



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION



CARPHA

Special CHTA Zika Briefing with CHTA and NHTA Leadership

Thursday, February 11th, 2016

10:00 AM (EST)





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Caribbean
Public Health
Agency

CARPHA

Discussion Points

- **Welcome**
- **Zika Facts and Misinformation**
- **General Overview of Regional and Local Initiatives**
 - Mitigation and Control
 - Education and Public Relations
 - Coordination and Collaboration
- **Communications Strategies**
 - Guests and Prospective Guests
 - Employees
 - External Community
 - Press
- **Known Industry Impact to Date**
- **Feedback : Company and Destination Efforts**



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Current Status in CARPHA Member States and Surrounding Territories

CARPHA Member States and Surrounding Territories with Local Transmission of Zika Virus 2015-2016*



*Data as at 1 February, 2016

CARPHA Member States: Anguilla, Antigua and Barbuda, Aruba, The Bahamas, Barbados, Belize, Bermuda, British Virgin Is. Cayman Is., Curacao, Grenada, Guyana, Haiti, Jamaica, Montserrat, St. Lucia, St. Kitts & Nevis, St. Vincent & the Grenadines, Suriname, Trinidad & Tobago and Turks and Caicos Is.,



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ZIKA: THE FACTS

- **Role of CARPHA**
 - **Engagement with CARICOM, National Health Agencies, CTO, CHTA**
- **Zika Defined**
 - **Transmission**
 - ✓ **What's Known**
 - ✓ **What's Speculative**
 - **Symptoms and Treatment**





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Profile: Matters Being Reported

Microcephaly and Other Abnormalities

Advice to Pregnant Women

Guillain-Barre Syndrome

Transmission Through Sex





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Mitigation and Control

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MIN GUIDE:

MOSQUITO PREVENTION, CONTROL & REPELLENT AWARENESS GUIDE

**COMPLETE A FULL INSEPTION OF
POTENTIAL BREEDING AREAS FOR MOSQUITOS**



INVESTIGATE & CLEAN AREAS FOR POTENTIAL BREEDING
ENSURE NETTING AND GAUZE ARE IN GOOD CONDITION
CLOSE WINDOWS AND DOORS BEFORE DARK
REMOVE TRASH FREQUENTLY & SECURE CONTAINERS
EMPTY ALL CANS/BOTTLES OF LIQUIDS PRIOR TO DISCARD

**REMOVE ALL
STANDING WATER**



-  TIRES
-  WATERING CANS
-  CLEAN GUTTERS & PIPES
-  COVER ALL DRUMS, BARRELS, BUCKETS

**CREATE AN INTEGRATED
PEST MANAGEMENT PLAN**



SURVEY GROUNDS
DETERMINE SPECIES COMPOSITION
DEPLOY PREVENTION METHODS



**REPAIR LEAKS IN AND AROUND HOTEL
SECURE ALL WATER SOURCES & CONTAINERS**

ENSURE AREAS AROUND ALL TREATMENT &
DESALINATION PLANTS DO NOT CONTAIN WATER
POUR SALT IN ALL POTENTIAL POCKETS OF WATER
PLACE SMALL FISH IN WATER FEATURES/PONDS
(GUPPIES, GOLDFISH, KILLIFISH, TILAPIA)



**FILL DEPRESSION AREAS WITH SOIL
TO AVOID CREATING STANDING WATER**

DRAIN ALL LOW PLACES
KEEP GRASS CUT SHORT
SCREEN ALL TANKS
SEAL ALL TANKS (WATER/SEPTIC)
CLEAR COCONUT SHELLS & CONTAINERS



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Mitigation and Control

- Eliminating Breeding Grounds
- Good Grounds Keeping Practices
- Fogging
- Environmental Sanitation
- Innovations In Mosquito Control
- Repellents
- Institutionalizing Procedures and Practices



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Mitigation and Control....



