



Institute for Global Digital Creativity and Relevance - IGDCR

AUGUST 2020 – WHY SHOULD YOU TAKE CORONA SERIOUSLY?

THE TERMS...

“CORONA” COMMONLY REFERS TO:

- SEVERE ACUTE RESPIRATORY SYNDROME CORONAVIRUS 2 (SARS-CoV-2), A CORONAVIRUS RESPONSIBLE FOR THE 2019–20 OUTBREAK
- CORONAVIRUS DISEASE 2019 (COVID-19), THE DISEASE CAUSED BY THE VIRUS
- 2019–20 CORONAVIRUS PANDEMIC, THE ONGOING GLOBAL PANDEMIC

THE CHALLENGES...

WE SEE AN „INTELLIGENT“ VIRUS WITH ALREADY A COUPLE OF MUTATIONS, THEREFORE WE DO NOT ONLY HAVE THE RESPIRATORY / LUNG COURSE OF DISEASE BUT ALSO STROKES OR LIVER AND HEART PROBLEMS.

EVEN (YOUNG) PEOPLE TESTED POSITIVE NOT SHOWING ANY CLASSIC SYMPTOMS FACED SEVERE AND LIFE-THREATENING DAMAGES TO THE LUNG AFTER 4 WEEKS. 60 % OF INFECTED PERSONS ARE UNDER THE AGE OF 39, NOW, I.E. NOT ONLY OLDER OR SICK PEOPLE ARE “TARGETS”.

DIFFERENT TO A FLEW, YOU CAN BE INFECTED MULTIPLE TIMES!

LATEST STUDIES SHOW, THAT THE VIRUS PRIMARILY SPREADS BETWEEN PEOPLE THROUGH CLOSE CONTACT AND AEROSOLS (NORMAL BREATHING, TALKING) - RESPIRATORY DROPLETS PRODUCED FROM COUGHS OR SNEEZES ARE NO LONGER CONSIDERED AS THE MOST CRITICAL THREAD.

AEROSOLS ESPECIALLY STAY IN “CLOSED ROOMS”, E.G. RESTAURANTS, SCHOOLS, OFFICES, TRAINS, PLANES, TAXIS,... AND WILL SURVIVE FOR 2 HOURS OR MORE.

PROTECTIVE MEASURES:

- **BEST ONE** – GENERALLY AVOID CONTACT
- **DISTANCE TO OTHER PEOPLE: MINIMUM 8 METERS / 20+ FEET (NOT ONLY 2 METERS AS CONSIDERED PERFECT IN THE PAST MONTHS!)**
- **TAKE CARE: AEROSOL IS ACTIVE 20 M E.G. BEHIND BIKERS OR JOGGERS**
- **PROTECTIVE MASKS (NOSE AND MOUTH): MAKE SENSE, BUT A NOT A 100% WARRANTY AND N.B.: EYES CAN ALSO BE INFECTED (WEAR SUNGLASSES...)**
- **BEST PROTECTION:** A RESPIRATOR MASK (FFP2 OR FFP3 (BEST ONE)) IS A PERSONAL PROTECTIVE EQUIPMENT THAT PREVENTS THE WEARER FROM INHALING AEROSOLS
- **OTHER “SURGICAL MASKS” ARE DISPOSABLE MEDICAL DEVICES THAT PROTECT AGAINST INFECTIOUS AGENTS TRANSMITTED BY “DROPLETS.” THESE DROPLETS CAN E.G. SECRETIONS FROM THE UPPER RESPIRATORY TRACT WHEN THE WEARER EXHALES.**
-> **MOSTLY PROTECTS OTHERS - BETTER THAN NOTHING.**
- **„HOMEMADE MASKS” - NOT REALLY AN OPTION, BETTER THAN NOTHING. EVEN SOMETIMES TOXIC – E.G. MADE OF COFFEE FILTERS)**
- **DISINFECTANTS:**
- **MUST BE „ANTIVIRAL “, NOT - LIKE MOST - „ANTIBACTERIAL “**
- **TAKE CARE WITH FREQUENT USAGE: SKIN PROBLEMS ETC.**

OUTLOOK:

- **NOT REALLY POSSIBLE, SINCE MANY FACTORS ARE COMPLEX AND NOT YET EVALUATED.**
- **THERE IS NO „ON CHRISTMAS IT WILL BE ALL OVER...”**
- **THE VIRUS WILL IMPACT US FOR YEARS OR DECADES – IN COMPARISON: WE DO NOT HAVE ANY VACCINE FOR HIV FOR 40 YEARS, NOW.**
- **NO ANTITOXIN FOUND, YET / NO VACCINE (IF FOUND, +18 MONTHS).**
- **A “SECOND WAVE” IS EXPECTED WHEN THE COLD SEASON STARTS AND/OR PEOPLE NO LONGER FOLLOW THE PROTECTIVE MEASURES. AND THE SECOND WAVE WILL BE EVEN MORE DRAMATICAL.**
- **THE IGDCR IS ANALYZING THE GLOBAL BUSINESS IMPACT OF THE CORONAVIRUS PANDEMIC AND WE WILL PROVIDE YOU WITH UPDATES.**

QUESTIONS?

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