Design a NIMS-Based Strategy to Protect Against Public Health Threats



The 2005 National Summit on

Homeland Security Preparedness for Public Health

Implementing NIMS in Hospitals and Public Health Systems: A Step-by-Step Process

January 19-21, 2005 • Atlanta, GA

Align Public Health Systems with NIMS Guidelines

Successfully integrate the Incident Command System into your medical operations contingency plan

Improve Emergency Communications During a Crisis

Minimize internal confusion while conveying critical information during a terrorist attack

Discover Funding and Grants for Public Health

Take advantage of available government funding to better prepare your medical emergency force

Integrate Resources During Disaster Response

Partner with public, private and non-profit organizations to develop a solid support system

Presented by:

In Association with:

CHIEF

Public Health Updates on NIMS

Ensure Your Public Health System's Compliance with New Homeland Security Standards

Preparing the Public Health Community for Effective Response to Disaster

Topics Covered include:

- The Future of NIMS
- A Weaponry Threat Brief
- Procuring Essential Equipment
- Staffing Dilemmas
- Interstate Emergency Planning
- Effective Public Communication
- Public Health Grants
- Creating Emergency Training Systems

"Although states have further developed many important aspects of public health preparedness, since April 2003 no state is fully prepared to respond to a major public health threat"

-2004 GAO Report

Reasons to Attend:

1. Implement emergency schematics that line up with NIMS
2. Understand what federal mandates require of your medical agency
3. Prepare your community to respond to lethal threats
4. Gain insight on tactics that have worked for other public health municipalities
5. Apply what you have learned in an interactive scenario

Dear Community Public Health Stakeholders:

Since the devastating terrorist attacks on America, the United States has intensified its stance in every aspect of providing a safe and secure environment for its citizens. As leaders in the field of public health, it is imperative that you and your organization are fully capable of successfully managing any medical crises of great magnitude.

I invite you to join us at the ***2005 National Summit on Homeland Security Preparedness for Public Health***, being held January 19-21 at the Sheraton Suites Galleria in Atlanta, Georgia, where you will have the opportunity to explore valuable tactics, training and emergency medical response innovations. This event is crafted and tailored to meet the critical education needs of the public health community, highlighting key elements of crafting incident management systems for medical affiliates.

Stay Aligned with the National Incident Management System's (NIMS) Current and Future Mandates

The unveiling of NIMS set the parameters of emergency service capability for the medical sector. To insure federal funding, it is vital that the public health community begins to strengthen every aspect of its emergency management system and continually look forward in future planning and practices. Examine the latest and future mandates to keep your agency proactive in its life- saving, national security mission.

Apply Combined Capability to Defeat Public Health Disasters

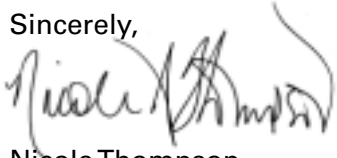
The Government Accountability Office recently found that very few states have regional plans for the coordination of response to a public health emergency. A major catastrophic event demands combined, local and interstate resources; but plans for such an event must be put into place, practiced and tested before disaster strikes. Learn proven techniques from public health affiliates who have already established federally compliant plans.

Develop Concise Public Communication and Education

What is your public communication strategy? Is your populace aware of what should be done in the event of a chemical or biological attack? Hear how to establish emergency communication plans that will give your populace a head start in taking the appropriate first steps in the event of an emergency.

Join us at the ***2005 National Summit on Homeland Security Preparedness for Public Health***, as local and national leaders of the public health sector convene to discuss new trends in training, preparation and guideline adherence for successful crisis management. You'll emerge ready to move ahead with confidence and success in developing your public health readiness measures. There is limited space available for this event, so please contact us immediately to guarantee your seat. Register yourself and your team by calling 703-894-0481 or visiting www.PerformanceWeb.org.

Sincerely,



Nicole Thompson
Associate Director
Law Enforcement Development Center

Meet New Public Health Emergency Response Standards!

Day One: January 19, 2005

8:00

Registration and Continental Breakfast

9:00

Keynote: The Dynamic Role of Public Health in Securing America's Future

Today's medical community must remain in a continuous state of transformation and growth in order to meet needs necessitated by the modern world. At all times, health agencies must be prepared to contend with quickly-unfolding, perilous circumstances and the ominous possibility of violence resulting in mass casualties. In this session, a leader from the public health sector will discuss the relationship of health disciplines to national security efforts, as well as the future of public health and its prominent role as a front-line defender of America's safety.

Charles Schable, *Director, Office of Terrorism Preparedness and Emergency Response, Centers for Disease Control and Prevention*

9:45

Implementing NIMS in Hospital and Public Health Systems: A Step-by-Step Process

Homeland Security Presidential Directive-5 sets a bevy of new guidelines and standards for the public health sector. Fulfilling your role in securing the nation's safety hinges upon implementation of the National Incident Management System in a timely and functional manner.

