

National Preparedness Month

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National Preparedness Month

- NCR jurisdictions have numerous, varied events planned for September.

National Preparedness Month | September 2009
Prepare. Plan. Stay Informed

Are you ready?
Or are you **Ready.**

Get A Kit	Make A Plan	Be Informed	Get Involved
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If you have already registered for NPM 2009, please log in here to find tools and resources:

NPM 2009 Coalition
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Webinar Q&A

Ready.

 **FEMA**

 **citizen corps**
PARTNERING THE NATION

 **Ad Council**

National Preparedness Month

- The Department of Homeland Security's Federal Emergency Management Agency (FEMA) Administrator Craig Fugate released a Web video message highlighting the need for the public to be prepared for any emergency, and to be part of the emergency management team.



http://www.fema.gov/medialibrary/media_records/904

National Preparedness Month

Are we prepared—nationally and locally?



National Preparedness Month

- 30 percent of Americans have **not prepared** because they think that emergency responders will help them.
- Over 60 percent expect to **rely on emergency responders** in the first 72 hours following a disaster.
- Of those who perceived themselves to be prepared, 36 percent did **not have** a household plan, 78 percent had **not conducted** a home evacuation drill and 58 percent **did not know** their community's evacuation routes.

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- 14 percent of respondents reported having a physical or other disability that would affect their capacity to respond to an emergency situation.
- However, few individuals with disabilities had taken specific actions to help them respond safely in the event of an emergency. Only 27 percent had taken a CPR or first-aid training and less than half (47 percent) had a household plan.

National Preparedness Month

- Fewer than half the surveyed individuals (41 percent) had practiced a workplace evacuation drill; only 14 percent had participated in a home evacuation drill.
- Of those in school and/or with children in school, only 23 percent had participated in a school evacuation drill.
- The numbers are much lower for shelter in place drills.

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- These results indicate that individuals' *perceived utility of preparing* and their *confidence in their ability to respond* varies significantly by disaster type.
- Only 7 percent of individuals felt that nothing they did would help them handle a natural disaster, whereas 35 percent felt nothing they did would help them in an act of terrorism, such as a biological, chemical, radiological or explosive attack.

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- It is clear that messages specific to individual preparedness **must include** critical local information, such as information on local hazards, local alerts and warnings, and local community response protocols.
- Local social networks must also be used to support outreach and education on personal preparedness, such as neighborhoods, the workplace, schools and faith communities.
- The concepts of mutual support at the local, neighborhood level should be emphasized.

