

# California's Multi-Jurisdiction Bioterrorism Community Education Exercise

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CDC Public Health Preparedness Conference

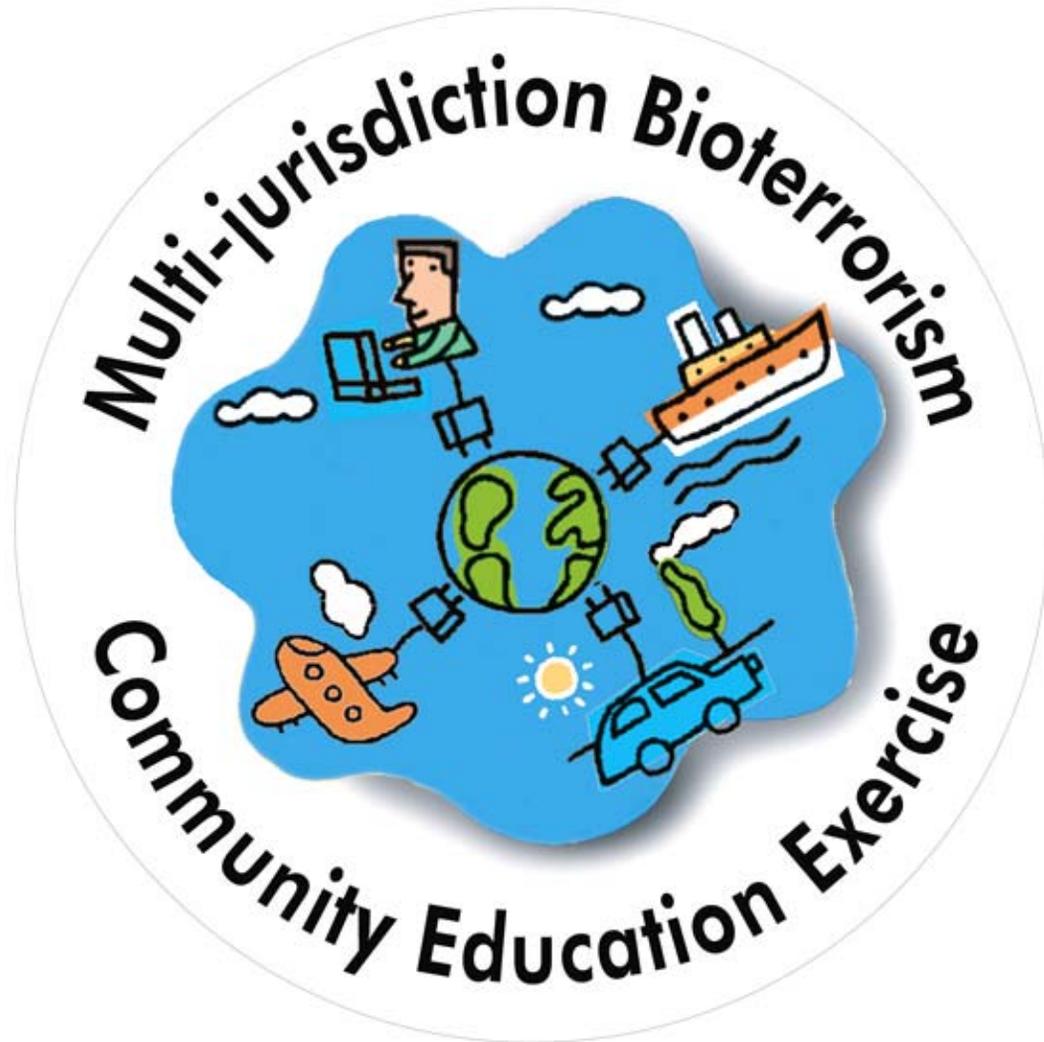


# CA's Multi-Jurisdiction BT Community Education Exercise

- What it is
- Why we did it
- How you can adapt it

# What does “community education” mean?

- Reaching the community by disseminating information through established networks instead of or in addition to using media



# Topics

- Project Overview
- Purpose
- Goals
- Features
- Local Efforts
- Keys to Success
- Replicating the Exercise



# Project Overview

- Orchestrated statewide
- All jurisdictions invited to participate
- Local exercises held on January 11, 2005
- 4 training conference calls + assignments
- Conference call 1 week before the event
- Follow-up call after the event

