

# PHP Summit

## Daily News

SAN DIEGO, CALIFORNIA

WEDNESDAY, FEBRUARY 18

### Today's Highlights

Coffee

7:00 a.m. – 8:00 a.m.

Grand Ballroom Foyer

Pre-Conference Workshops

8:00 a.m. – 10:00 a.m.

8:00 a.m. – 12:00 noon

9:00 a.m. – 3:45 p.m.

10:15 a.m. – 12:15 p.m.

1:30 p.m. – 3:30 p.m.

Boxed Lunch

12 noon – 1:00 p.m.

Grande Ballroom Foyer

General Opening

Plenary Session

4:00 p.m. – 6:00 p.m.

Grand Ballroom

Welcome Reception

aboard USS Midway

6:30 p.m. – 8:30 p.m.

Buses will depart from

the Marina Tower

(Bayview Foyer entrance

through the glass doors)

and from the Bay Tower

(front entrance) of the

Sheraton beginning

at 6:20 pm.

### Exhibit Hall Hours

Tomorrow

12:00 p.m. – 7:00 p.m.

Friday

7:00 am – 1:00 p.m.



## How Research Helps Build and Sustain Public Health Capacity for Disaster Response

The 2009 Public Health Preparedness Summit focuses on a critically important topic—the challenge of building and sustaining public health capacity for disaster response. The opening session, held Wednesday from 4:00 p.m. to 6:00 p.m. in the Grande Ballroom, will

examine the role of research in developing a sustainable public health system that will be able to respond to and recover from disaster and other public health emergencies.

Following opening remarks by Jack Herrmann of the National Association of County and City Health Officials and

Chair of the 2009 Summit Planning Committee, presenters will provide an overview of Centers for Disease Control and Prevention (CDC) programs that address public health preparedness requirements outlined in the Pandemic and All-Hazards Preparedness Act (PAHPA). Information will be shared highlighting the CDC's partnership with the Institute of Medicine (IOM) and how the IOM report, Research Priorities in Emergency Preparedness and Response for Public Health Systems: A Letter Report, which identified top-priority research areas that will likely result in measurable outcomes, was instrumental in creating a program to help meet the PAHPA directive for

The 2009 PHP Summit kicks off with today's opening general session, beginning at 4:00 p.m. in the Grande Ballroom.

public health systems research to address gaps in public health preparedness and response capabilities.

Presenters from the CDC and three of its newly funded Preparedness and Emergency Response Research Centers (PERRCs) at Emory University, the University of Pittsburgh, and the University of North Carolina at Chapel Hill

*Continued on page 3*



Photo courtesy of San Diego Aircraft Carrier Museum

Spend an evening aboard the USS Midway by attending tonight's Welcome Reception.

### Experience "Magic" Aboard the USS Midway

Join your fellow Summit attendees for a magical evening on board the historic USS Midway for tonight's Welcome Reception.

"Midway Magic" is a term that was known throughout the Navy as the USS Midway steamed through a 47-year career of service. The USS Midway was commissioned in 1945 and served as a flagship in Desert Storm in 1991. No other carrier has served as long and when other carriers broke down and headed for port, Midway remained on station and responded to every call—both military and humanitarian. Docents will be available to answer

questions, operational duties, and the magnificent history of the Midway Magic. Take off in one of three flight simulators where you will experience a pulse-pounding aerial combat ride just like the thousands of naval aviators who flew off Midway. Try your hand at head-to-head combat, general flying, and simulated landings on an aircraft carrier. Buses will depart from the Marina Tower (Bayview Foyer entrance through the glass doors) and from the Bay Tower (front entrance) of the Sheraton beginning at 6:20 pm. Comfortable shoes and a light jacket are recommended.

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## Welcome to San Diego

San Diego is California's second largest city and mostly known for its near perfect weather. We hope while you are here that you take the opportunity to see everything this great city has to offer.