REPELLENT GUIDE



Re-apply repellent as directed by instructions

Greater chance of being bitten during the day.



Use citronella candles & oil lamps in outdoor spaces.

Spray on feet and ankles. It is believed the mosquito bites low.

EPA-REGISTERED REPELLENTS TO CONTAIN:

- PICARIDIN
- OIL OF LEMON EUCALYPTUS (OLE)
- IR3535
- NEEM
- DEET

CLOTHING & APPLICATION

- LOOSE LONG SLEEVES & PANTS
- LIMIT SPANDEX
- CLOSED IN SHOES
- SPRAY CLOTHING W/ DEET REPELLANT
- USE PERMETHRIN-TREATED CLOTHING

*do not apply permethrin directly to skin

12 Caribbean Countries have reported cases of Zika virus (as of 2.1.16)



***PREGNANT / ASSUMED PREGNANT WOMEN ARE URGED TO TAKE EXTRA PRECAUTION. WOMEN IN AFFECTED AREAS, CONSULT DOCTOR ABOUT PREGNANCY**





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Education and Public Relations

- **Getting It Right on the Inside First**
 - **Employee Awareness and Training**
 - **General Information About Vector Control in the workplace and at home**
 - **Inter-Departmental Communications**
 - **Health and Safety Guidelines for Suspected Cases**
 - **Effective Communications with Guests and Potential Guests**
 - **CARPHA Tips for Guests**
 - **CTO/CHTA FAQs**



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FAQs....

How is the Zika Virus impacting Caribbean Tourism?

It's too early to tell but all indications are that there are very few cancellations as a result of Zika. The Caribbean set a record for visitors arrivals in 2015 and all indications point to continued growth and its popularity as one of the world's most desirable warm weather destinations.



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FAQs....

Should I cancel my Caribbean holiday?

No. However, as always we advise you to travel sensibly and to take the necessary precautions to protect yourself against insect bites, including mosquito bites, in very much the same way you would on any holiday in any tropical country.

The World Health Organization (WHO) and other health agencies, including the US Centers for Disease Control and Prevention (CDC) have said that Zika symptoms for the vast majority of people are mild and last two to seven days. In fact, according to the WHO and the CDC, four in five people who contract the virus never know they got it, and if you get it once you develop immunity for life.



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FAQs....

What are some of the concerns?

Concerns have been raised about a condition known as microcephaly and its effects on the unborn children of pregnant women. However, the WHO itself has stated several times that it has no proof of a link between Zika and microcephaly. In fact, there is other research that suggests there is no link and that there are other causes of the suspected rise in cases in Brazil. There are also no reported cases of microcephaly linked to Zika outbreaks in other countries or regions. Also, according to the Caribbean Public Health Agency (CARPHA), microcephaly is extremely rare in the Caribbean and there are no cases linked to Zika.



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FAQs....

How worried is the Caribbean that Zika and the extensive news coverage will impact tourism this year?

We take the health and safety of our guests very seriously. Based on the evidence, we firmly believe that the Zika virus does not pose an extraordinary threat to visitors to the Caribbean. We will continue to closely monitor developments and if fresh evidence emerges that suggests otherwise we will advise accordingly.....

(continued...)



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FAQs....

How worried is the Caribbean that Zika and the extensive news coverage will impact tourism this year?

.....In the meantime, the Caribbean Tourism Organization (CTO) and the Caribbean Hotel & Tourism Association (CHTA) remain in close contact with the Caribbean Public Health Agency (CARPHA) to monitor and research the Zika cases in the Caribbean and to communicate prevention and control measures to residents and visitors, while the health authorities in our member countries are taking the necessary steps to limit the number of new cases.....

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FAQs....

How worried is the Caribbean that Zika and the extensive news coverage will impact tourism this year?

