

OFFICE OF EMERGENCY PREPAREDNESS AND RESPONSE

NYC Scenario-Specific Response Guides

Overview

- Goal
- Methodology
 - Initial Concept
 - Guide Development
 - Community Input Sessions
- Final Products
- Distribution
- Benefits and Challenges

Our Mission Statement

To promote DOHMH's and NYC's ability to prevent, prepare for, respond to, and recover from health emergencies.

What the Research Says...

- Should provide public with key information **in advance** of emergencies
- Provide steps to take for **most likely scenarios**
- **Community input makes a difference** and should be part of the process
 - Studies show that concerns are reasonable and should be addressed upfront

Harvard's National Leadership Initiative (NPLI): Key Recommendations

1. Engage community leadership before, during and after an emergency
2. Develop clear and effective messages
3. Evaluate the impact of messages

Goal

- Develop written guidance that provides clear, actionable and immediate steps to take during an emergency
- Collaborate with community organizations to obtain feedback to inform development of written guidance

Initial Concept

22 Common Threats:

- Coastal Storm
- Cold Weather
- Earthquake
- Tornado
- Heat
- Anthrax
- Burkholderia
- Botulism
- Plague
- Rift Valley Fever
- Smallpox
- Tularemia
- Viral Hemorrhagic Fever
- Power Outage
- Explosive Event
- Radiological Event
- Nuclear Incident
- Blister Agent
- Chlorine
- Nerve Agent
- Toxic Chemicals
- Pandemic Influenza

4 Target Groups:

Individuals & Families

Healthcare Service
Providers

Organizations/Businesses

At-risk population

Methodology



- Use internal technical documents to develop content
- Engage with agency SME's to verify content
- Make easily readable

- Multiple community input sessions
- Receive feedback on content and design

- Analyze feedback and make appropriate revisions

Guide Development

- Multiple stakeholders engaged throughout process:

	Role	Responsibilities
Internal to DOHMH	Internal OEPR Workgroup	-Led project management from start to finish -Compiled initial content from internal technical documents
	Agency SMEs	-Confirmed validity of content -Provided feedback throughout
	DOHMH Communications	-Assisted in streamlining to be easily readable
External	DFC (vendor)	-Developed design/template
	Community organizations	-Participated in multiple feedback sessions

Community Input Sessions


- Held two sessions (May 2014 & June 2015)
 - Approx. 30-40 attendees at each session
 - Breakout sessions with SMEs
- Asked the following questions:
 - Do you think that the messages are clear and understandable?
 - Are the recommendations practical and actionable?
 - Are there any proposed edits or additions?
 - Is it clear who is at most risk and steps to take?

Suggestions from Input Sessions

- Use graphics, short sentences, bullets and simple language
- Make information consumer friendly so it's more specific, actionable and consistent
- Use icons instead of numbers
- Think about people across spectrum of functional capacity, people with disabilities, low literacy, people with limited English proficiency

Before & After

PUBLIC HEALTH
Emergency Network
connect. prepare. respond.



PANDEMIC INFLUENZA RESPONSE GUIDE

AT-RISK POPULATIONS

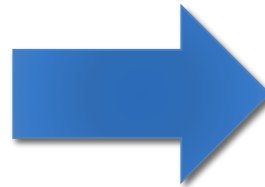
INDIVIDUALS & FAMILIES | AT-RISK POPULATIONS | HEALTHCARE PROVIDERS | COMMUNITIES & BUSINESSES

SHARE | FACT SHEET

You may be at a higher risk than others of getting sick or having complications from flu. People with certain health conditions—such as weak immune systems, respiratory illness and pregnancy—should take extra steps to protect their health. While many who get the flu will recover without problems, knowing how to protect yourself can help you cope with the situation. This Response Guide tells you how.