The 2009 Summit focuses on a critically important topic – the challenge of building and sustaining public health capacity for disaster response. Changing priorities, increasing financial challenges, and complacency in our preparedness efforts compromise our ability to maintain a robust and dynamic public health system that will be able to respond to and recover from disaster. Over the next few days, your public health colleagues will share with you their knowledge and ideas for how to rise above these challenges and carry out our mission to protect the health and safety of our nation.

This year's Public Health Preparedness Summit offers a



Jack Herrmann, Program Chair

variety of plenary and interactive sessions, skills-building workshops, roundtable discussions, and poster presentations that I am sure you will find informative and useful in your public health role. I hope that you take the opportunity to fully engage in these sessions and walk away feeling renewed and empowered to continue your important work in the preparedness field.

I hope the 2009 Summit will also be an enjoyable experience.

*Continued on page 2*

## APCs Provide Leadership and Training in Emergency Risk Communication

Wednesday's Pre-Summit workshop offerings feature the first of many sessions being led by representatives from NACCHO's Advanced Practice Centers (APCs) program. The APCs are a diverse network of local health departments that work to promote innovative and practical solutions that enhance the capabilities of all local health departments and the public health system to prepare for, respond to, and recover from public health emergencies. Attend an APC-related session while you are at the Summit and leave with invaluable knowledge and tools you'll be able to take home and use in your public health practice.

Three APC-led workshops will discuss the importance of communicating with vulnerable populations, beginning with one on Wednesday and two on Friday.

Each workshop will emphasize the importance of communication, the need to work with community partners, and present resources developed by each APC that are freely available to public health preparedness practitioners.

"As public health professionals, our primary objective is to preserve and protect the public's health," said Marta Lugo and Joy Alexiou of the Santa Clara County APC. "In a medical/health emergency event, we must be able to provide timely, accurate and thoughtful information through a variety of communication channels. By communicating early on and working with community partners (who you will need during an event), you can increase your capacity to effectively communicate to various audiences during an emergency."

Addressing challenges to communicating that may occur during an emergency situation is vital. "Effective, reliable communication is essential to all disaster response," said Charles Ishikawa of the Cambridge APC. "Inevitably, communication problems are cited most frequently as areas to improve in disaster exercises and in real world events.

While some communication issues may be due to technological problems, many are organizational or interpersonal. Our program provides guidance and simple tools to facilitate communication on a human scale within the context of mass dispensing sites."

During "More Than Words: Power-sizing your Emergency Communications through Comics and Pictograms," led by representatives from the Cambridge and Seattle-King County APCs, learn more about ways that visual communication methods can be incorporated into a community's emergency communication strategy.

"By the end of the program, we hope that participants will have enough familiarity with the curriculum and teaching methodology that they might consider implementing the training in their own jurisdictions," said Ishikawa.

Attendees will use hands-on activities to learn more about the power of visual communications. "Participants will have a chance to stretch their creative muscles," said Carina Elsenboss of the Seattle-King County APC. "Interactive exercises will prompt discussion on how images, visual design, word choice, and context convey meaning to diverse audiences. The use of comics to convey emergency preparedness messages will be introduced, along with audience research findings indicating the effectiveness of this medium in reaching immigrant groups. Techniques for effective risk communication using the comics medium will be discussed and participants will try their hand at storyboarding and comics messaging through a hands-on group exercise."

The Montgomery County APC worked with community partners to improve communication methods with in the low-income Latino community – find out more about their program during "Emergency Preparedness: Targeting the Latino Community" on Friday afternoon. Working with the Latino Health Initiative and its health promoter



### Communicating with Vulnerable Populations

#### More Than Words: Powersizing your Emergency Communications through Comics and Pictograms –

Presented by the Seattle-King County & Cambridge APC  
Wednesday, 8:00 a.m. – 10:00 a.m., Location: Harbor Island 1

#### Emergency Preparedness: Targeting the Latino Community –

Presented by the Montgomery Center APC  
Friday, 1:00 p.m. – 4:00 p.m., Location: Catalina

#### Talk to Me, Please! Communicating with Community Partners during a Public Health Emergency Event –

Presented by the Santa Clara County APC  
Friday, 1:00 p.m. – 4:00 p.m., Location: Point Loma B

program Vias de la Salud, the APC assisted in developing, implementing, and assessing a culturally and linguistically appropriate intervention to increase awareness, knowledge, and practices regarding emergency preparedness within the low-income Latino community.