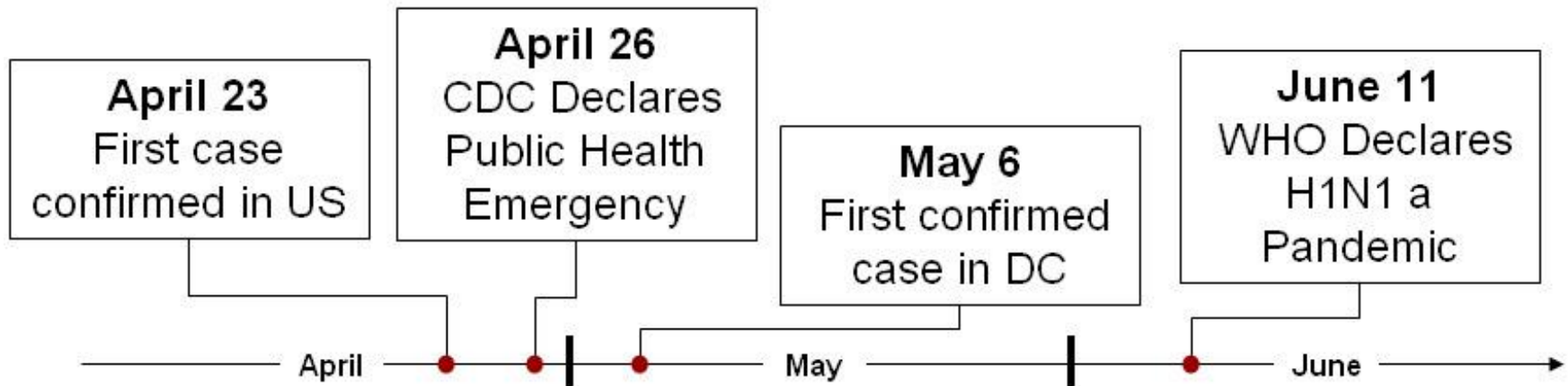
NCR Preparedness

- NCR residents believe that getting prepared can make a difference—73 percent believe it will help in a terrorist attack
- Large majorities are familiar with school and workplace emergency plans.
- However, few residents have their own household emergency plan.

National Preparedness Month

This year preparedness means H1N1

H1N1 Influenza

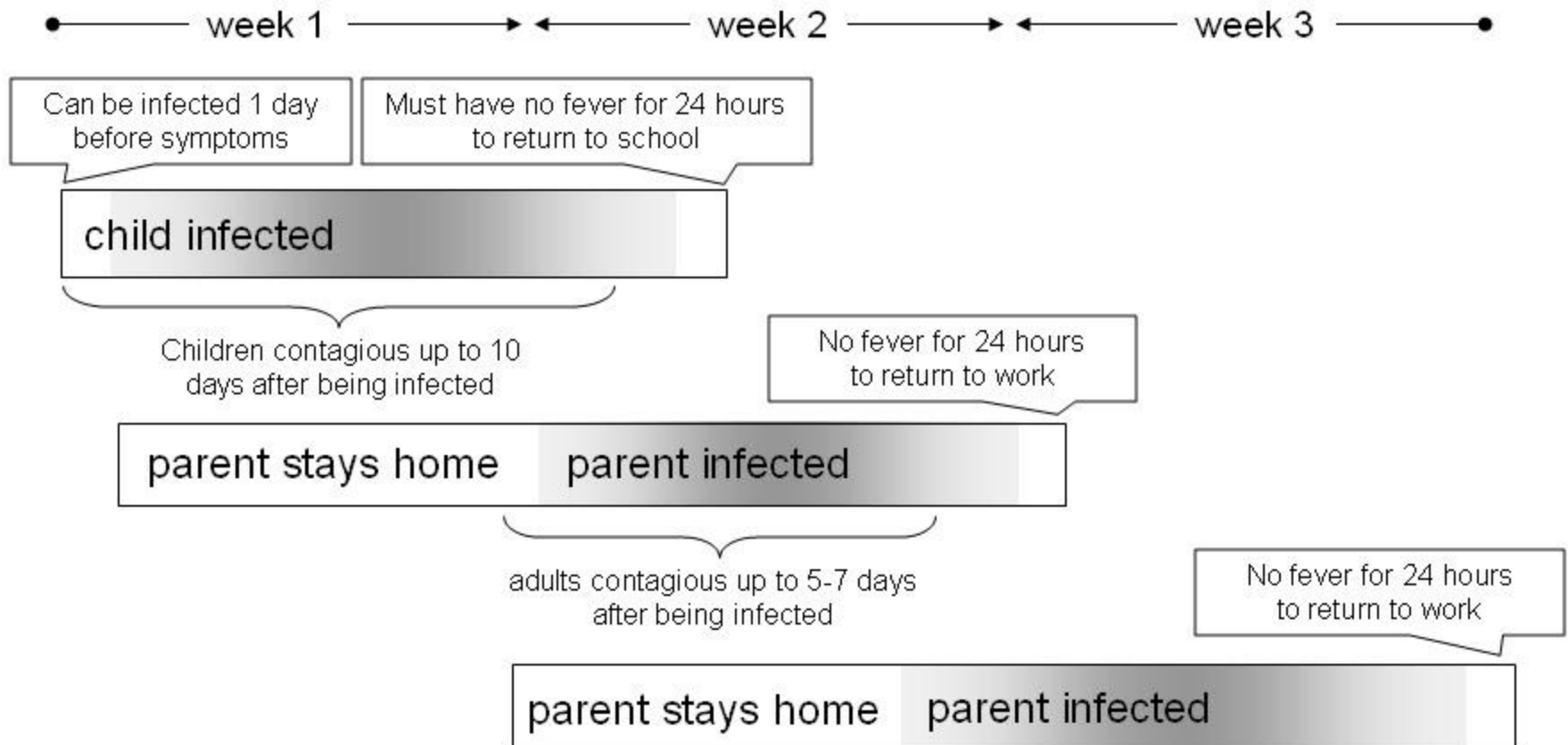


US Cases (as of 20 August 2009)		
States Reporting	Hospitalized Cases	Deaths (2009)
53	7,983	522

