harry B. Demopoulos, M.D., CEO
The Glutathione Corp.
Cell redox Corp.
Global Cell Signaling, Inc
8 Westchester Plaza Suite 133
Elmsford, NY 10523
914.345.0011 (office)
914.261.5855 (cell)
hdemopoulos@cellredox.com

Fighting Flu Without Big Gun
White House Pushes Hygiene Advice to Slow Spread of H1N1 in Absence of Vaccine

- [Article](#)
- [Comments \(12\)](#)

MORE IN HEALTH »

By [BETSY MCKAY](#) and [CAM SIMPSON](#)

The Obama administration, worried that tens of thousands of people could fall ill with H1N1 swine flu before a new vaccine is available later this fall, is urging Americans to adopt a series of preventive actions to slow the spread of the disease.

The emphasis on measures such as washing hands often and staying home when sick comes as schools across the country report a surge in flu-like symptoms.



Associated Press

Health and Human Services Secretary Kathleen Sebelius demonstrates the proper way to cough at the Thurgood Marshall Elementary School in Philadelphia on Tuesday.

More than 2,500 students at Washington State University have reported becoming ill since the semester began two weeks ago, in one of the largest school outbreaks yet. Emory University in Atlanta, which has had more than 220 ill students, set aside an empty dormitory to house several in isolation.

About 25,000 students were dismissed from 24 secondary schools Friday due to the flu, according to the Centers for Disease Control and Prevention.

The administration has been concerned that the virus would spread widely once school started and weeks before a vaccination program gets into full swing. An advisory panel to President Barack Obama warned in August of a possible scenario in which a new wave of infections could peak by mid-October.

The timing could be bad because the first doses of a new swine-flu vaccine won't be ready before Oct. 15, and the 45 million to 52 million doses expected on that date won't be enough for the roughly 159 million people the government has determined should get the vaccine first, such as pregnant women, health-care workers and people with underlying medical conditions. It also takes a couple of weeks after getting a shot to build immunity to the virus, and it still isn't clear whether most people will need one or two doses of the vaccine.

The message of prevention through basic behavioral techniques has become a mantra across the government. Homeland Security Secretary Janet Napolitano, Health and Human Services Secretary Kathleen Sebelius and Secretary of Education Arne Duncan have urged schools to stay open, businesses to plan for extended employee absences, hospitals to prepare for a potential surge in critically ill patients, and students to wear masks when they are sick and take disposable wipes to their dorm-room doorknobs to keep viruses from spreading.

President Obama has joined in the effort. "Cover your sneezes with your sleeve," he said at a Rose Garden event last week. "I don't want anybody to be alarmed, but I do want everybody to be prepared."

Anne Schuchat, the CDC's top official for immunization and respiratory diseases, has made multiple media appearances to press the need for proper hygiene. "We can't really completely stop transmission; what we're trying to do is reduce the spread and limit the impact."

The vast majority of cases have been mild and the recent increase in cases is "quite consistent with what we were expecting," Dr. Schuchat said. The virus also hasn't undergone any changes that would make it more deadly. But Dr. Schuchat cautioned that changes in the virus could still occur.

The stakes are high, both for public health and public confidence. The rise in infections comes as the White House is renewing its battle for a health-care overhaul amid growing skepticism about the government's role in medicine. And the success of what could become the nation's largest-ever vaccination campaign is far from assured.

Mr. Obama's personal involvement last week was meant to be "a way of saying this is serious, this is a very real issue," said a senior White House official involved in the H1N1 campaign, adding that the president's profile "raises both the visibility and also raises the importance" of the message. His involvement will be periodic, but important in the weeks and months ahead, the senior official said.

Preventing the New Flu
What the Centers for Disease Control and Prevention recommends

- Wash your hands.
- Cough into your sleeve.
- Avoid touching your eyes, nose or mouth.
- Stay home if you're sick.
- Keep sick children out of school.
- Follow public health advice regarding school closures, avoiding crowds and other social distancing measures.

First in line for a vaccine

- Pregnant women
- Those with close contacts with infants under 6 months old
- Children and adults ages 6 months through 24 years
- Adults ages 25 through 64 with asthma, diabetes, heart disease and other underlying medical conditions

To get the hygiene message across in the absence of a vaccine, the Department of Health and Human Services is using its flu Web site, www.flu.gov, to sponsor a YouTube-style contest for public-service announcements focused on prevention; the winner will get \$2,500. Finalists include one video showing a man in a bright yellow hazmat suit on a date and going about other mundane parts of daily life.