The intervention produced substantial increases in participants' feelings that their families were prepared to deal with an emergency situation (from 8% at the pre-test to 69% at the post-test). Reported emergency preparedness practices also increased; on the final post-test 100% of participants reported having talked with their families about emergencies and having an emergency plan (compared to 23% and 33% respectively, on the pre-test). Most (90% or more) participants reported having stored water, food, and other supplies at the final post-test.

"Participants reported that they found the sessions interesting, valuable, well-explained, very clear, and motivating," said Kay Aaby and Betsy Burroughs of the Montgomery APC. "Several indicated the importance of continuing emergency preparedness education for the Latino community.

Building relationships with community partners and lessons learned

from the Santa Clara APC's training programs will be the focus of their session on Friday afternoon, "Talk to Me, Please! Communicating with Community Partners during a Public Health Emergency Event."

The Santa Clara County APC has been conducting training sessions with community partners to increase their understanding of how emergency risk communications works during an event and how it fits into overall emergency response efforts. The trainings also provide an opportunity for Public Health Department staff to enhance relationships with these partners and gather information about what they do and do not have in place when it comes to emergency communications.

"Our workshop will focus on communications, particularly on building relationships and best practices for working effectively with community partners during a medical/health emergency event, and what communication challenges you may face," said Lugo.

APC-led workshops continue throughout the Summit. Please see tomorrow's issue for additional information on topics to be covered. For a complete listing of APC sessions, see page 26 in the conference program.

## Welcome

*Continued from page 1*

ience and offer an opportunity to meet and network with colleagues. Two fun-filled social events have been planned: the first, this evening, aboard the USS Midway—a Navy ship with a long and rich history. Tomorrow evening, join your colleagues, and more than 90 exhibitors, for networking and conversation in the Nautilus Exhibit Hall and Pavilion.

Finally, I'd be remiss if I didn't take the opportunity to thank the Summit

Planning Committee for all of their efforts in putting together program agenda; our exhibitors and sponsors for their generous support; the session facilitators and presenters for their willingness to share their knowledge; and a special thanks to you, for attending this year's Summit. Enjoy your stay in San Diego!

Warmest Regards,

Jack Herrmann, MEd, NCC, LMHC  
Chair, 2009 Summit  
Planning Committee

## CDC-Funded Program Focuses on Pandemic Flu Preparedness

NACCHO has received CDC funding to partner with a Center for Public Health Preparedness to prepare a report describing replicable, model communication and partnership initiatives for pandemic flu preparedness in three local health departments.

As a part of the project, NACCHO has identified three pandemic influenza communication leaders within selected Local Health Departments (LHDs) to describe the communication and information networks used to engage their partners and facilitate information exchange between local, state, and federal partners during a pandemic or other public health emergency.

Three LHDs were competitively selected to be examined for this report: Collier County Health Department, FL; Adams County Health Department, IL; and Tulsa Health Department, OK. NACCHO is working with the Heartland Center for Public Health Preparedness at the St. Louis University to perform preliminary research, conduct site visits at the three selected LHDs, and prepare a final report that describes innovative communication practices for pan flu preparedness.

Site visits are currently underway, according to Zarnaaz Bashir, NACCHO program manager, who said the final report should be available in May 2009.

## Spotlight on Summit Sponsors

Each issue of the *PHP Summit Daily News* will feature information on Summit Sponsors. Today's issue features APHL, ASTHO and NACCHO.