- Examine ways the medical community's role is transcending to merge with national security measures and mandates
- Understand how NIMS and ICS affect the medical community
- Plot an effective course to NIMS alignment within your agency

Representative of the U.S. Federal Emergency Management Agency/Department of Homeland Security

10:45

Morning Break

11:00

What Public Health Professionals Must Know about Homeland Security Threats: A Weaponry Briefing

Prepare your public health emergency response organization to manage the effects of a devastating attack by gaining knowledge and expert insight on the tools of terrorism faced by community health defenders.

- Learn more about the history of terrorist weaponry, including chemical, radioactive, biological agents and explosives
- Gain insight on the injuries and after-effects of exposure to various agents on the health of an affected population
- Discuss the latest updates on emerging biological and chemical threats

Mark Miller, *President, Executive Protective Systems*

12:00

Networking Luncheon

1:00

Ongoing Maintenance and Management of NIMS for Public Health

Maintaining a clear view of your emergency response organization's status is an important factor of the National Incident Management System. The public health sector is mandated to establish clear guidelines for the continual evaluation and improvement its response schematics.

- Oversight of Emergency Management Systems
- Conducting Effective Reviews
- Continuous Evaluation and Refinement

Representative of the U.S. Federal Emergency Management Agency/Department of Homeland Security

2:00

Procuring Essential Items for Medical Defense Professionals

The protectors must be protected. Providing medical responders with the proper equipment improves safety and strengthens hazardous response capability. The National Incident Management System outlines compulsory standards for national security resources that the health sector must meet to achieve compliance.

- Identify and assess your agency's needs using the Standardized Equipment List
- Understand the ways interoperability mandates effect medical equipment purchases
- Explore various aspects of the protective equipment your organization will use

Kurt T. Bradley, *Public Safety Grants Consultant, Chief Grants*

3:00

Break

3:15

Aligning NIMS to Healthcare Staffing Management: Grappling with Surge Capacity and Staffing Dilemmas

The medical community contends with a critical health worker shortage on a daily basis. The effects of a tragic disaster have the potential of intensifying this situation. Hear personnel management strategies for handling a rapid patient influx.

- Develop plans to route resources where they're needed most
- Discover new ways to tailor capacity plans based on your organization's needs
- Hear first-hand experiences of medical providers who have managed massive emergency patient surges

Dr. Jeffery Elting, *Medical Director, Bio-terrorism Response Coordination District of Columbia Hospital Association**

4:00

Adjourn

Register by calling *703-894-0481*
or visit *www.PerformanceWeb.org*

Day 2: January 20, 2005

8:00

Continental Breakfast

9:00

Public Health Leadership Tactics for Uniting Communities to Overcome Disaster

The circumstances of a mass casualty incident require a high degree of cooperation between all available systems to achieve the greatest level of survivability. Forming and sustaining public health related networks between public, private and non-profit groups is imperative for success during any national security crisis.

- Identify the value non-profit organizations offer your community during public health crises
- Explore the importance of incorporating community organizations in emergency medical planning and training procedures
- Discover valuable options that assist the public health community in overcoming disaster

Becky Conditt, *Piney Woods TX Area Health Education Center*

Susan McKee, *Piney Woods TX Area Health Education Center*

10:00

Survival Beyond Borders: Interstate Emergency Planning for Public Health

If the scale of an event exceeds your medical system's capability, does your organization have tested and reliable partnerships planned? In this session you will hear techniques and best-practices in coordination and augmentation of interstate emergency resources.

- Fine tune your knowledge concerning the creation and training of interstate partnerships for successful response and recovery from catastrophic events
- Examine possible pitfalls, and proven successes in planning and execution processes that your agency can employ in its preparations
- Apply tactics and lessons from the nation's best emergency medical organizations to your response schematics

Dr. Bill Dice, *Director, Office of Public Health Emergency Preparedness Erie County, N.Y. Dept. of Health*

11:00

Break

11:15

Crisis Communication for Public Health

A key element of managing public health emergencies is successfully enacting measures to avoid confusion in your population. Knowing when and how to disseminate information can increase the medical community's ability to react to adversity and save lives.

- Create a disaster preparation system
- Establish clear communication during uncertain times
- Understand essential elements of strategic media communication

Dr. Rocky Lopes, *Director Public Education, American Red Cross*

12:30

Networking Luncheon

1:30

APPLICATION SESSION: Creating Emergency Training Systems that Work for the Medical Community

Learn the 'ins-and outs' of medical emergency response training while formulating a NIMS-aligned training routine that tests and hones the ability of your agency to combat disaster.

- Construct a crisis control exercise that incorporates critical aspects of managing a mass casualty event
- Put your plan into action: What you need to know about coordinating with laboratories, law enforcement and government
- Assess and adjust your program to achieve higher synchronization, safety and increased survivability

Dr. Bill Dice, *Director, Office of Public Health Emergency Preparedness Erie County, N.Y. Dept. of Health*

3:30

Break

3: 45

SHOW ME THE MONEY: Funding Opportunities for Public Health Entities

The federal government has set aside millions of dollars for first-responder preparedness measures, but much of it is linked to compliance with homeland security mandates. Increase your ability to maneuver within the federal grants system to make sure your department gets its share of medical funding.