Comparison Flu Deaths			
Deaths Seasonal	Deaths (1968)	Deaths (1957)	Deaths (1918)
36,000	34,000	70,000	675,000

H1N1 Influenza

Notional cycle of infection within a family demonstrates potential for missed work and lost productivity



H1N1 Influenza

- Most Americans are either “not too” or “not at all” worried about the swine flu hitting home and broad majorities have confidence that government and local health providers will be able to effectively deal with an outbreak, that according to a new Washington Post-ABC News poll.
 - Only about one in eight Americans is very worried that swine flu will affect his or her family.
 - More than twice as many are “not at all” concerned.
 - Overall, more than six in 10 are not worried.

H1N1 Influenza

H1N1 communications is being coordinated across the National Capital Region.

Regional Emergency Support Function 15 – External Affairs
Information Update



Event: H1N1 Influenza
Report Date / Time: Sept. 3, 2009 • Noon

SITUATION UPDATE

The World Health Organization (WHO) reports over 209,438 laboratory-confirmed cases of 2009 H1N1 influenza virus (2009 H1N1) with at least 2,185 deaths. The laboratory-confirmed cases represent an underestimation of total cases in the world as many countries now focus surveillance and laboratory testing only in persons with severe illness. The 2009 H1N1 influenza virus continues to be the dominant influenza virus in circulation in the world. Decreases in disease due to 2009 H1N1 continue to be reported from South America and parts of Australia. The United Kingdom is also reporting national decreases in disease due to 2009 H1N1. In contrast, disease associated with 2009 H1N1 influenza is continuing to increase in southern Africa and more Africa countries have reported their first cases. In addition, 2009 H1N1 continues to circulate in tropical countries.
http://www.who.int/csr/don/2009_08_28/en/index.html

WHO: Preparing for the Second Wave

The World Health Organization says monitoring of outbreaks from different parts of the world provides sufficient information to make some tentative conclusions about how the influenza pandemic might evolve in the coming months. WHO is advising countries in the northern hemisphere to prepare for a second wave of pandemic spread. Countries with tropical climates, where the pandemic virus arrived later than elsewhere, also need to prepare for an increasing number of cases. Countries in temperate parts of the southern hemisphere should remain vigilant. As experience has shown, localized "hot spots" of increasing transmission can continue to occur even when the pandemic has peaked at the national level.

- **H1N1 now the dominant virus strain** – Evidence from multiple outbreak sites demonstrates that the H1N1 pandemic virus has rapidly established itself and is now the dominant influenza strain in most parts of the world. The pandemic will persist in the coming months as the virus continues to move through susceptible populations. Large numbers of people in all countries remain susceptible to infection. Even if the current pattern of usually mild illness continues, the impact of the pandemic during the second wave could worsen as larger numbers of people become infected. Larger numbers of severely ill patients requiring intensive care are likely to be the most urgent burden on health services, creating pressures that could overwhelm intensive care units and possibly disrupt the provision of care for other diseases.
- **Not the same as seasonal influenza** – Current evidence points to some important differences between patterns of illness reported during the pandemic and those seen during seasonal epidemics of influenza. The age groups affected by the pandemic are generally younger. This is true for those most frequently infected, and especially so for those experiencing severe or fatal illness. To date, most severe cases and deaths have occurred in adults under the age of 50 years, with deaths in the elderly comparatively rare. This age distribution is in stark contrast with seasonal influenza, where around 90 percent of severe and fatal cases occur in people 65 years of age or older.