### ASTHO

The Association of State and Territorial Officials (ASTHO) promotes a prepared public health system by supporting the efforts of state and territorial health agencies to expand their ability to protect people in all communities from infectious, occupational, environmental, terrorist, and other emerging health threats. A key aspect of public health preparedness is building partnerships and establishing networks that can effectively respond when disaster strikes. ASTHO provides situational awareness to its members throughout the year in their response to public health emergencies such as the Midwest Floods (June 2008), and Hurricanes Gustav and Ike (August and September 2008). ASTHO is uniquely positioned to serve



as a vital link and information conduit between state and territorial health departments and federal agencies.

ASTHO collects and disseminates state health agency promising practices and success stories through its States of Preparedness Web page. Highlighted stories have been featured in recent publications of *States of Preparedness*; the second edition of this report was published in October 2008. In addition, ASTHO routinely collaborates with local, state, and federal partners in the formulation of public health preparedness policy, including the National Association of County and City Health Officials (NACCHO) and other members of the National Homeland Security Consortium.

### APHL

The Association of Public Health Laboratories (APHL) is a national non-profit organization dedicated to working with members to strengthen governmental laboratories that perform testing of public health significance. By promoting effective programs and public policy, APHL strives to provide member laboratories with the resources and infrastructure needed to protect the health of US residents and to prevent and control disease globally.



APHL promotes the critical role of public health laboratories in detecting and responding to all health emergencies. The association sponsors training to increase the competency of preparedness staff, advocates for resources to sustain key programs and builds partnerships for a stronger public health system. Its goal is to ensure a nationwide network of safe, state-of-the-art facilities capable of effective emergency response to all hazards and staffed with personnel trained in leading-edge methodologies.

Terrorism, global disease, natural disasters, toxic spills: Public health laboratories must respond to them all—quickly and effectively. Via the Emergency Preparedness and Response Program, APHL helps laboratories stay on top of emerging challenges and meet their daunting responsibilities, which only grow over time.

For more information on APHL's Emergency Preparedness and Response Program, please visit APHL's newly redesigned website at: [www.aphl.org](http://www.aphl.org) or contact Ms. Chris Mangal, Director of Emergency Preparedness and Response at [chris.mangal@aphl.org](mailto:chris.mangal@aphl.org) or 240-485-2769.

### General Session

*Continued from page 1*

will discuss planned studies for "creating and maintaining sustainable public health preparedness and response systems."

The PERRCs, located at seven accredited schools of public health, were established following the IOM report to investigate the structure, capabilities and performance of public health systems for preparedness and emergency response activities. Each PERRC's research activities will focus on one of four themes including: 1) enhancing

the usefulness of training; 2) improving communications in preparedness and response; 3) creating and maintaining sustainable preparedness and response systems; and 4) generating criteria and metrics applicable to an all-hazard approach to preparedness to measure effectiveness and efficiency.

Additional schools of public health awarded funding by CDC's Coordinating Office for Terrorism Preparedness and Emergency Response to establish a PERRC include: Harvard University, Johns Hopkins University, the University of Minnesota, and the University of Washington.

### NACCHO

NACCHO's public health preparedness portfolio spans both practice and policy, helping to build sustainable capacity for local public health emergency response. NACCHO creates, collects, and disseminates innovative tools and resources and builds and strengthens relationships with communities, partners, and stakeholders. These efforts ensure that local constituents are represented at all levels and have the knowledge and tools to enhance their readiness to respond to public health emergencies and other disasters.

NACCHO's preparedness portfolio includes: The Advanced Practice Centers, a network of local health departments (LHDs) that develop innovative tools and trainings that are freely available to public health practitioners nationwide; a partnership with the Medical Reserve Corps (MRC) to help build MRC capacity at the local level; and



Project Public Health Ready, which recognizes LHDs as prepared to respond to emergency events. Additional work ensures that NACCHO's preparedness programs and policies meet the needs of local public health and integrate with the work being done at the state and federal levels.

