



Swine Flu

Talking Points For International Community

Experts: Cause for Concern, Not Panic

- The World Health Organization has stated clearly that no travel restrictions are in place.
- According to the United States Centers for Disease Control and Prevention (CDC), swine flu should not discourage people from traveling to or within the United States.
- Travelers, like all citizens, should heed the advice of medical experts when determining how best to manage health concerns.
- According to the CDC, individuals should take common sense steps to protect themselves, including: “wash your hands...get plenty of sleep, be physically active, manage your stress, drink plenty of fluids, and eat nutritious food.”
- Swine flu, according to medical experts, appears to be no more severe than annual seasonal flu.

Inform Travelers Responsibly

- Swine flu has now spread to virtually all parts of the world, most often without serious consequence.
- It’s important to note that the United States is among the largest countries in the world. Swine flu may be present in one city or region without affecting other areas, even within the same state.
- Governments and opinion leaders around the world must strike a delicate balance of accurately and adequately informing citizens of health concerns without unduly discouraging travel and other important economic activity.
- The 2003 SARS outbreak and more recently the bird flu threat are examples of an “infodemic” rather than an “epidemic.”

Travel Industry Is an Important Resource to Government, Consumers

- The Obama Administration has continued to monitor the swine flu situation closely and taken appropriate action to ensure the least possible impact during the upcoming flu season.
- U.S. Travel stands ready to assist the U.S. government and health experts in communicating critical information to travelers.
- The U.S. Travel Association has contacted all relevant agencies with an offer to help “in any way needed.” These agencies include the CDC, White House public liaison office and the Departments of Health and Human Services, Homeland Security, State and Transportation.