

**ASSOCIATION OF ASIA PACIFIC AIRLINES  
RESOLUTION NO. 4  
Series of 2005**

**A RESOLUTION CALLING ON GOVERNMENTS, HEALTH AUTHORITIES,  
AND THE MEDIA TO ACT RESPONSIBLY DURING  
HEALTH RELATED CRISES**

The AAPA ASSEMBLY OF PRESIDENTS, in its 49<sup>th</sup> meeting duly assembled,

RECOGNISING THAT:

- I. Health-related crises can have deleterious effects on all sectors of a country's economy, in particular, travel-related industries including airlines, airports, hotels, restaurants, retailers, travel agencies and tourist sites;
- II. Knee jerk public policy actions and over-reactions that risk igniting public panic can have a very high indirect economic and social cost disproportionate to any public health benefit;
- III. The current outbreak of the H5N1 avian flu virus has caused widespread fears of a *human* flu pandemic, even though it has been categorised by the World Health Organisation (WHO) as still being in Phase 3 of their contingency planning framework, namely an infectious disease but without evidence of human-to-human transmission;

BELIEVING THAT:

- IV. The public has every right to be properly informed of potential health risks;
- V. There is a need for the travel industry to play a responsible role in responding to any health-related crises;

NOTING THAT:

- VI. The WHO is the global health authority that works closely with health authorities to design and implement strategies for early detection and containment of new diseases, and the coordination of any global health initiatives;

RESOLVES TO CALL ON:

- VII. GOVERNMENTS AND HEALTH AUTHORITIES to engage in international, intra-sectoral and inter-sectoral cooperation and collaboration; to be aware of the need to maintain the public's confidence; to be aware of the need to accelerate international contingency planning measures without igniting public panic disproportionate to the actual risk level; to be aware of the implications when issuing travel advisories and to avoid adopting arbitrary measures which have the potential to cause unnecessary disruption to normal economic and social activities; and
- VIII. THE MEDIA to practice responsible journalism, to avoid sensationalist reporting, and to be cognisant of its unique role in shaping public awareness and perceptions of risk during health-related crises.

APPROVED this 18<sup>th</sup> day of November 2005.

Certified correct:

Attested by:

ANDREW HERDMAN  
Director General

PHILIP CHEN  
AAPA Chairman – 2005