Three government agencies are teaming up with Sesame Workshop, the nonprofit educational organization that produces Sesame Street, for an ad campaign featuring Elmo that encourages children to wash their hands and sneeze into the bend of their arms. Health and Human Services staff also taped ads with 41 Republican and Democratic members of Congress promoting planning and prevention to offer to local markets.

The goal, says HHS spokeswoman Jenny Backus, is "to make everyone a messenger," from congressmen to neighbors and friends. The effort takes a page from recent presidential campaigns and corporate marketing efforts, she said.

The effort reflects the priority the government has put on preparedness following 9/11, the threat of a deadly pandemic avian flu, and the political fallout from Hurricane Katrina. "After Katrina they learned that reassuring people and turning out wrong does enormous harm, but warning people and turning out wrong does minor harm," said Peter Sandman, a risk-communications expert who has advised government health officials in the past.

A campaign to urge Americans to get vaccinated for both seasonal and the new H1N1 flu is also in the works, with some efforts starting this week.

It can be hard to keep the message coordinated and controlled. In late August, health officials scrambled to calm the public after the presidential advisory panel warned that as many as 90,000 people could die in the U.S. this winter from the new flu. The report was careful to couch the forecast as a "possible" or "plausible" scenario, and officials later stressed that that dire outcome was unlikely if the virus remains mild.

The administration's plan is a tweaked version of the strategy it implemented when the virus first emerged last spring, as officials held a total of 24 press briefings within two weeks.

While some critics later said the administration overreacted with the barrage of high-level attention, there were no such worries at the White House.

"On a public health issue, to err on the side of overreaction is never a bad idea," the senior White House official said.

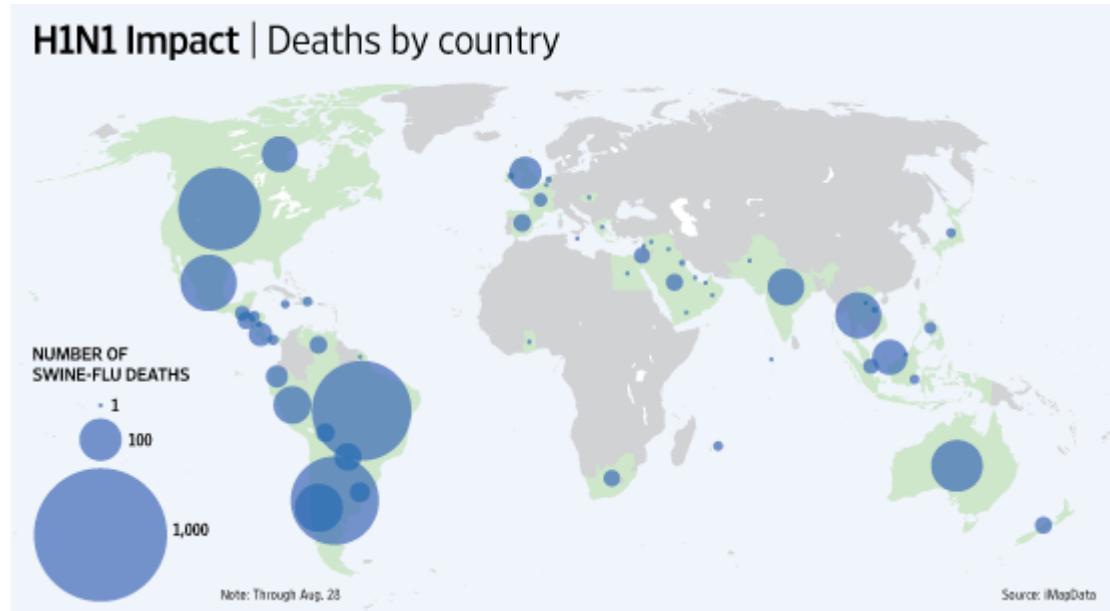
Swine Flu Remains Mild as Vaccine Advances

CDC Study Shows Most U.S. Children Who Died Had Pre-Existing Conditions; China Makes Headway With One-Dose Formula

- [Article](#)
- [Comments \(2\)](#)

MORE IN HEALTH »

By [BETSY MCKAY](#) and [GORDON FAIRCLOUGH](#)



The H1N1 swine-flu virus is sickening many people around the world, but so far isn't becoming more virulent, health experts said Thursday, giving a bit of breathing room to pharmaceutical companies and officials rushing to deliver a vaccine.

