

# THE POWER OF SEVEN

We can end epidemics with seven sets of concrete actions proven over a century of epidemic response.

1



## Lead Like the House Is on Fire

When leaders work with urgency, decisiveness, and courage, they can defeat the deadliest viral enemies.

2



## Resilient Systems, Global Security

Strong national public health systems and robust international agencies can ensure health security for all.

3



## Active Prevention, Constant Readiness

Vaccines, mosquito control, and other measures will stop killer diseases before they spread, and constant readiness will save lives.

4



## Fatal Fictions, Timely Truths

Trustworthy communications, close listening, and local engagement are the best weapons for fighting disease and quelling rumors, blame, distrust, and panic.

5



## Disruptive Innovation, Collaborative Transformation

Breakthrough innovations bring new tools for preventing, controlling, and eliminating infectious-disease threats.

6



## Invest Wisely, Save Lives

Just \$1 per year for every person on the planet will save lives and pay for itself in lower emergency costs and reduced economic disruption.

7



## Ring the Alarm, Rouse the Leaders

Citizen activists and social movements must mobilize the public and hold leaders' feet to the fire.