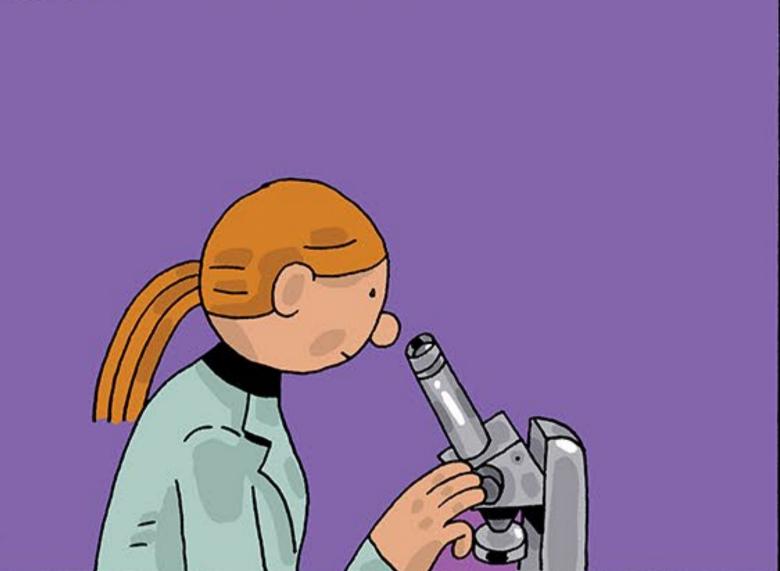
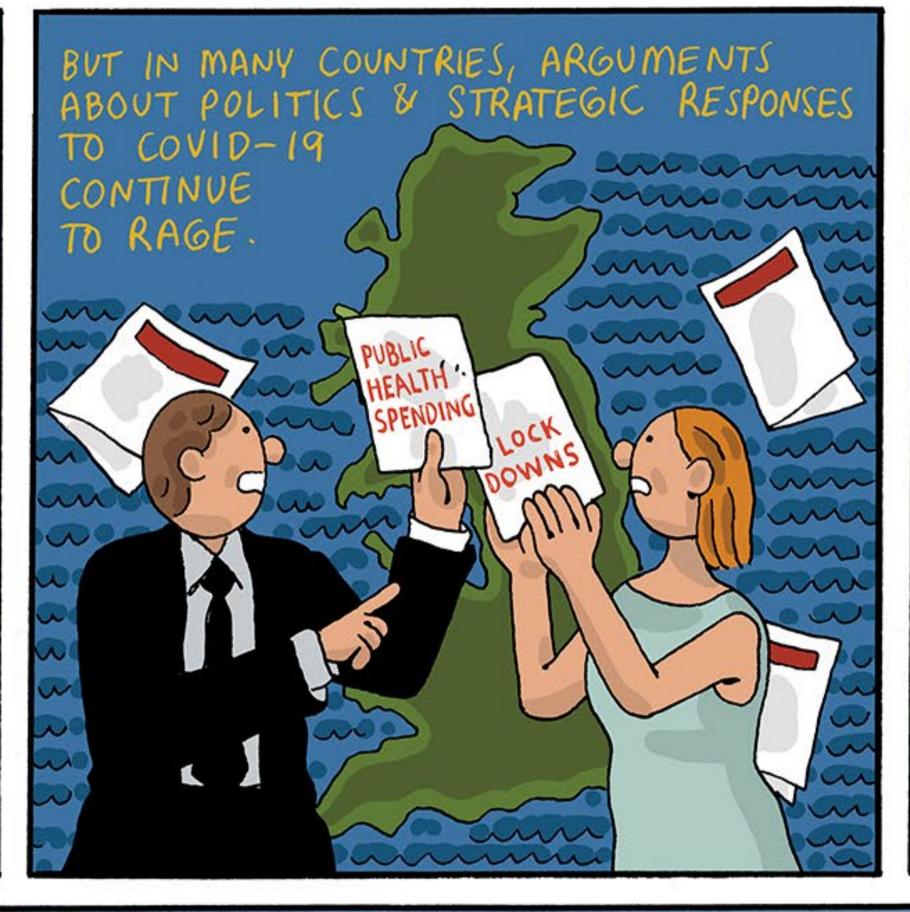


... RAPID RESPONSE TEAMS, DRUG & VACCINE RESEARCH & DEVELOPMENT, STOCKPILING & PURCHASE ARRANGEMENTS & HEALTH SYSTEM STRENGTHENING.





TO RESPOND MORE EFFECTIVELY, OTHER APPROACHES ARE ALSO NEEDED.
THESE ARE SOMETIMES MISSING OR NEGLECTED IN PLANNING FOR OUTBREAKS.



THE APPRECIATION OF MULTIPLE KNOWLEDGES, INCLUDING LOCAL, GROUNDED KNOWLEDGE OF DISEASE IN CONTEXTS.