Visit NACCHO's Public Health Preparedness booth (#800 in the Nautilus Exhibit Hall) to meet staff and gather resources that can assist in your public health practice. At the booth, sign up to receive NACCHO's monthly preparedness e-newsletter, "Preparedness Brief." For more information about NACCHO's public health preparedness programs, visit [www.naccho.org/preparedness](http://www.naccho.org/preparedness).



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## Meta-Leadership Summit for Preparedness

Learn how to help leaders in your community *collaborate across sectors* before a disaster strikes!

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**Bring this ad for a FREE GIFT**

*"Even senior leaders and seasoned preparedness experts will benefit from the Meta-Leadership Summit."*  
Colorado Governor Bill Ritter, Jr.

[www.metaleadershipsommit.org](http://www.metaleadershipsommit.org)

404.523.1108

## Four States Adopt PPHR State-Supported Model

Preparing local health departments (LHDs) to respond to emergencies and protect the public's health through a competency-based training and recognition program are the goals of Project Public Health Ready (PPHR), a collaborative activity between NACCHO and the CDC.

Originally established in 2003, the program has now been moved to a state-supported model that enables NACCHO to assess the preparedness capacities of a greater number of local health departments (LHDs). The goal of the state-supported model is to create a network of collaboration not only between a state health department and participating LHDs, but within an entire preparedness community. This includes partnerships with other first responders, local emergency management, medical staff, volunteer organizations, etc. The state supported model for PPHR can ensure that state health departments are aware of the needs and capacities of LHDs within their state.

"With assistance from the state health department, NACCHO is able to

reach all the LHDs within that state as compared to only a few if the focus was on working with each individual health department," said Scott Fisher, PPHR program manager. "The model also encourages state health departments to implement PPHR statewide and promote it as a framework for local emergency preparedness, which in turn can improve statewide preparedness."

Four states currently use the state-supported model for PPHR: Arizona, Colorado, Florida, and Virginia. Six LHDs working with NACCHO and the Colorado Department of Public Health and Environment received PPHR recognition between November 2008 and February 2009, and are the first to do so as part of the Colorado PPHR state-supported model.

One new addition to the PPHR Criteria introduced in the past year was the ability to better capture Strategic National Stockpile (SNS) planning within local jurisdictions. "Last year's version of the PPHR Criteria only contained one measure about the integration of a local SNS plan with the state



## Exhibitor News

### Meta-Leadership Summits Making America's Local Leaders More Prepared To Handle Crisis

The Meta-Leadership Summit for Preparedness is a national initiative introducing leaders from business, government and nonprofit sectors to the mindset and skills needed to act together cohesively during and after a public health or safety emergency. According to Charles Stokes, President and CEO, CDC Foundation, "The nation's response to events like 9/11 and hurricane Katrina highlighted the urgent need for changes in the way government and community leaders prepare for and act during public safety and health crises. The Meta-Leadership Summit develops and supports "meta-leaders"—individuals who reach beyond traditional boundaries to collaborate effectively during a crisis."

The 2-day Meta-Leadership Summit provides a professional experience for 150-200 leaders invited from the business, government and the nonprofit sectors to connect and interact on a very practical level.

By actively participating in the Meta-Leadership Summit, leaders are better able to:

- Understand and apply the principles and practices of meta-leadership before, during and after incidents of regional, national or global significance

- Design strategies for communicating and influencing others within and across agency boundaries

- Transcend traditional public and private relationships to develop enhance response and recovery capacity and capability through enhanced connectivity

During 2008, Meta-Leadership Summits convened in Denver, Wichita, Louisville, Princeton, and Columbus, Georgia. Over the next two years, at least twenty-five summits will occur across the US in cities such as Chicago, Dallas, Sacramento and Washington, DC. The Meta-Leadership Summit for Preparedness is presented through a partnership among CDC Foundation, Centers for Disease Control and Prevention, Harvard University and Robert Wood Johnson Foundation.