http://www.who.int/csr/disease/swineflu/notes/h1n1_second_wave_20090828/en/index.html

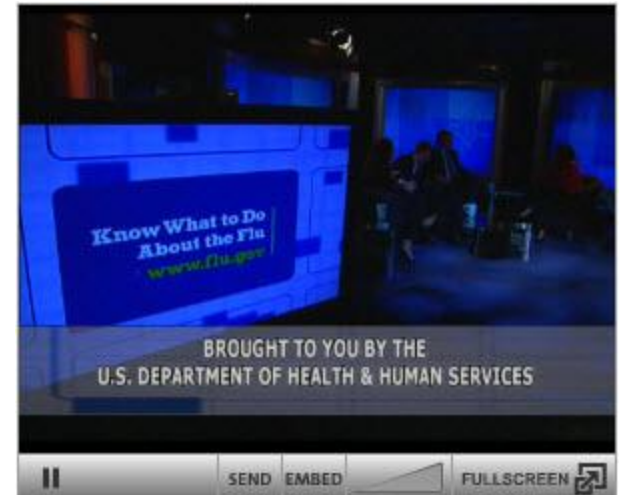
On July 29, ACIP, the CDC's Advisory Committee on Immunization Practices, considered the most current and available epidemiologic and clinical data to determine which population groups should be prioritized for initial doses of available vaccine. The guiding principle of these recommendations is to vaccinate as many persons as possible as quickly as possible. Vaccination efforts should begin as soon as vaccine is available. Highlights of these recommendations include the identification of five initial target groups for vaccination efforts comprising an

The RESF-15 Update is designed to provide information on key actions by Regional Emergency Support Function (RESF) 15 – the National Capital Region – along with key messages, talking points, statistics, etc. in response to an emergency event in the NCR. This Update is produced by RESF-15 and is for internal informational purposes only.
The RESF-15 Update is NOT for release to the public.



H1N1 Influenza

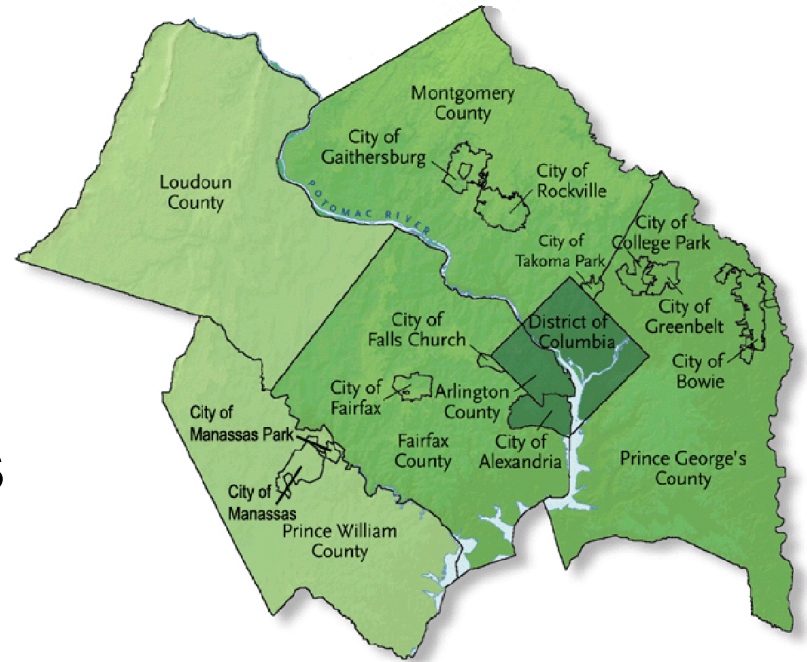
- Fairfax County has completed a comprehensive H1N1 communications and outreach plan for Fairfax County, City of Falls Church, City of Fairfax, Towns of Vienna/Clifton/Herndon and all the school systems within.