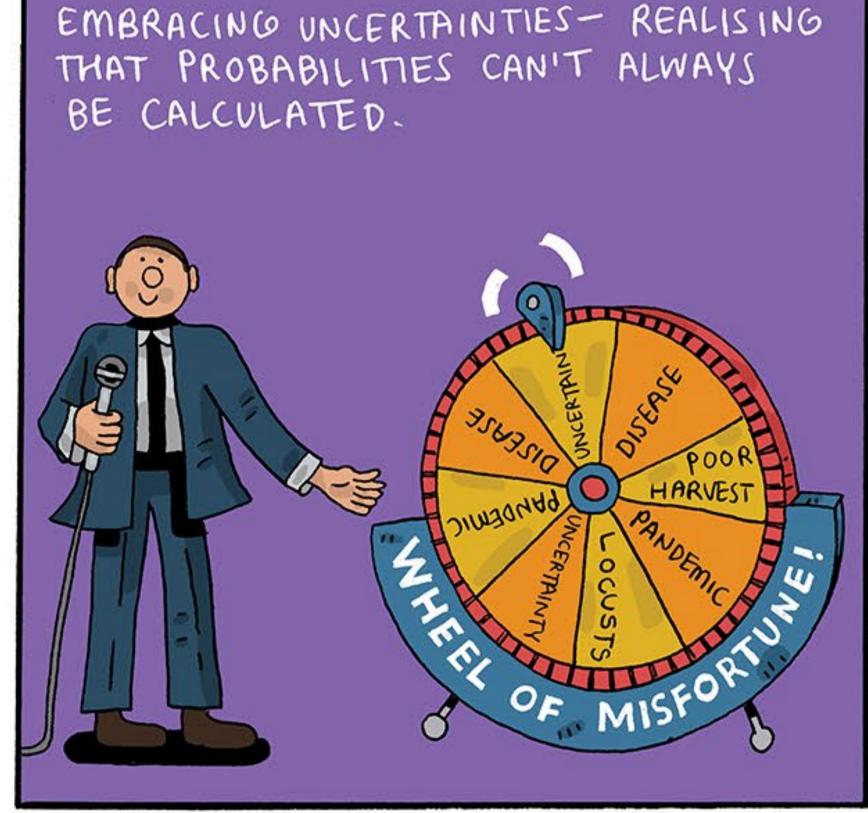
YES, MYTHS WILL CIRCULATE, BUT ALSO PEOPLE SHARE & BUILD UP KNOWLEDGE THAT'S SPECIFIC TO THEIR CIRCUMSTANCES, MAKING USE OF 'RELIABILITY PROFESSIONALS' ON THE FRONTLINE OF REAL-TIME DISEASE RESPONSES.

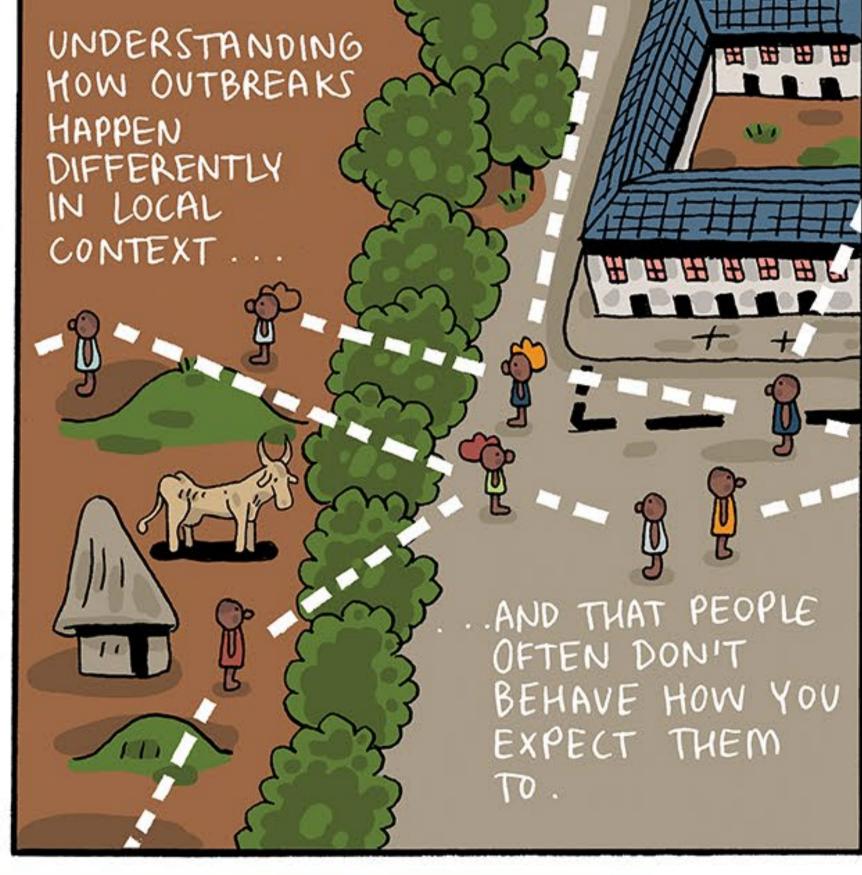


CEE(N/C OUTBREAK ) AS

SEEING OUTBREAKS AS ONGOING, UNFOLDING IN TIME . . .

EVENTS THAT CAN BE CONTROLLED.





UNDERSTANDING HOW DISEASES INTERACT WITH OTHER VULNERABILITIES, HOW DIFFERENT PEOPLE & CULTURES RESPOND TO DISEASE, & HOW TRUST AFFECTS INTERACTIONS WITH HEALTHCARE WORKERS & GOVERNMENTS