# Purpose

- To exercise a jurisdiction's ability to communicate quickly and efficiently in response to a BT event
- To build LHD capacity and infrastructure to get health alert messages out in their communities in an emergency
- To build public recognition and credibility of public health officials

# Goals

- Build LHD communications surge capacity
- Build LHD capacity to create and maintain partnerships
- Build LHD capacity to use volunteers
- Reduce the spread of transmittable diseases
- Create public awareness about hand washing

# Features

1. Supporting emergency preparedness
2. Focusing on transportation entry portals and community outreach
3. Promoting respiratory hygiene
4. Building outreach capacity
5. Evaluating the exercise

# 1. Supporting BT preparedness

- Getting messages out quickly to the community in an emergency
- Forming partnerships before an event occurs
- Building public recognition and credibility of public health officials

## 2. Focusing on transportation entry portals and community outreach

- Two venue focuses:
  - Transportation entry portals
  - (Alternative) Local businesses & community organizations
    - places where people naturally congregate



# 3. Promoting respiratory hygiene

- Important basic disease prevention strategy
- Routine public health message
- A low anxiety health message that will not create community alarm during or after the exercise

# 4. Building outreach capacity

- 4 training conference calls (topics):
  - Sept. 15 orientation, partnerships
  - Oct. 6 how to do MOUs, supply planning (logistics)
  - Nov. 3 media outreach, communication tool kit overview
  - Dec. 2 tracking and documentation

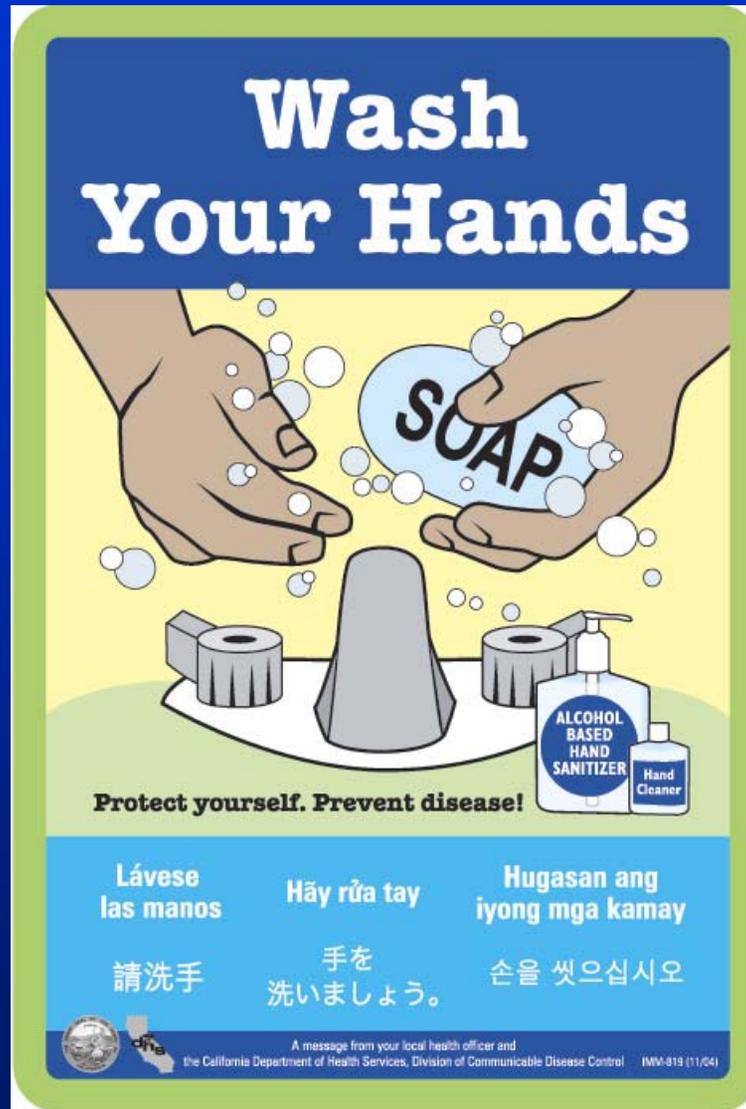
# 5. Evaluating the exercise

- University of California, Los Angeles, School of Public Health is conducting evaluations
  - Process evaluation
  - Survey after the exercise



