



COCA Special Notice

Clinician Outreach and Communication Activity (COCA)
CDC Emergency Communication System

September 8, 2011

National Preparedness Month

In September the United States observes National Preparedness Month! Federal Emergency Management Agency (FEMA)'s Ready Campaign is a nationwide effort encouraging individuals, families, businesses and communities to work together and take action to prepare for emergencies. Preparedness Month is supported by a coalition of public, private and non-profit organizations that help spread the preparedness message. This year, National Preparedness Month coincides with the commemoration of the tenth anniversary of the 9/11 terrorist attacks on the World Trade Center and the Pentagon.

CDC has several activities and resources that we want to share with you in recognition of National Preparedness Month.

Upcoming Events

CDC Public Health Matters Blog – in this blog, authors share public health passions about the evolution of public health and the continual strides that are being made to protect and save lives through education, awareness, research, and promoting healthy lifestyles. There will be a new blog posted every week during National Preparedness Month, read and feel free to post a comment.

<http://blogs.cdc.gov/publichealthmatters/>

Video Contest – Enter CDC's "Are You Prepared?" Video Contest. Show us how you're prepared by making a 60-second video that demonstrates our key message Get a Kit, Make a Plan, Be Informed. Individuals, groups, and even zombies are welcome to enter the contest. Simply go to <http://prepare.challenge.gov> to read the contest rules and guidelines and submit your video.

<http://www.cdc.gov/Features/AreYouPrepared/>

CDC Learning Connection: Emergency Preparedness Spotlight – CDC launched a spotlight page with Emergency Preparedness & Response Training Products designed to help educate the public health community on all-hazards.

<http://www.cdc.gov/learning/spotlight.html>

Get Involved: Voice It

Participate in our Health Partners Facebook Conversations – COCA is encouraging its partners post tools, tips, and emergency preparedness resources to our CDC Health Partners Facebook Page during the month of September. Starting September 12, each week we will pose a question to our health partners on the [CDC Health Partners Facebook Page](#). We hope you will participate and share information!

Be Prepared: Resources

The following preparedness resources may benefit healthcare providers, public health professionals, and emergency planners across all-hazards.

- **FEMA: National Preparedness Month Coalition**
<http://community.fema.gov/connect.ti/READYNPM>
- **Be Ready! September is National Preparedness Month**
<http://www.cdc.gov/Features/BeReady/>
- **Ready.gov (FEMA)**
<http://www.ready.gov/>
- **Emergency Planning for First Responders and Their Families**
<http://www.ready.gov/america/downloads/responder/RRToolkit.pdf>
- **Preparedness Resources for Outpatient Clinics and Urgent-Care Facilities**
<http://emergency.cdc.gov/healthcare/outpatient.asp>
- **Preparedness Resources for Hospitals**
<http://emergency.cdc.gov/healthcare/hospitals.asp>
<http://www.phe.gov/preparedness/planning/hpp/Pages/default.aspx>
- **Preparedness Resources for Pediatric Offices and Hospitals**
<http://emergency.cdc.gov/healthcare/pediatric.asp>
- **Communicating in the First Hour**
<http://emergency.cdc.gov/firsthours/intro.asp>
- **Public Health Preparedness Capabilities: National Standards for State and Local Planning**
<http://www.cdc.gov/phpr/capabilities/index.htm>
- **Preparedness Resources for Community Planners**
<http://emergency.cdc.gov/healthcare/communityplanner.asp>
- **HHS Federal State Local and Planning**
<http://www.phe.gov/preparedness/planning/pages/default.aspx>
- **HHS Responders, Clinicians & Practitioners**
<http://www.phe.gov/preparedness/responders/pages/default.aspx>
- **National Disaster Medical System (NDMS)**
<http://www.phe.gov/Preparedness/responders/ndms/Pages/default.aspx>

The Emergency Risk Communication Branch (ERCB) **Health Partners Outreach Team** works to enhance partners' knowledge of emerging threats and their effects on human populations, and to provide relevant, timely information to help manage these threats by developing and maintaining mechanisms for communication. This is a product of the Health Partners Outreach Team's Clinician Communication Section (CCS) who is responsible for the management of all COCA products.

For information on this and other clinical issues or to send your feedback, contact CCS at coca@cdc.gov

The Health Partners Outreach Team offers a variety of free tools and resources to help you enhance your knowledge of emergency preparedness and response:

[CDC Health Partners Outreach Facebook page](#) - real time updates, guidance, and situational awareness for public health partners on Facebook.

[Clinician Outreach and Communication Activity](#) – resources for Healthcare providers.

[Subscribe the COCA RSS Feed](#) - get notified of conference calls, updates, and CDC guidance for health providers.

[Crisis & Emergency Risk Communication \(CERC\) Training](#) - course on the fundamentals of CDC's Crisis & Emergency Risk Communication.

[Selective National Assessment Profiles \(SNAPS\)](#) - snapshots of state population data and local-level community profile information.

[Risk Communicator](#) –quarterly online newsletter providing guidance for emergency risk communication strategy.



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