

SESSION DESCRIPTIONS

“C”ing the Whole Response: Community, Collaboration, and Communication
May 21-22, 2014
WV State University
Institute, WV

Wednesday, May 21st, 2014

Welcome

8-8:30am

Speaker: *Jerry Rhodes, Director, Center for Threat Preparedness, West Virginia Bureau for Public Health, Department of Health and Human Resources*

The Director of the Center for Threat Preparedness will provide an overview of the conference.

The Triangle of Character

8:30-10am

Speaker: *Dr. Gary Patton, Director of the Department of Mental Health Counseling and Employee Assistance Program, St. Mary’s Medical Center*

Facilitator: *Jerry Rhodes*

This session will describe the key components of character that prompt a person to be a first responder in events of disaster and danger to the public. The aspects of courage, discipline and integrity will be explained and explored as factors that make a difference in times of crisis. Decision-making in the context of these attributes will be explained from a historical and behavioral perspective. This discussion will emphasize how preparation and training aligned with character can be interventional during an emergency.

Recovery: What it Is, Why it Matters

10:15am-12pm

Speaker: *Kevin Peach, Program Manager, National Voluntary Organizations Active in Disasters (NVOAD)*

Facilitator: *Jerry Rhodes*

What happens when the hurricane is over? When FEMA leaves? When the media stops reporting? When does “recovery” begin? Who is involved? Why does it matter?

This session will explain the National Recovery Framework including core recovery principles, roles and responsibilities of recovery coordinators and other stakeholders; a coordinating structure that facilitates communication and collaboration among all stakeholders; guidance for pre- and post-disaster recovery planning; and the overall process by which communities can capitalize on opportunities to rebuild stronger, smarter and safer. This session will also describe best practices from long-term recovery across the country.

“Student Affairs Perspective on Preparedness and Response to a Campus Shooting” – WORKING LUNCH

12:00-1pm

Speaker: *Dr. Brian Hemphill, President, West Virginia State University*

Facilitator: *Jerry Rhodes*

Recent campus crises have highlighted that campus administrators will be judged by three things: What the campus was doing before the crisis, its immediate response during the crisis, and the follow-up after the crisis. This session will describe the importance of developing university-wide emergency plans, crisis response teams

and victim liaison programs; offer best practices for campus communication and the management of information; and discuss institutionally-appropriate and sensitive ways to achieve healing and recovery.

The Critical Role of Family Assistance Centers

1-2:15pm

In Fatality Management

Speaker: *Tessa Cooper, Victim Specialist, Federal Bureau of Investigations (FBI)*

Facilitator: *Chaplain Mike Jarrett, Kanawha County Emergency Ambulance Authority (KCEAA)*

What is a Family Assistance Center? Why would you activate it? Who would be involved? This session will describe the functions of a Family Assistance Center and prepare law enforcement and other responders to meet victim and family needs. Strategies for creating a victim assistance response that is coordinated and synchronized will be discussed. Resources for assisting in the planning and execution of victim/family management will be highlighted.

The Evacuation of New York Downtown

1-2:15pm

Hospital Prior to Hurricane Sandy

Speaker: *Al Villacara, Director of Emergency Preparedness, New York-Presbyterian Healthcare System*

Facilitator: *Jerry Beckett*

New York Downtown Hospital was evacuated in advance of Hurricane Sandy due to an impending loss of power and steam (New York City was proactively turning these services off in lower Manhattan to protect infrastructure from impending storm surge). Over the course of 16 hours, the New York-Presbyterian Healthcare System (of which NY Downtown is a member) came together to assist the hospital in successfully evacuating the facility. The majority of evacuating patients were moved to System healthcare facility destinations via transportation resources provided and coordinated by partners.

Learn how post-Hurricane Irene destination planning allowed System facilities to be ready for receiving network patients during Sandy, how a multi-disciplinary team at the hospital accomplished the evacuation operation, as well as how interaction with external healthcare and emergency management agencies augmented the response (identification of non-System destinations and transportation).

ADA Compliance and Sheltering:

1-2:15pm

Do Your Disaster Plans Stand Up to the Legal Test?

Speaker: *James Farrell, Upshur County Office of Emergency Management*

Facilitator: *Donnie Haynes*

The Stafford Act and Post-Katrina Emergency Management Reform Act (PKEMRA), along with Federal civil rights laws, mandate integration and equal opportunity for people with disabilities in general population shelters. This session will discuss considerations related to compliance with the Americans with Disabilities Act (ADA) during disaster shelter planning and operations. Specifically, this session will examine the implications of the 119 page opinion of Judge Furman in the 2013 ruling on the case *The Disabled, Plaintiffs -v- Michael R. Bloomberg, in his official capacity as Mayor of the City of New York, and the City of New York, Defendants*.

Crisis and Emergency Risk Communication -- WEBINAR

1-5pm

Speaker: *Molly Gaines-McCollom, Health Communication Specialist, Centers for Disease Control and Prevention*

Speaker: *Nikki Grimsley, CHES, Health Communication Specialist, Centers for Disease Control and Prevention*

Facilitator: *Humbert Zappia*

Crisis and emergency risk communication (CERC) is an approach used by scientists and public health professionals to provide information that allows an individual, stakeholders or an entire community, to make the best possible decisions about their well-being, under nearly impossible time constraints, while accepting the imperfect nature of their choices. This two-part session will provide an overview of CERC, describe the psychology of a crisis and explain how to craft your message to specific audiences, describe the critical role of the spokesperson and highlight current best practices in emergency risk communication.

Psychological Hardiness in Disaster Response

2:30-4pm

Speaker: *Dr. Gary Patton, Director of the Department of Mental Health Counseling and Employee Assistance Program, St. Mary's Medical Center*

Facilitator: *Mike Jarrett*

This session will describe the concepts of violation of expectation, the three principles of self-care (distance, diversion and distraction), negativity bias, completion tendency, and Kobasa's components of hardiness. The research on these psychological processes will be presented along with practical and adaptive ways of implementing the processes to enhance personal wellness and hardiness as means of coping with disaster and danger.

Joint Operations – Speaking With One Voice

2:30-4pm

Speaker: *James Farrell, Upshur County Office of Emergency Management*

Facilitator: *Kaitlin Bedekovich*

Emergency risk communications, if mishandled, can lead to increased injury and death; disrupt public confidence in the government and emergency officials; and increase the time the community needs to recover. This session uses real statements made to the media during disasters and emergency incidents to highlight the importance of good risk communications and to provide best practices for interacting with the media.

Social Media for Public Health

2:30-4pm

Speaker: *Ted Krafczyk, Public Information Officer, Monongalia County Health Department*

Facilitator: *Luke Mitchell*

This session will provide an overview of Social Media. The different social media tools and how they can be used for emergency information, information-sharing and education will be discussed. Participants will learn how to set-up agency social media accounts, how to choose the best social media tools to meet a given objective, and how social media tools can be integrated/work together.

Thursday, May 22nd

Recovery Workshop: How to Build a Recovery Plan for Yourself, Your Agency and Your Community

8-9:45am

Speaker: *Kevin Peach, Program Manager, National Voluntary Organizations Active in Disasters (NVOAD)*
Facilitator: *Jerry Rhodes*

Building on the May 21st discussion on the importance of recovery planning and operations, this session will identify the key aspects of a successful recovery plan. Participants will learn about the differences and links between agency recovery plans and community recovery planning. Participants will be provided with templates to develop individual recovery plans and agency recovery plans.

Recovery Workshop: Organizing for Community Recovery

10am-12pm

Speaker: *Kevin Peach, Program Manager, National Voluntary Organizations Active in Disasters (NVOAD)*
Facilitator: *Jerry Rhodes*

This session will involve facilitated, roundtable discussions that will inform community recovery planning efforts. Each table will discuss key questions related to roles and responsibilities for recovery operations at the community level and highlight recovery activities taking place across West Virginia. Participants will have a hands-on opportunity to build-out key components of a community recovery plan and will be given action items to take back to their agencies and jurisdictions.

Building Preparedness Capability in West Virginia – WORKING LUNCH

12-1pm

Speaker: *David Hoge, Director, Homeland Security State Administrative Agency, West Virginia Department of Military Affairs and Public Safety*
Facilitator: *Jerry Rhodes*

This session will describe how preparedness is structured at the national level and how it is funded at the state level. The relationship between homeland security, health systems, public health and mass care services will be briefly discussed. The different tools for measuring and reporting progress in homeland security preparedness will be briefly described, including the Threat and Hazard Identification and Risk Assessment (THIRA), the State Preparedness Report (SPR) and the Homeland Security Exercise and Evaluation Program (HSEEP).

Working with Special Needs Populations During A Disaster: What Does That Mean and Are You Ready?

1-2:15pm

Speaker: *Christina Smith, Executive Director, The Arc of Mid-Ohio Valley and The Arc of West Virginia*
Facilitator: *Eric Tissenbaum*

While you don't have to know everything there is to know about every special needs category, it is very important to consider what impacts they may or may not have on your business or organization in regard to providing services to the community. Service providers must be well prepared to respond to and recover from disasters, to ensure that the special needs populations are served and protected. As a primary direct link to persons with special needs, service providers play a vital role in emergency planning and must be included in all phases of emergency planning – preparedness, mitigation, response and recovery. Service providers must understand the reality of self-sustaining for the first few days to weeks after a major disaster. Traditional emergency service providers will be overwhelmed, special need client needs will increase beyond the normal service providers range of services. As the recovery phase progresses, so will client needs and their normal reliance on the service provider will greatly increase.

