



October 14, 2008

Dear Community Partner:

Recent disasters such as the California Wildfires and Hurricane Katrina have demonstrated the importance and value of pre-event emergency planning and preparedness for both government agencies and community organizations alike. While Santa Clara County has not experienced a significant natural disaster in many years, it is critically important to plan and prepare for when a disaster strikes. While Federal, State and local government agencies continue to work together to plan and prepare for emergencies, an important aspect in preparing for any large-scale emergency also includes working with our local community partners to prepare, respond and recover from an emergency event.

The Santa Clara County Public Health Department has been awarded grant money to begin a series of local community partner trainings to increase understanding of how emergency risk communication works and fits into overall emergency response efforts. The trainings are aimed at managers within community organizations that would be responsible for public communications during an emergency.

The Santa Clara County Public Health Department has partnered with the Office of Human Relations, CADRE, and the Santa Clara County Social Services Agency to host fall and spring trainings around risk communications during a medical/health emergency: **Talk to Me, Please! Communicating with Community Partners during a Public Health Emergency Event.** The community partner trainings will cover key principals and components of risk communications during a public health emergency event:

- How communication differs during an emergency event;
- How communications fits into the overall emergency response efforts (Incident Command System (ICS)/Joint Information Center (JIC) structures), including how community organizations can work with the JIC for communication purposes; and
- What community partners can expect from Public Health (PH role in communications) and what may be asked of community organizations (the role we'd like them to play) during a medical/health emergency event.

We will have special guest speakers Marty Fenstersheib, MD, MPH, Santa Clara County Health Officer, Miguel Grey, Sr. Emergency Planning Coordinator, Office of Emergency Services, and Mrs. Barbara Larson, Chief Executive Officer of the Santa Clara Valley Chapter of the American Red Cross join us to give insights around key emergency planning efforts going on in Santa Clara County.

The date for the fall training is Wednesday, December 3, 2008 from 10 am to 3:30 pm at the Santa Clara County Medical Association at 700 Empey Way in San Jose. Space is limited to the first 45 participants. Please RSVP to Marta Lugo at marta.lugo@hhs.sccgov.org or 408-885-7515 by COB November 14, 2008.

We hope that you will be able to join us for this exciting training opportunity. Thank You on behalf of:

