



Fall 2006  
Volume 1, Issue 1

Tis easy to see,  
hard to foresee.

Benjamin Franklin

## City of Philadelphia EPRC Report Calls On C-PREP



EPEX 2005: Emergency Preparedness Exercise at Philadelphia International Airport. Credit: Rick McMullen, Philadelphia International Airport

A candid assessment of Philadelphia's emergency preparedness planning was completed and released in July 2006. The process highlighted where Philadelphia was strong, and where improvements need to be made. Communication, medical readiness, and evacuation plans were some areas that the gap analysis report indicated needed additional work. The 175 page report with 200 recommendations can be found online at [www.phila.gov](http://www.phila.gov).

Dr. Alice Hausman, Michael Hagen, and George Heake, all affiliates of C-PREP, were active participants in the review and activity for the report. Temple University's VOAD, C-PREP, the Institute on Disabilities, the Institute for Public Affairs (IPA), and Temple University's Hospital Regional Emergency Preparedness and Response Training Center were specifically mentioned as resources for the city of Philadelphia.

This guide acknowledges the special difficulties faced by special populations including those with physical and mental disabilities, the elderly, and people who speak English as a second language. C-PREP members are engaged in research addressing the needs of special populations from accessible communications to accessible shelters. C-PREP and IPA continue to work with EPRIC to develop and evaluate a public education campaign.

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## Community Pandemic Flu Education

The news is filled with stories of the coming flu pandemic. The CDC is concerned enough to produce fact sheets about Pandemic Flu to correct misconceptions on made-for-TV movies. Where can people in the community go to receive accu-

rate and useful information about pandemic flu?

Thanks to an agreement with the Pennsylvania Department of Community and Economic Development and the Pennsylvania Department of

Health in coordination with the Centers for Disease Control and Prevention, three Health Education centers in Pennsylvania have offered community pandemic flu education to local area businesses and senior

## Food Safety is Hot Topic

There is an increasing need for research on the infrastructure of the United States' food industry to be prepared for and respond to a disaster situation, whether it is caused by nature as was the case with Hurricane Katrina or by humans such as a terror attack. While research is currently underway to assess the role of the government in such scenarios, there is a lack of research related to the private sector.

Dr. Jennifer Ibrahim, faculty in Temple University's Department of Public Health, developed a study to

assess the gaps by analyzing current policies of major retail organizations for food-related emergency. This study is designed not only to assess official policies, but also the manner in which policies are translated into practice by analyzing the awareness of such policies and implementation practices at the store level.

Dr. Ibrahim has been working with the Pennsylvania Food Merchants' Association (PFMA), the trade group for retail food merchants in Pennsylvania. As of July 2006, 250 surveys have gone out to retail stores based on The Food and

Nutrition Service listing of all food retailers where an individual can redeem food stamps.

The benefits of research on the emergency preparedness of the retail food industry is that it provides first steps towards an improved system of response within the private side of the food industry and increased collaboration and communication between private corporations and the government. Such changes in policy and practice are translated into benefits for the public in times of an emergency.

## Don't Miss Us At APHA

The American Public Health Association (APHA) annual conference will be held in Boston on November 4 - 8th. Don't miss the following presentations by C-PREP members on their research activities.

- ✦ Sarah Bauerle Bass, Ph.D., MPH; Brenda Seals, Ph.D., MPH, Betsy Leebron, Ph.D., Dominique Ruggieri, MA. **First responders and media readiness in the event of terrorism: Results of a self-efficacy study.**
- ✦ Dominique Ruggieri, MA; Sarah Bauerle Bass, Ph.D., MPH; Brenda Seals, Ph.D., MPH; Betsy Leebron, Ph.D. **Public Health Workers and First Responders as Social Marketers: Understanding Attitudes and Levels of Self-efficacy to Improve Communication During Emergency Events.**
- ✦ Jennifer K. Ibrahim, PhD MPH MA<sup>1</sup>, Caroline Friel, MPH, and Robert Gage. **Emergency Preparedness in Pennsylvania's Retail Food Industry: Assessing the Gaps.**
- ✦ Brenda Seals, PhD, MPH, Jay Segal Segal, PhD, Alice Hausman, PhD, MPH, Chad Thomas, MPH, and Sylvia Twersky-Bumgardner, MPH. **Psychological Distress, Emergency Preparedness and Concerns for Future Events.**
- ✦ Brenda Seals, PhD, MPH, Sarah B. Bass, PhD, MPH, Dominique G. Ruggieri, MA, Jay Segal Segal, PhD, and Amy Cunningham. **Communicating in a Crisis: Building Skills for Message Delivery.**
- ✦ Brenda Seals, PhD, MPH, Sarah B. Bass, PhD, MPH, Dominique G. Ruggieri, MA, and Amy Cunningham. **Anybody there? Development and testing of 1-800 number call scripts.**
- ✦ Tom Gordon, PhD, Sarah B. Bass, PhD, MPH, Sheryl Ruzek, PhD. **Smallpox preparedness: Using perceptual mapping to design tailored messages promoting smallpox vaccination among emergency room healthcare workers.**
- ✦ Sarah Bauerle Bass, PhD, MPH, Brenda Seals, PhD, MPH, and Alice Hausman, PhD, MPH. **Demographic characteristics and emergency risk communication: Results of a statewide survey.**
- ✦ Sarah J. Powell, MA, Tamar Klaiman, MPH, and Alice Hausman, PhD, MPH. **Disaster Mental Health Preparedness and Response by Pennsylvania's County Mental Health Disaster Coordinators (MHDCs): Lessons Learned.**
- ✦ Alice Hausman, PhD, MPH. **Community quality of life and individual response to the threat of terrorism.**
- ✦ Alice Hausman, PhD, MPH. **Effects of distant witnessing on emergency preparedness practice and attitudes.**

## Pandemic Flu Ed Cont...

centers. Temple University offered technical assistance for curriculum development and evaluation. The goal of these education sessions was to ensure that the public can obtain accurate and timely information and that they have the tools they need to take positive action around pandemic flu. Six sessions were designed as pilots to evaluate curriculum and materials.