Campaign Overview

Goal:
Increase subscriptions to
region's text alert systems





Findings

- People identify “emergency” in different ways, but this idea is motivating across all audiences.
- Information from your government is trusted and accurate, although people have concerns about how quickly they’ll get alerts.
- People most interested in the alert systems include parents and DC residents.
- Since 9/11, there is less concern about a terrorist attack in our region, and complacency continues to be a barrier to personal preparedness.



Advertising

Advertising Channels:

- Radio
- Internet
- Metrorail and bus
- Text messages and e-mail
- Mobile marketing on cell phones
- Pay-per-click ads on search engine, like Google



103.5 FM





CapitalAlert.gov

CapitalAlert is your way to get emergency alerts from local governments in the National Capital Region. Sign up here for free, customized emergency alerts by cell phone and e-mail. You can be among the first to know about emergencies no matter where you are.

VIDEO | **FAQs**

I WANT TO SIGN UP FOR FREE TO RECEIVE EMERGENCY ALERTS.

Already signed up for alerts?

CUSTOMIZE MY ALERTS

Want to tell others about CapitalAlert?

SHARE WITH FRIENDS & FAMILY

VIEW VIDEO

View video with ASL and open captions





Social Media

The screenshot shows the Twitter profile for CapitalAlert. At the top, there is a yellow banner with the Twitter logo and a 'Join today!' button. Below the banner, a message reads: 'Hey there! CapitalAlert is using Twitter. Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? Join today to start receiving CapitalAlert's tweets.' A small bird icon is next to this text. To the right of the message is a green 'Join today!' button with the text 'Already using Twitter from your phone? Click here.' Below the banner is the profile header for CapitalAlert, including the logo, name, location (National Capital Region), website, and bio. The bio states: 'Sign up at CapitalAlert.gov to get complete, customized alerts from local governments in the Washington, DC region'. Below the header, there are statistics for 27 following and 16 followers. The main content area shows two tweets. The first tweet reads: 'Train 535 approaching Aberdeen operating approx. 15 minutes late : Train 535 approaching Aberdeen operating appr.. <http://bit.ly/FK1pW>' and is timestamped '28 minutes ago from twitterfeed'. The second tweet is a link: 'CDC 2009 H1N1 Vaccination Campaign Planning Checklist: This document is intended for state and local planners. I.. <http://bit.ly/2YkceV>' and is timestamped 'about 2 hours ago from twitterfeed'. On the right side of the profile, there is a 'Following' section with a grid of logos for various news and government organizations, including FOX 5, Post, WASH DC NEWS, WGN, and others.





Preparedness Month Events

- Preparedness Fairs at 28 federal agencies
- Golden Triangle Business District Preparedness Fair
- Churches across the region
- Metro stops across the region



History Channel Documentary

- This documentary will explore the NCR's emergency response plans that would go into effect if there were a 10 kiloton nuclear explosion in Washington, D.C.
- Numerous agencies in the NCR were contacted at some point by the producers, and many shared information and plans with them.
- A script for the program has been shared with FEMA/DHS.

History Channel Documentary

- The documentary will raise awareness of NCR evacuation plans.

Social Media

- Make social media efforts message driven.
- Keep messages brief and pertinent.
- People are not really reading, they are scanning.
- Make sure you can receive public input. Social media is not just about you talking to the public; it also is about them talking to you and to each other.

TIPS FOR USING SOCIAL MEDIA DURING EMERGENCIES

- **Make social media efforts message driven, not channel driven.**
- **Embrace every possible teaching moment** so that your social media networks can grow.
- **Tap into all available resources.** Do you have a large cadre of volunteers? Consider training them as social media ambassadors.
- **Keep messages brief and pertinent.** People are not really reading, they are scanning.
- **Make sure you can receive public input.** Remember that social media is not just about you talking to the public; it also is about them talking to you and to each other.
- **Use social media to support a unified message.** Instead of creating a new message for social media, use social media to support your existing message in a larger communications model.
- **Have a Plan B.** Suppose phone lines are jammed and/or computers are down?
- **Forge partnerships for sharing methods and messages.** Federal agencies, for example, need to reach out to the private sector, and vice versa.
- **Focus on people when formulating your communication plan.** Networks of people will get work done, even when there is no electricity.
- **Avoid elitism** or the belief that people in charge know more and the general public is prone to misbehavior.
- **New technologies are not simply new types of media with which to do the same old things.** These new media signal a shift in thinking about how we communicate with our audiences.
- **Avoid "shiny new object syndrome"** (being quick to adopt every new social media that emerges...as soon as it emerges).