Local populations and visitors alike are assured that the Caribbean remains open for business and safe for travel. The CTO and CHTA will continue to work closely with CARPHA to assess the situation, but we encourage visitors to continue with their travel plans to the Caribbean and follow the advice and precautions issued by the World Health Organization, similar to those which are provided to travelers to most tropical destinations. Note also that the World Health Organization has not issued any travel restrictions to affected countries.



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FAQs....

Which Caribbean countries are most at risk?

The Zika outbreak has been concentrated in Brazil and South America, with approximately 1.5 million suspected cases in Brazil. By contrast, there have been around 200 suspected cases in the Caribbean, spread across about a dozen of the region's 30-plus countries. Most individuals who contracted the virus have already recovered.



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FAQs....

What special measures are Caribbean tourism industry and health authorities taking to calm guest's nerves or head off their concerns?

Caribbean countries and hotels continue their proactive measures similar to those used to combat other mosquito-borne viruses. Staff and guests are being provided with the necessary information so they become familiar with how it can be prevented, how it can be transmitted, its signs and symptoms. Insect repellent containing DEET is being placed in hotel rooms, or made easily available for purchase.

Many of our member countries undertake national clean-up campaigns to try to eradicate breeding grounds, while an increasing number of hotels install mosquito screens on windows and/or supply guests with bed nets in areas where the sleeping quarters are exposed to the outdoors.



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FAQs....

How can visitors to the Caribbean protect themselves from contracting Zika?

We continue to encourage visitors to protect themselves from mosquito bites by using long lasting repellents containing DEET, Picaridin, oil of lemon eucalyptus, or IR3535 on exposed skin. Many of our guests come to the region to enjoy the sunshine, therefore, we advise those using both sunscreen and insect repellent, to apply the sunscreen first, then the repellent.



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FAQs....

What is the Caribbean's call to action?

Firstly, there is no reason to panic, but ensure precautions are taken to protect yourself from insect bites and stay informed about the Zika virus. The number of cases in the Caribbean is small and we anticipate that proliferation will be limited. However, we continue to encourage all communities to approach this matter seriously and aggressively, recognizing that the most effective way to control Zika is to eliminate mosquitoes.



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Help Control Mosquitoes that Spread Dengue, Chikungunya, and Zika Viruses

Protect Yourself, Your Family, and Community from Mosquitoes

1. Eliminate standing water in and around your home...
2. If you have a septic tank, follow these steps....
3. Keep mosquitoes out of your home...
4. Prevent mosquito bites...

For more information visit:

www.cdc.gov/dengue, www.cdc.gov/chikungunya, www.cdc.gov/zika

<http://carpha.org/Media-Centre/Health-Topics>

CHTA Zika Resource Center:

http://caribbeanhotelandtourism.com/CAST-Zika-Resource_center.php



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Education and Public Relations

- Public Awareness About Zika Preventative Measures
 - Employees Are Your Best Reach to the Extended Community
 - Media and Communication Tools You Can Use
 - Enlisting Media Support
 - Collaboration Works



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Coordination and Collaboration

- Engagement with the Community Surrounding Your Property
- Community Clean-Up Campaigns
- Working with National Hotel and Tourism Associations, Ministries/Boards of Tourism, Health Departments/Ministries
- Regional Resources: CARPHA; CTO; CHTA



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ZIKA ADVICE



FOR HOTELIERS
GIVE GUESTS FACTS &
RESOURCES
REMOVE STANDING WATER



FOR COMMUNITIES
ENGAGE IN ISLAND-WIDE
CLEAN-UPS OF BREEDING
HABITATS



FOR GOVERNMENTS
DUTY-FREE PRODUCTS
ISLAND-WIDE MISTING



FOR PR/MEDIA
COMMUNICATE MITIGATION &
PREVENTION MEASURES



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Resources

For Additional Information Visit:

CARPHA

<http://carpha.org/Media-Centre/Health-Topics>

CHTA Zika Resource Center:

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Feedback :

Company and Destination Efforts



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