## IMM-819 version

- Spanish
- Chinese
- Japanese
- Korean
- Tagalog
- Vietnamese



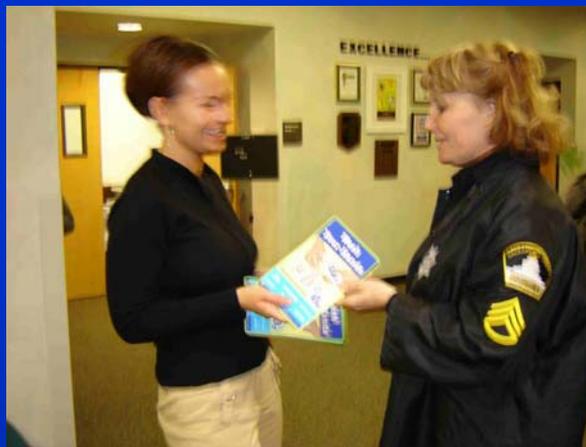
## IMM-825 version

- Spanish
- Hmong
- Cambodian
- Laotian
- Punjabi
- Russian

# Local Efforts

- Total counties participating = 37/58
  - Conference calls + exercise
  - Conference calls only
  - E-mail only
- Counties ordering signs = 25/37

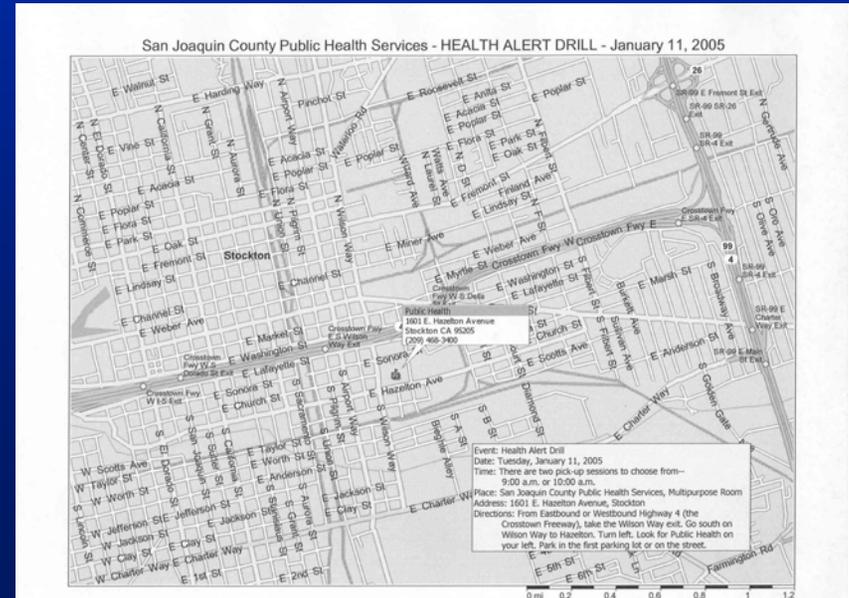




# Sacramento County



# San Joaquin County



# Keys to Success

- Provide great customer service to ensure continued interest and participation
- Set clear expectations and goals
- Have excellent content experts
- Be accessible
- Maintain regular communications

# Key Partners

- **Deborah C. Glik**, ScD, UCLA School of Public Health
- **Michael L. Prelip**, D.P.A., M.P.H, CHES, UCLA School of Public Health
- **Chris Chase**, MS, California Distance Learning Health Network
- **Scott Southward**, California Distance Learning Health Network
- **Holly Sisneros**, MPH, California Dept. of Health Services, Emergency Preparedness Office
- **Everly Macario**
- **Terri Stratton**
- **Allison Drury**
- **Karina Celaya**
- **California Dept. of Health Services, Emergency Preparedness Office**
- **Local health jurisdictions**

# Replicating the Exercise

- All presentations, materials, templates, and artwork are on-line at [www.cdlhn.com](http://www.cdlhn.com)
- Comments from participating jurisdictions are available
- Evaluation results will be available soon



# Contact & Website Info

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  - Title: California DHS 1-11-05 Community Education Exercise