- 1 IF YOU HAVE A PRE-EXISTING HEALTH CONDITION, TALK WITH YOUR DOCTOR.**
Certain health conditions—such as having a weak immune system, respiratory illness or being pregnant—can put you at greater risk of becoming ill or having complications. Talk to your doctor or health care provider about whether you are at risk and ask about the best ways to prevent infection or treat illness. Be sure to bring up other health issues you're having or have had in the past.
- 2 COVER YOUR COUGH AND SNEEZE.**
Flu and cold viruses expelled through coughing and sneezing can travel up to six feet away. Stop the spread of germs. Cover your mouth and nose with a tissue when you cough or sneeze. If you don't have a tissue, cough or sneeze into your elbow, not your hands.
- 3 WASH YOUR HANDS.**
Washing your hands and limiting contact with others can help prevent infection.
TIP: Count to 20 when washing your hands or sing "Happy Birthday" or "Twinkle Twinkle, Little Star."
- 4 AVOID TOUCHING YOUR EYES, NOSE AND MOUTH.**
Your hands can carry germs and spread them to every surface you touch. When you touch your eyes, nose or mouth, flu viruses can enter your body and make you sick.

Community Input



INDIVIDUALS & FAMILIES | **PANDEMIC INFLUENZA RESPONSE GUIDE**

An influenza pandemic is a global flu outbreak. Mild symptoms of influenza include fever and cough. Severe symptoms include trouble breathing or shortness of breath (rapid breathing in children), pain or pressure in the chest or stomach, bluish skin color, dizziness or confusion, increasing fever or vomiting that won't stop.

Cover your cough and sneeze.

- Cover your mouth and nose with a tissue when you cough or sneeze. If you don't have a tissue, cough or sneeze into your elbow, not your hands. It can prevent others from getting sick.
- Avoid touching your face. Influenza viruses can enter your body through your nose, mouth or eyes, and can make you sick.

Wash your hands.

- Wash your hands often to avoid spreading germs. Use soap and warm water, and count to 20 or sing "Happy Birthday."

Get vaccinated.

- When the pandemic influenza vaccine is available, get vaccinated. It is the best way to prevent influenza.
- Find vaccination sites at nyc.gov or by calling 311.

Stay home if you are sick.

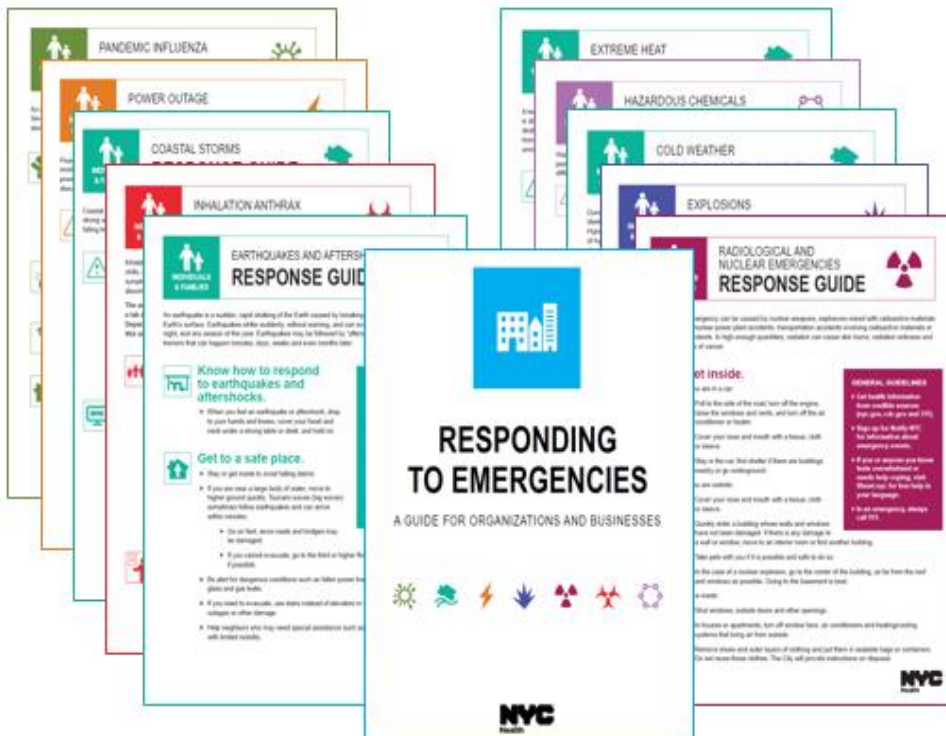
- If you have common influenza symptoms such as fever or cough, stay at home until 24 hours after your symptoms are gone. Avoid going to the hospital. People with the flu usually recover without medical treatment. If you have questions, call 311.
- Seek medical care immediately if you have severe symptoms.