"The good news is that so far, everything that we've seen, both here and abroad, shows that the virus has not changed to become more deadly," said Thomas Frieden, the director of the U.S. Centers for Disease Control and Prevention. "That means that although it may affect lots of people, most people will not be severely ill." But he cautioned that "the H1N1 influenza and influenza generally is unpredictable."

A CDC study Thursday showed that most of those U.S. children who have died of the new H1N1 flu were at least five years old, and 67% had high-risk medical conditions, predominantly neurodevelopmental disorders such as epilepsy or cerebral palsy. Some otherwise healthy children who died had bacterial infections, the study found, warning doctors to be on the lookout for them so they could be treated quickly.

Health officials welcomed early evidence that one dose of the new H1N1 vaccine may be sufficient to protect some people from infection. If that finding bears out, public health authorities would be able to stretch limited supplies of vaccine to a larger portion of the population.

Their assumption has been that most people would need two doses to build enough immunity to the new virus. World-wide, the new flu has been confirmed to have infected more than 209,438 people, and at least 2,185 have died, according to the World Health Organization.

Chinese vaccine maker [Sinovac Biotech Ltd.](#) won approval from China's drug regulator for commercial production of that country's first H1N1 swine-flu vaccine, and said it is effective with a single standard dose. [Novartis AG](#) also said that its H1N1 swine-flu vaccine also prompted a strong immune response after a single dose in a pilot trial. The company said that two doses provided better protection, but that the study suggested one dose could be enough to protect adults against swine flu.

Journal Community

- **Discuss:** How worried are you about a flu pandemic?

"While we do not yet have full details, these appear to be encouraging results," Marie-Paule Kieny, the WHO's vaccine research director, said of the findings.

U.S. officials are hoping for similar results from their own clinical trials. The Chinese vaccine is similar to shots being tested in the U.S., according to Anthony Fauci, director of the National Institute of Allergy and Infectious Diseases. Initial results are expected sometime in the next two weeks.

The WHO has warned that there isn't enough production capacity to produce shots for the world's entire population. About 25 companies are making H1N1 pandemic vaccines, including [Sanofi Aventis SA](#), [GlaxoSmithKline PLC](#) and [Novartis](#). The U.S. has ordered 195 million doses from five companies, and is expected to take delivery of the first 45 million to 52 million doses in mid-October.

The WHO has asked vaccine manufacturers to set aside at least 10% of their vaccine production for the developing world, and is talking with governments, as well as potential nongovernmental donors, about helping poor countries obtain vaccine. The WHO is trying "to do whatever we can to improve access in developing and poor countries to vaccine. This is a high priority for us," said Keiji Fukuda, the WHO's assistant director-general for health security and environment.

So far, though, only two companies have agreed to donate doses for developing nations, according to the WHO: [Sanofi](#) with 100 million doses, and [GlaxoSmithKline](#) with 50 million. The agency is also trying to obtain a portion of H1N1 vaccine production from other manufacturers at reduced prices, and is providing seed financing and technical assistance to 11 vaccine manufacturers in developing countries.

China is among the countries the WHO is pressing to donate vaccine for the developing world. China says that by the end of the year its vaccine manufacturers will produce enough vaccine for about 65 million people -- or about 5% of its population. That would exceed China's usual seasonal flu-vaccination rate.

Demand for the vaccine is potentially vast in China. The country's work force plays a critical role in world manufacturing, and the global economy could be affected if large numbers of Chinese become ill. Some scientists also fear that if H1N1 were to spread in China's huge population, chances would increase that it could mix with other viruses such as avian influenza and become more deadly.

Mao Qunan, a spokesman for China's Ministry of Health, said experts are discussing how to allocate the vaccine and which groups of people should have priority for immunization, which he said should "start as soon as possible." He said Beijing as yet has no specific plans about providing vaccine outside China, but that "we will do our best" to help other developing countries.

Liu Peicheng, a spokesman for Sinovac, said specific plans for the distribution and use of its vaccine would be decided by the government. "The priority is to meet the domestic demand. The surplus will be provided to other countries," he said. Sinovac is supposed to supply five million doses of the vaccine by Oct. 1, and annual capacity would be 20 million to 30 million doses, the company said.

Ellen Zhu and Katharina Bart contributed to this article. Write to Betsy McKay at betsy.mckay@wsj.com and Gordon Fairclough at gordon.fairclough@wsj.com

www.globalcellsignaling.com