For information on how your city or organization can host a Meta-Leadership Summit for Preparedness, visit [www.metaleadershipsummit.org](http://www.metaleadershipsummit.org) or come to Booth 225 in the Pavilion.

*Exhibitor News items are supplied by PHP Summit exhibitors who place an advertisement in the PHP Summit Daily News.*

Attendees have two opportunities to learn about PPHR during the Summit:

#### • Using Project Public Health Ready to Build Preparedness Coalitions (#I-20)

Poster Group One: Thursday, Nautilus Exhibit Hall — 12:00 p.m. – 1:00 p.m. – Poster Group One Presentations and Lunch; 12:00 p.m. – 4:00 p.m. — Poster Group One available for viewing

This poster will show how local health departments have used the Project Public Health Ready process to build coalitions with community and emergency management partners to increase public health preparedness response capacity. It will highlight specific examples of collaboration.

#### • Friday Roundtable Discussion: Project Public Health Ready in Colorado

Friday, 7:30 a.m. – 8:15 a.m., Marina 5

This session will present the Project Public Health Ready program process, through which local health departments have the opportunity to inventory emergency preparedness resources, become fully integrated into the response community, become prepared to respond to an emergency, enhance their infrastructure, and build capacity.

SNS plan," explained Fisher. "The current version contains additional measures about local SNS plans including the delineation of local responsibilities for receiving, distributing, and dispens-

ing SNS assets, definitions for essential personnel, and a description of a system for maintaining and tracking vaccination or prophylaxis status of public health responders.

## Program Addendum

### Changes to Posters

#### Poster Group I

#I-34 – presenter Sharon Medcalf, RN, Med, Associate Director, Center for Biopreparedness Education, University of Nebraska Medical Center, Omaha, NE, has been added. Gary Gorby and Greg Stecker will not be presenting.

#I-35, Advancing Your Community First Responder Prophylaxis Plan Using an Exercise-Based Approach, has moved to bulletin board #43.

#I-43, Development of the Maryland Local Health Department Preparedness Assessment Tool: Lessons Learned, has moved to bulletin board #35.

#### Poster Group II

#II-29 has been cancelled.

#II-34, Receipt, Stage, and Store Exercise Injects They Never Told Me About: Lessons Learned, has moved to bulletin board #42.

II-42, Using Lab Data to Support Investigations: Serotyping, Pulsed-Field Gel Electrophoresis (PFGE), and Salmonella, has moved to bulletin board #34.

### Wednesday, February 18

Workshop 42: Public Health Planning for Response to Radiological and Nuclear Terrorism, 8:00 a.m. – 12:00 p.m. has been moved to the Grande Ballroom

### Thursday, February 19

#### Roundtable Discussions, 7:30 a.m. – 8:15 a.m.

Local Health Departments Part-

nering With MRCs for Sustainability and Surge Capacity – Melodie Griffin, MHA, Senior Analyst, NACCHO, Washington, DC, has been added. Janusz Wasiolek will not be presenting.

CDC Career Epidemiology Field Officers (CEFOs) for Public Health Preparedness – Valerie Kokor, Director, Career Epidemiology Field Officer Program, CDC, Atlanta, GA, has been added. Catherine Chow will not be presenting.

Book Signing with Amanda Ripley, 10:00 a.m., has been moved to the Grande Ballroom Foyer

#### Concurrent Sessions, 10:30 a.m. – 12:00 p.m.

#312 has been cancelled.

#### Concurrent Sessions, 1:00 p.m. – 2:30 p.m.

#270 – Chicquita Hairston, Administrative Assistant, NACCHO, Washington, DC, has been added as the facilitator.

#188 has been cancelled.

#### Workshops, 3:00 p.m. – 5:00 p.m.

#265 – presenter Garth Graham, MD, MPH, Deputy Assistant Secretary for Minority Health, Office of Minority Health, U.S. Department of Health and Human Services, Rockville, MD, has been added. Jonathan Purtle will not be presenting.

*Please see tomorrow's issue for changes to Friday's schedule.*