- Garner more financial support to combat public health emergencies
- Explore specialty funds available for your public health national security preparedness measures
- Recognize federally required mandates for receipt of medical preparedness funds

Kurt T. Bradley, *Public Safety Grants Consultant, Chief Grants*

5:00

Adjourn

- **Overcome Major Difficulties of Responding to Catastrophic Public Health Events**
- **Identify Steps your Agency will take toward Achieving National Incident Management System Standards**
- **Create Collaborations for Emergency Response Success with Public and Private Organizations**
- **Be Prepared to Face Adversity with Enhanced Medical Response Training Programs**

Interactive Disaster Scenario

Day 3: January 21, 2005

8:30

Continental Breakfast

9:00

Morning Workshop: Identify and React to an Unknown Contaminate

Throughout the morning and previous evening, several patients with high fevers, chills, headaches and coughs have sought the attention of healthcare providers throughout the town of Riverside. Even though it is flu season, such severe cases are unusual. Similar patients begin to flood area emergency rooms.

As time progresses there is an increase in symptomatic and hospitalized individuals. Morbidity rates are increasing significantly. In addition, hospitals and clinics note an increase in illness among the medical staff. Absentee levels are high among emergency response personnel. Prompted by news reports about the outbreak, the number of worried townspeople reporting to hospitals and doctors' offices continues to rise.

Case histories and interviews with patients and family members indicate that many patients attended the Riverside Agricultural Festival. However, many of the later cases never went to event and are potentially victims of secondary infection.

Hospitals and private healthcare providers report that the number of symptomatic patients seeking treatment continues to accelerate. With no indications the crisis will abate in the near future, requests for assistance continue to be sent to county and city emergency operation centers.

What must you do to safeguard your population and identified victims? Attend this realistic scenario to test the concepts you've learned and apply your knowledge to:

- Take control of an incident site
- Alert and involve the proper agencies and authorities
- Safeguard your force from cross contamination
- Area sanitization and mass decontamination
- Manage a patient surge and bed shortage

11:00

Presentations and Debriefing

The opportunity to test and share your emergency response decisions with a nationally recognized leader doesn't come often. During this interactive session you will present the course of action you chose to manage the hazardous situation scenario to a team from General Physics Corporation. Don't miss this chance to collaborate with colleagues and generate new ideas based on your life-saving decisions. You'll emerge with a fresh outlook on the way your organization can increase its response success rate.

12:00

Adjourn

Register by calling *703-894-0481*
or visit *www.PerformanceWeb.org*

Who Should Attend?

- Health Officers and Administrators
- Emergency Management Coordinators
- Hospital Administrators
- Epidemiologists
- Emergency Medical Responders
- Nurses
- Physicians
- First Responders
- Public Safety Response Teams
- Volunteer Response Organizers
- Public Communication Officers
- Health Educators
- And ALL persons responsible for terrorism preparedness

Hotel and Venue Information

The ***2005 National Summit on Homeland Security Preparedness for Public Health*** will be held at the Sheraton Suites Galleria in downtown Atlanta, Georgia. A limited number of rooms have been reserved at the hotel at a discounted rate of $112.00. Please contact the hotel at 770-955-3900 by December 28, 2004 to make reservations. Be sure to ask for the Performance Institute conference rate. The Sheraton Suites Galleria will ensure that your conference experience is not only educational, but also comfortable and enjoyable in every aspect.

Sheraton Suites Galleria Atlanta
2844 Cobb Parkway, SE, Atlanta, GA 30339
770-955-3900
www.sheraton.com/galleriaatlanta

Tuition:

Tuition for the ***2005 National Summit on Homeland Security Preparedness for Public Health*** is as follows:

Conference Only:	$1095
Conference Plus Workshop:	$1595

Exhibit and Sponsorship Information

Learn more about exhibit and sponsorship opportunities at Performance Institute educational seminars by contacting Raymond Pettis at 703-894-0481 or Pettis@PerformanceWeb.org.

Group Discount

For information about discounts for groups of three or more, please contact Raymond Pettis at (703) 894-0481 or Pettis@PerformanceWeb.org.

Administrative Note: A $150 service fee will be charged on cancellations received less than three weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future Performance Institute conference.

The Performance Institute
1515 North Courthouse Road
Suite 600
Arlington, VA 22201

Preparing State and Local Public Health Agencies to Meet NIMS

Registration Form for the *2005 Summit on Public Health and Emergency Response*

Call (703) 894-0481; fax this form to: (703) 894-0482;
or visit www.HomelandSecurityWeb.org

☐ Yes! Register me for the conference.

☐ Yes! Register me for the conference and workshop.

☐ Please call me. I am interested in a special group discount for my team.

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Dept. _____

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