

Public Health Preparedness Update



Serving Benton, Franklin, Klickitat, Walla Walla, and Yakima Counties

May 2008

Points of Interest:

2008 Emergency Guides available
<http://www.doh.wa.gov/phepr/factsheets.htm>
 46 fact sheets are available in a variety of languages.

Emergency Preparedness for Children with Special Needs
<http://www.cshcn.org/resources/EmergencyPreparedness.cfm#emergencyprep>

Center for Disability Issues and the Health Professions
 Disaster Resources
<http://www.cdihp.org/index.html>

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Region 8 Pan Flu Functional Exercise 2008

How will your organization communicate what is happening with your staff and the public should a pandemic influenza outbreak occur? You will have an opportunity to explore this question during the Region 8 Pan Flu Functional Exercise 2008.

Last year's one-day exercise focused on West Nile Virus. Participants asked for more time to develop materials and further discussion and activities within their own organizations, and time to coordinate with partners. The result was this year's three-day schedule.

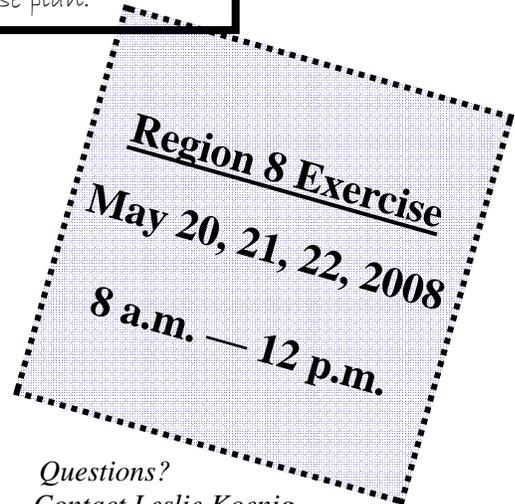
Objectives

- ✓ utilize the ICS as appropriate to your organization.
- ✓ Demonstrate communication strategies for sharing situational information internally and externally.
- ✓ Identify surge capacity within our healthcare system.
- ✓ utilize recovery policies and procedures within your agency's emergency response plan.

May 21st 8 a.m.- 12 p.m.
8 a.m. - The day's scenario is distributed and play begins. Injects will be sent throughout the morning.
Noon - Play ends.
4 p.m. - Logs and materials due.

May 22nd 8 a.m.- 12 p.m.
8 a.m. - The day's scenario is distributed and play begins. Injects will be sent throughout the morning.
Noon - Play ends.
4 p.m. - All exercise materials due to Region 8.

May 20th 8 a.m. - 12 p.m.
8 a.m. - Background for the exercise will be sent to the exercise leads at each participating organization for presentation to the participants.
9 a.m. - The day's scenario will be distributed. Organizations will begin play. Injects will be sent throughout the morning.
Noon - Play ends for the day. Associated materials are due to your Region 8 Exercise contact by 4 p.m.
4 p.m. - Daily log and materials due.



Questions?
 Contact Leslie Koenig
 509.460.4530.

Academy releases emergency preparedness tools to enable millions more people to shelter in place

Although the nation has invested billions of dollars preparing to respond to emergencies, millions of Americans remain at risk because often the problems people face during an actual emergency aren't fully understood.



The New York Academy of Medicine has released a report and tools to help households, work places, schools and early childhood/youth programs, and governments anticipate and address problems they would face in emergencies.

New academy tools help people prepare to shelter in place in the face of emergencies.

The report is based on two years' work gathering the insights and experiences of nearly 2,000 people who live and work in four Redefining Readiness demonstration sites in Carlsbad, NM; Chicago, IL; Savannah, GA; and southeast Oklahoma. It identifies serious and unanticipated problems that individuals will face in preparing for shelter-in-place emergencies and deadly contagious disease outbreaks. The report and tools, Preparing to Shelter in Place, Preparing for Deadly Infectious Disease Outbreaks, and Engaging the Public in Preparing for Other Emergencies are available at www.redefiningreadiness.net

Redefining Readiness addresses a fundamental flaw that is undermining efforts in all areas of emergency preparedness. **Currently, planners are developing emergency instructions for people to follow without finding out whether it is actually possible for them to do so or whether the instructions are even the most protective action for certain groups of people to take.** ~ *Redefining Readiness Project*

Altered Standards of Care Workgroup

The Washington State Altered Standards of Care Workgroup has been meeting monthly since late 2007.

Topics which have been addressed include Legal and Liability Issues, Licensure Issues, Ethical Standards, and Resource Allocation.

Most recently the group has focused on identifying Guiding Principles which should shape our response during a pandemic.

ASC Guiding Principles

1. **Communication** with the public needs to be clear, transparent, and culturally relevant.
2. Principles should be based on **clear ethical standards** with transparent decision-making.
3. A **multi-level triage system** for distributing care will be essential.
4. **Vulnerable Populations** should be identified and planned for.
5. Patient and **health care worker safety** will be of primary concern.
6. The **Continuum of Care** should be coordinated.
7. **Quality of care** will be altered, but appropriate, given limited resources.
8. A framework for **resource allocation** will be essential.

Training and Education

Training and education are vital components in developing and maintaining emergency response personnel and teams. To meet that need, Region 8 Public Health Emergency Preparedness and Response provides training opportunities to our partners. These include in-person trainings, video or dvds, and web-based learning opportunities. New trainings and materials are added to the Region 8 library on a regular basis and by request.