West Virginia Intelligence/Fusion Center:**1-2:15pm****What we can do for you****Speaker:** *Thom Kirk, Director, West Virginia Intelligence/Fusion Center***Facilitator:** *Jerry Beckett*

The West Virginia Intelligence Fusion Center is a partnership between public and private entities. Through the cooperation of local, state, and federal law enforcement, public safety agencies, and the private sector, the fusion center is able to better protect the citizens of the United States against all hazards. This is accomplished by aggressively facilitating the collection and compilation of all credible information and, through professional analysis of collected information and open source documents, producing reliable and credible intelligence. This session will describe the services that the Center can provide to local and state agencies as well as opportunities such as the Fusion Center Liaison Program.

Public Health Emergency Preparedness Grant:**1-2:15pm****Statement of Work for Local Health Departments****Speakers:** *Center for Threat Preparedness Staff*

This session is directed to local health departments. Center Staff will describe the different activities required to meet the 2014-2015 Public Health Emergency Preparedness (PHEP) Grant requirements, which will be outlined in the local health department Statement of Work. There will be an opportunity for questions related to public health funding and associated activities.

C'ing Innovations in Disaster Behavioral Health:**1-2:15pm****Technology, Resources, and More -- WEBINAR****Speaker:** *Joe Samalin, National Disaster Distress Helpline***Facilitator:** *Yolanda Sowards*

The purpose of this workshop is to present an overview of innovative resources and technologies that Link2Health Solutions' network of Disaster Distress Helpline crisis contact centers and other L2HS programs use to assist survivors, first responders, loved ones of victims, and others experiencing distress following disasters: crisis hotlines, SMS/text, chat, online therapy, apps, and other web-based platforms will be discussed. Participants will gain insight into how these resources can benefit their work and the communities they serve. You will also learn how to create and leverage a collaborative and cooperative approach to disaster behavioral health through all phases of disaster, including outreach and communications strategies which will increase your capacity to support impacted individuals and communities. Q&A will allow for participants to share their own use of disaster behavioral health resources and technologies in disaster relief best practices, and additional resources will also be shared as takeaways.

Crisis Standards of Care**2:30-4pm****Speaker:** *Melissa Kinnaird, Deputy Director, Center for Threat Preparedness***Facilitator:** *Yolanda Sowards*

This session will explain the history of Crisis Standards of Care (CSC) and the involvement of the Institute of Medicine (IOM). This session will also describe how West Virginia addressed the IOM recommendations and the issue of CSC, including the development of a white paper and anticipated next steps. Recommended guidelines for developing CSC in each community and healthcare facility will also be discussed.

Social Media for Emergency Management,**2:30-4pm****First Responders & Jurisdictions**

Speaker: *Edward “Bo” Wriston, Director, Wirt County Emergency Management*

Facilitator: *Luke Mitchell*

This class will delve into the ever-growing and important world of Social Media, and how it can be integrated into Public Safety agencies for prevention/mitigation, preparedness, response, and recovery operations. Basic Social Media statistics, sites/applications, and techniques will all be discussed, along with examples of how easy it can be to have a progressive and powerful Social Media presence. This class is for the novice to advanced Social Media user. Topics covered will include: social media, who uses it, and why it is important; benefits (and pitfalls) of social media; examples of social media use and lessons learned; basic Social Media sites; Google crisis response & alerts; and FEMA applications.

Newly Released SNS/Medical Countermeasure Guidance: **2:30-4pm**
Receiving, Distributing, and Dispensing, SNS Assets, a Guide to Preparedness V11

Speaker: *Jim Sowards, WV SNS Program Coordinator, Center for Threat Preparedness*

Speaker: *Humbert Zappia, Public Health Advisor, SNS Program, Center for Threat Preparedness*

Facilitator: *Rebecca Schmidt*

This course will present an overview of the newly released Strategic National Stockpile Preparedness Guidance. Previous versions of this guide focused significantly on the scenario of a release of aerosolized anthrax, which would require jurisdictions to prepare for dispensing MCMs within 48 hours.

However, Version 11 takes into account a growing range of threats, changes to the amount and variety of stockpiled assets, and the existence of more comprehensive planning and preparedness processes in many jurisdictions. Considering the wide variety of potential public health threats and MCMs available to mitigate those threats, planning for this type of emergency response should be scalable and flexible.

Emergency Planning for People with Functional **2:30-4pm**
Limitations as an Agency, Organization or Volunteer

Speaker: *Christina Smith, Executive Director, The Arc of West Virginia*

Facilitator: *Eric Tissenbaum*

For people who have daily functional limitations, an emergency can quickly become overwhelming. Some people with disabilities are especially susceptible to emergency situations, as they are limited in receiving, understanding, or following directions of traditional types of information and emergency alters. Additionally, those with developmental, emotional, or cognitive disabilities may be able to receive the message but unable to understand the meaning or are incapable of performing protective actions. Understanding the importance of one’s personal preparedness and how to obtain guidance will be addressed. This session will assist those with disabilities or other functional limitations through ability-specific self-assessments to assist in planning, directives on how to develop an appropriate support network, as well as identification of what special accommodations one may need in an emergency.