Use social media to support a unified message. Use social media to support your existing message in a larger communications model.

Social Media



MontgomeryCoMD

Following

Name Montgomery County MD
Location Rockville Maryland USA
Web <http://www.montgo...>
Bio Montgomery County Maryland Office of Public Information



ArlingtonVAWeb

Name Arlington County, VA
Location Arlington, Virginia
Web <http://www.arling...>
Bio Things you can do online via the Arlington County, Virginia website.



AlexandriaVAGov

Name AlexandriaVAGov
Location Alexandria, Virginia, USA
Web <http://alexandria...>
Bio Official tweets from the City of Alexandria, Va.



dcfireems

Following

Name dcfireems
Location Washington, DC
Web <http://www.fems.d...>

0 following 215 followers 16 updates

UPDATE - NO need for confined space equipment. Male patient being assessed after falling approx 10 feet into aquaduct. Returning CSR.

2 minutes ago from web

Updates

Favorites

Actions
 block dcfireems



Social Media

YouTube English Sign Up QuickList Help Sign In
Videos | Shows | Channels | Community | Upload

Videos | Playlists | Groups | Subscribers | Subscriptions

CDCStreamingHealth **Subscribe**

CDC
CDCStreamingHealth
 Joined: April 19, 2007
 Last Sign In: 1 day ago
 Subscribers: 2,647
 Channel Views: 109,432

DIRECTOR

*** For questions about Swine Flu, please call 1-800-CDC-INFO (1-800-232-4636) or email cdcinfo@cdc.gov to reach English or Spanish-speaking representative, available 24 hours a day, 7 days a week. ***

The Centers for Disease Control and Prevention (CDC) is committed to using emerging communication channels to provide credible, researched-based health information.

More about the organization:
 The Centers for Disease Control and Prevention (or CDC) is an agency of the U.S. Department of Health and Human Services based in Atlanta, Georgia. Recognized as the leading United States government agency for protecting the public health and safety of people, the CDC provides credible information to enhance health decisions and promotes health through strong partnerships with state health departments and other organizations.

Las manos limpias ayudan a prevenir la influenza (Clean Hands)
 From: CDCStreamingHealth
 Views: 678

CDC Centers for Disease Control and Prevention
 Your Online Source for Credible Health Information

Podcasts at CDC

Podcasts

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Download CDC podcasts to your desktop and portable music/video player for health info at your convenience and on the go. New to podcasting? See [Podcast Help](#) and [RSS Help](#)

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Recent and Featured CDC Podcasts

Things You Can Do to Stay Away from the Flu
 Listen To This Podcast... (2:58)
 This CDC Kidtastics podcast discusses things kids can do to help prevent infection with any infectious disease, including H1N1 flu. (Created: 5/7/2009 by National Center for Health Marketing (NCHM))

H1N1 Flu Awareness: Hygiene
 Listen To This Podcast... (0:50)
 This podcast briefly discusses ways you can protect yourself from novel H1N1 flu. (Created: 5/6/2009 by Centers for Disease Control and Prevention (CDC))
 Date Released: 5/6/2009

Mensajes importantes sobre la influenza H1N1: Higiene (H1N1 Flu Awareness: Hygiene)
 Listen To This Podcast... (0:54)
 Este podcast aborda brevemente las formas de protegerse contra el virus nuevo de influenza H1N1. (Created: 5/6/2009 by Centers for Disease Control and Prevention (CDC))
 Date Released: 5/6/2009

Novel H1N1 Flu Awareness: Community
 Listen To This Podcast... (0:50)

CDC **Everyday Health**

Published on: Dec 12, 2008

Wash hands to be safe and healthy

Click image for more information

« Previous Next »

share

twitter Login Join Twitter

Hey there! CDCemergency is using Twitter. **Join today!**

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving CDCemergency's updates.