Participants learned the biology of flu, the history of pandemics, WHO alert phases, the role of the workplace, and prevention and control efforts. These concepts were reinforced with fun lessons such as glow germs that demonstrate the spread of viruses using powder and backlights. Pre and post surveys demonstrated both an increase in knowledge among participants and an increase in participants' intention to prepare by developing and maintaining an at-home emergency kit.

## Media Training for Disaster Preparedness

Local law enforcement officials and the city public health force turned out at Temple for a daylong media preparedness and camera readiness training program this past April. While traditionally media skills have not been considered an important part of public health training, analysis of what went wrong during disaster response often pointed toward poor communication through television and radio

channels.

“Effective communications during a disaster provides for people’s doubts.” stated Dr. Sarah Bass, assistant professor of public health and C-PREP member. Dr. Bass and Dr. Elizabeth Leebron wrote the training curriculum and offered participants a chance to learn what information media are looking for in a crisis, how best to frame that informa-

tion, and how to use the media as an effective tool in emergency response. Everyone had the unique opportunity to practice their media skills in front of a real TV camera and reporter. Participants expressed overwhelmingly positive reactions to the C-PREP training, which is part of an ongoing effort to improve emergency risk communication in the Philadelphia area.

## Mental Health Matters

Mental health is an often neglected aspect of emergency preparedness, but plays a critical role in effective response to all hazards situations. Often community members are stripped of their social support systems during a disaster, as well as being forced to cope with issues of fear and loss. This makes supportive mental health services an integral part of the emergency planning process. In addition, people with mental illness are a vulnerable population in any emergency situation.

In 2005, C-PREP conducted a qualitative data analysis of county mental health disaster coordinators’ experiences, expectations, and perceptions regarding mental health preparedness

and response in order to better understand response efforts and concerns at the local level. This analysis assessed training needs for coordinators and county Disaster Crisis Outreach and Referral Teams. Based on that information, a draft curriculum summary for a flexible training program was completed.

A Mental Health Coordinator Planning Summit was organized for regional mental health disaster coordinators and other county and state representatives. The goals of the summit were to enhance regional collaboration and planning efforts, as well as increase skills and capacity for emergency response. Approximately 40 people attended.

The mental health of emergency responders is also a criti-

cal issue. During 2005-2006 a stress management and mass casualty program for the Major Incident Response Team (MIRT) was developed and implemented by Dr. Jay Segal, Dr. Jerry Ratcliffe, and Rick Keller RN, CS, USA Ret.. *Police Officer Emergency and Disaster Training Development of Stress-Reduction Prevention Program Including Potential Mass Casualty: A Training Manual* was used to train 524 of the total 1088 member MIRT team in Philadelphia. The response among the police community has been enthusiastic and the findings from the program analysis have implications for public health, military medicine, and criminal justice fields.

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## MISSION AND GOALS OF C-PREP

### Mission

The mission of the Center for Preparedness Research, Education and Practice (C-PREP) is to develop research and training initiatives in public policy, epidemiology, risk perception and communication, and basic bio-medical sciences to enhance public health preparedness and to mitigate the physical, psychological and public health impacts of natural and perpetrated disasters.

### Goals

The goal of C-PREP is to build the evidence base for appropriate actions in emergency situations by supporting multidisciplinary research and translation to practice. A workforce development approach promotes attention to the wide range of professions currently involved in emergency response. C-PREP will conduct basic research needed for systems and community planning; create model protocols and training curriculums for specific worksites designed to address trauma related stress; and address institutional policies and practices across a range of industries that will broadly enhance preparedness and response.

Web address:

[www.temple.edu/cprep](http://www.temple.edu/cprep)

## Brown Bag Lecture Series

### Brown Bag Lecture Series for Fall 2006

Everyone welcome!

12pm-1pm

September 14th, Diamond Club, Main Campus:  
*Training our Emergency Response Teams: Lessons from the International Red Cross*, Deborah Knorr

October 18th, Diamond Club, Main Campus:  
*Mapping the Public Mind: Using Perceptual Mapping to Model Perceptions of Disease & Disaster, Develop Message Strategies, Evaluate Message Impact, and Track Changes Over Time*, Dr. Sarah Bass and Dr. Tom Gordon

November 16th, Student Faculty Center, HSC:  
*Healthcare Worker Response to Disaster Conditions*, Dr. Linda Kruus

December 14th, Diamond Club, Main Campus:  
*Emergency Preparedness in Pennsylvania's Retail Food Safety Industry: Assessing the Gaps*, Dr. Jennifer Ibrahim

Presidential Medal of Freedom winner, Dr. DA Henderson, spoke at a well attended C-PREP brownbag lecture in February, 2006. Dr. Henderson led the World Health Organization's successful global smallpox eradication campaign and is currently a Distinguished Scholar, Center for Biosecurity; Professor of Public Health and Medicine at the University of Pittsburgh. In addition to his duties at the Center, Dr.



Henderson is a senior advisor to the federal government and the Department of Health and Human Services on civilian biodefense.

Dr. Henderson spoke about the need to be flexible and have strong local systems in place to respond to events. He supported this with stories from his experiences with the scourge of smallpox, where often local ingenuity made the difference between success and failure. He also spoke about the need for physician education, as he believes they will be first line responders if smallpox is ever used as a biological weapon. The popular brown

bag lecture series will continue this fall. Please join us for our featured speakers and check the C-PREP website for further updates.