In-person trainings include:

ICS 200: Incident Command for Single Resources and Initial Action Incidents

Training in the National Incident Management System continues for Region 8 partners. For those who've completed ICS 100, and would be involved in an incident response, ICS 200 is now available for in-person training. For more information or to schedule this four hour course, *contact Leslie Koenig 509.460.4530.*

Specimen Collection for Chemical Terrorism or Exposure Events

Free, two hour course being offered throughout Washington through June by the Washington Public Health Lab. Richland: 9-11 a.m. June 11, Yakima 2:00—4:00 p.m. June 12
For registration information, *contact Angela Seydel 509.460.4532, or phl.training@doh.wa.gov.*
Registration deadline: June 3, 2008

On-line training and learning opportunities:

The School of Public Health, University at Albany Center for Public Health Preparedness has an on-line learning center, including new courses in Zoonosis, Preparedness, and Public Health; Basic Emergency Preparedness for Staff of Community Health Facilities; and Risk Communication. <http://www.ualbanycphp.org/learning/default.cfm>

IS-808 Emergency Support Function (ESF) #8—Public Health and Medical Services Emergency Support Functions are used to organize and provide assistance at the operational level as part of the National Response Framework. <http://training.fema.gov/EMIWeb/IS/IS808.asp>

On-line resources:

The UCLA Center for Public Health and Disasters has created detailed **home disaster kits for families**. www.cphd.ucla.edu, under Resources.

Promising Practices for Pandemic Planning

Kansas has developed an online toolkit that combines household surveys with GIS technology to identify people with special needs during an emergency. www.kalhd.org/en/cms/?210

From the video library :

Contact Angela Seydel 509-460-4532 for the following programs.

Alternative Marketing and Messaging to Prepare Vulnerable Populations

University at Albany, 75 minutes, April 10, 2008

Coming in June:

Adapting Standards of Care Under Extreme Conditions

University at Albany, June 12, 2008, 1-2:15 p.m. www.ualbanycphp.org/GRS/eventCurrent.cfm?id=104

Region 8 Public Health Emergency Preparedness and Response

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Regional Websites

Benton-Franklin Health District

www.bfhd.wa.gov

Klickitat County Health Department

www.klickitatcounty.org/health/

Walla Walla County Health Department

<http://www.co.walla-walla.wa.us/departments/phd/index.shtml>

Yakima Health District

www.yakimapublichealth.org

Pandemic Influenza Where are we now?

PHASE 3

CDC
May 2008

Region 8 Healthcare Coalition

The third meeting of the Region 8 Healthcare Coalition occurred January 9, 2008, following the monthly meeting of the Region 8 Healthcare Systems Planning group. The workgroups: Communications, Mass Fatality Management, Facility Evacuation and Surge Capacity, Vulnerable Populations, Pan Flu or large scale communicable disease outbreaks, and NIMS compliance, met and discussed information to be included in their portions of the Region 8 Healthcare Systems Preparedness Plan.

The workgroups are making progress on homework and are moving into the writing phase of their projects. As the workgroups accomplish these writing assignments, the workgroups will disband, and the

participants will have a chance to join another workgroup that interests them.

Each workgroup will have a final project for the July 9th meeting. The materials will be shared with all members of the Coalition and added to the Region 8 Healthcare Systems Preparedness Plan for 2008. Materials will be placed on a CD and distributed. The Plan will also be distributed on CD and hardcopy to the group. This process does take additional time and will be available in August 2008.

Next Meeting

**July 9, 2008
Noon**

**Red Lion
Richland**

The next scheduled meeting is July 9 at the Red Lion Hanford House in Richland, WA. If you have any questions about this process or would like to know more, please contact Leslie Koenig at lesliek@bfhd.wa.gov.

New Media and Communication

How people communicate continues to change rapidly as new technologies emerge. *How do your communications plans reflect new media? Can you use them to give and receive information in an emergency? To help people get prepared?*

Text Messaging, YouTube, Online gaming, Twitter, Blogs, Podcasts, virtual worlds...the list is long, and the ways to use them innumerable. With new technologies come new rules and roles for those interested in reaching out with a message. Sharing information becomes more interactive in new media— actual sharing, not telling - with the pros and cons that entails.

Recently a local health jurisdiction was hit with a controversial public health situation. They followed their standard communications plan, proactively sharing information on the situation with staff, and providing regular media updates. What hadn't been fully anticipated was the outpouring of discussion on local media websites and associated blogs. Would they respond? Who would do it? What would be said? Would they just respond, or engage in a dialog? All things you should be thinking

about. Who can speak for your organization in a new media setting? How? Where?

Blogs are an increasingly important news presence, and more people are turning to them in addition to, or rather than, traditional media. In a recent pandemic influenza tabletop the Department of Health and Human Services conducted with bloggers, they found that bloggers were better informed than traditional journalists, less likely to report rumors, and more likely to check on speculative information. Check out Secretary Mike Leavitt's blog on the session, and comments from others at: http://secretarysblog.hhs.gov/my_weblog/2008/03/pandemic-exerci.html.

A core principle of Risk Communication is getting people information they need, when they need it, in a way that they can understand and act on. Transparency, clear information, and accountability can all be achieved using new media.

For other examples of using new media, see http://www.cdc.gov/healthmarketing/ehealth_fluseason.htm.

