




Public Information at Closed Points of Dispensing





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The findings and conclusions in this presentation are those of the author(s) and do not necessarily represent the views of the Centers for Disease Control and Prevention

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DSNS Mission

Deliver critical medical assets to the site of a national emergency.



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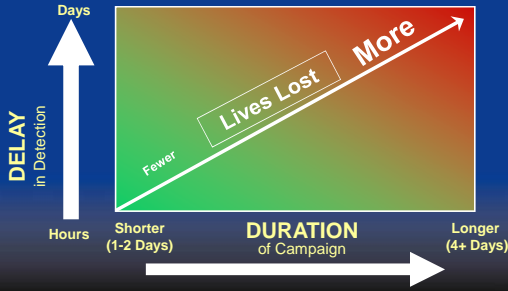
When and Why

- When the disaster is so great that local medical supplies might not be enough
- To save lives and prevent illness



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Anthrax: Time is Critical!



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SNS Focus

SNS Assets Deployed



- Operations
- Logistics

Federal Level State Level Local Level


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Open Points of Dispensing (PODs)



- Operated by local public health agency
- Located at easily accessible sites (e.g., public schools)
- Open to general public
- Medicines provided at no cost

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Closed PODs




- Operated by large employers
- Located within employer's facility
- Receive medicine from health department
- Designed to enhance local response capabilities




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Benefits to Employers



- Protects employees
- Designed to maintain continuity of operations
- Demonstrates community involvement
 - ◆ Reduces the burden on open PODs

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Welcome to Metropolis!



- Fictional city
- ~2 million residents
- Intentional release of anthrax
- Exposed population unknown



PODs are Opening!

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Your role...






- Two groups:
 - ◆ Large businesses/employers
 - ◆ Employees of large businesses
- Answer the following questions from the perspective of your group

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Your role...



Businesses/Employers	Employees
1. What information do your employees need from you?	1. What questions would you have?
2. How do you share information with employees?	2. Who are your trusted sources of information?
3. What information will you release to the media?	3. What information would convince you to get medication?
4. What information would you give your employees before an incident?	4. What concerns would you have with your employer providing medications?

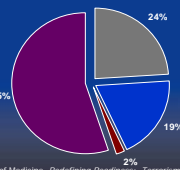
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Redefining Readiness


If the head of your local government and officials from the health department announced that you and everyone else who lives in your school district should go to the nearest public high school to get the smallpox vaccine, which one of the following would you do?

Rush to go there	24%
Go later	19%
Definitely not go	2%
Need more information or advice	55%



Source: Center for the Advancement of Collaborative Strategies in Health, The New York Academy of Medicine. Redefining Readiness: Terrorism Planning Through the Eyes of the Public. Sept 2004. Link to: <http://www.redefiningreadiness.net>

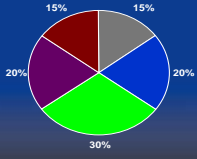
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Redefining Readiness


How worried would you be that any of the government officials managing the situation might tell you to do something that is not the best thing for you to do?

•Not at all worried	15%
•Slightly worried	20%
•Moderately worried	30%
•Very worried	20%
•Extremely worried	15%




Source: Center for the Advancement of Collaborative Strategies in Health, The New York Academy of Medicine. Redefining Readiness: Terrorism Planning Through the Eyes of the Public. Sept 2004. Link to: <http://www.redefiningreadiness.net>

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Information People Need




- Event-specific information: who is affected and what is being done
- What you want them to do
- The drugs used for prophylaxis
- The agent and the threat to health



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 **Questions about Closed PODs** 

- Do I have to go to my company's POD?
- Can my family go to the closed POD? What about my neighbor?
- Will I get the same medications as everyone else?



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 **Your role...** 


Businesses/Employers	Employees
1. What information do your employees need from you?	1. What questions would you have?
2. How do you share information with employees?	2. Who are your trusted sources of information?
3. What information will you release to the media?	3. What information would convince you to get medication?
4. What information would you give your employees before an incident?	4. What concerns would you have with your employer providing medications?

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 **Anticipate Information Needs** 





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Why should I go to a closed POD?

- Convenient location
- May already be at location (work) when directed to go to POD
- Free medication for you and your family
- Decreases stress on Open PODs





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Other Questions

- Who can go to the closed POD?
 - Staff Family members
 - Patients Contacts
- Why has my worksite been chosen as a closed POD?
 - ◆ Our goal is to protect the health of all employees
 - ◆ We can do this by serving as a Closed POD

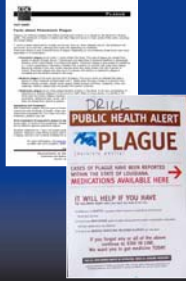


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Information at the POD


- Fact Sheets
- Use signs to reinforce fact sheets
 - ◆ Give information in chunks
 - ◆ Keep it simple
 - ◆ Make it big
 - ◆ Make it interesting or at least pleasant to look at
- Provide opportunities to get additional information





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Information Release




- Employees
 - ◆ Pre-event
 - ◆ Event
- Media
 - ◆ Security?
 - ◆ Coordination with JIC/JIS

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Closed POD Resources




- Closed POD Toolkit
 - ◆ Slide set
 - ◆ Letter to employees
- CD/DVD (~7 minutes)
 - ◆ Taking Care of Business: An Introduction to Becoming a Closed Point of Dispensing

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Video



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SNS Extranet




Link: www.bt.cdc.gov/stockpile/extranet

User ID:
Stockpile



Password:
Str*tegiC



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Questions/Comments?

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