GENERAL GUIDELINES

- ▶ Get health information from a credible source (nyc.gov, cdc.gov and 311).
- ▶ Sign up for Notify NYC for information about emergency events.
- ▶ If you or anyone you know feels overwhelmed or needs help coping, visit 800.LifeNoLorg for free help in your language.

1

Final Products



- ✓ 10 Individual/Families
- ✓ 1 Organization/Business Toolkit
- ✓ Steps to take for 10 threats: hazardous chemicals, pandemic influenza, power outage, explosions, radiological and nuclear emergencies, inhalation anthrax, coastal storms, cold weather, earthquake, and extreme heat

Brief explanation of threat



A heat emergency is triggered when the heat index, a measure combining temperature and humidity, is above 100°F for one day or above 95°F for two or more days. However, heat-related illness and death can occur at lower temperatures. In New York City, most heat-related deaths happen inside hot homes. Symptoms of heat illness include hot, dry skin OR cold, clammy skin; confusion; hallucinations; unresponsiveness; nausea or vomiting; trouble breathing; rapid, strong pulse; weakness; or dizziness.

Guidance on at-risk population, where applicable



Know who is at risk.

Some people are at greater risk for health problems from extreme heat. People most likely to be affected by extreme heat include those who do not have a working air conditioner AND:

- Are 65 or older
- Suffer from chronic medical problems such as heart disease, breathing problems, diabetes or obesity
- Have serious mental illness or developmental disabilities
- Take medications that affect the body's ability to maintain a normal temperature. **Check with your doctor for information and advice about any medicines you may be taking.**
- Use drugs or drink heavily
- Are socially isolated, have limited mobility or are unable to leave the house



Reach out.

- If you or someone you know has symptoms of heat illness, call 911 or go to a hospital.
- Check on neighbors, friends and relatives who may be at risk and help them find a cool place.

GENERAL GUIDELINES

- **Get health information from credible sources (nyc.gov, cdc.gov and 311).**
- **Sign up for Notify NYC for information about emergency events.**
- **If you or anyone you know feels overwhelmed or needs help coping, visit lifene1.nyc for free help in your language.**
- **In an emergency, always call 911.**

All guides have the same general guidance



RESPONDING TO EMERGENCIES

A GUIDE FOR ORGANIZATIONS AND BUSINESSES



NYC
Health

- Section 1: Provides tips about how to prepare facility and community for emergencies
- Section 2: Outlines general guidance on how to stay informed
- Section 3: Provides scenario-specific guidelines for 10 threats

Distribution

- Translated into 12 languages and posted onto DOHMH website
- Distributed to ~200 members of the Community Resilience Planning Committee (CRPC)
- Promoted via social media channels (ie. Twitter)
- Distributed to national partners/other jurisdictions



Benefits/Challenges



- Improves overall messaging
- Increases likelihood that will be used
- Strengthens relationship with communities

- Resource intensive
- Focus on public health emergencies

Links to Guides

10 Individual & Families Response Guides:

<http://www1.nyc.gov/site/doh/health/emergency-preparedness/threats.page>

Community & Business Consolidated Response Guide toolkit:

<http://www1.nyc.gov/assets/doh/downloads/pdf/em/organization-business-response-guide.pdf>

Questions?

Marisa Raphael, MPH

Deputy Commissioner

Office of Emergency Preparedness and Response (OEPR)

NYC Department of Health and Mental Hygiene (DOHMH)

mraphael@health.nyc.gov