CDC **CDCemergency**

Transcript and Audio file of today's (May 8) CDC Press Conference on H1N1 Flu: <http://tr.im/kSrG> Please RT. #swineflu

RT @CDCFlu Daily update: (5/8/09) 1639 confirmed cases of novel H1N1 flu, 2 deaths & 43 states affected in US: <http://bit.ly/X0uU0>

Wildfire smoke can hurt eyes, irritate respiratory systems, and worsen heart and lung diseases <http://bit.ly/X0FCGG>

Social media tools used by CDC

H1N1 Flu (Swine Flu)

Tips for Staying Healthy

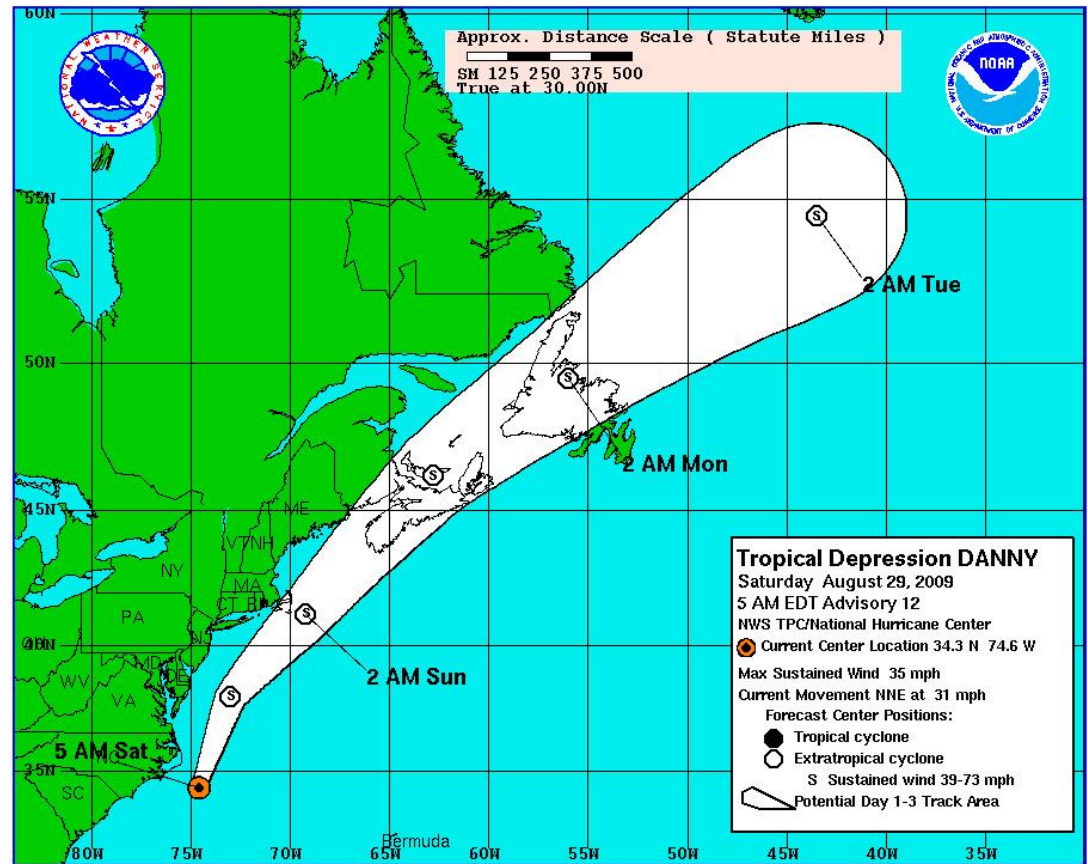
Keep 'em home!

Learn more about H1N1 Influenza (Swine Flu): www.cdc.gov/h1n1flu

SHARE INFO

Hurricanes / Tropical Storms

Weather events are often the times local and regional communicators work to get coordinated messages to their local and regional audiences.



Questions?

Merni Fitzgerald
Chair, R-ESF 15: External Affairs