

ENGAGING YOUTH IN PUBLIC HEALTH PREPAREDNESS AND RESPONSE

**Clinician Outreach and
Communication Activity (COCA)
Conference Call
January 27, 2011**



Objectives

At the conclusion of this hour, each participant should be able to:

- ❑ Describe the overall mission and goals of the Medical Reserve Corps and Health Occupations Students of America
- ❑ Discuss ways to engage the next generation of public health leaders in volunteerism
- ❑ Identify public health mentorship opportunities for students
- ❑ Describe the importance of identifying and collaborating with community partners to strengthen public health infrastructure

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TODAY'S FACILTATOR



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TODAY'S PRESENTER



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Office of the Civilian Volunteer Medical Reserve Corps

Engaging volunteers to strengthen public health, emergency response, and community resiliency.

Medical Reserve Corps

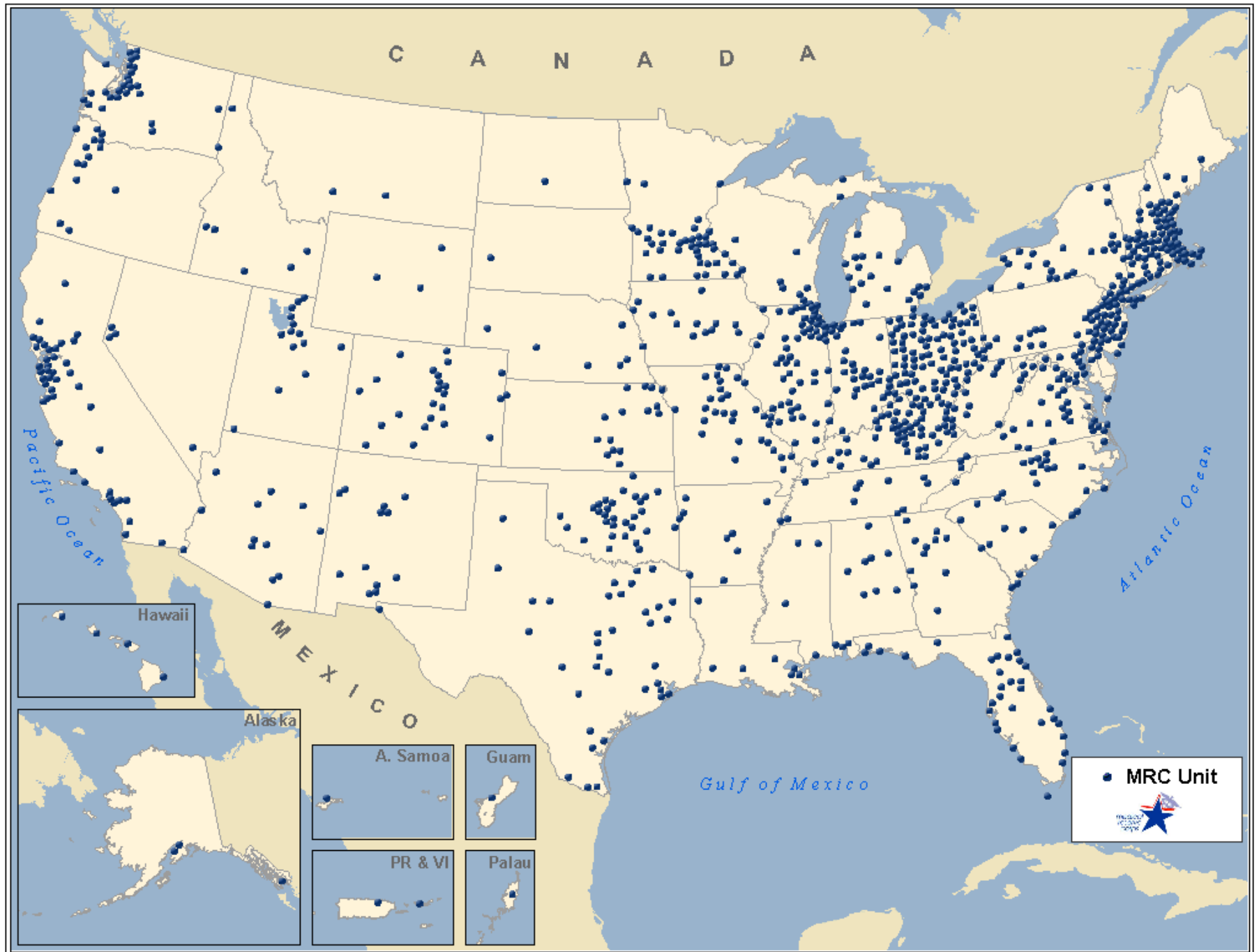
Office of the Surgeon General
Office of the Assistant Secretary for Health
January 2011

The findings and conclusions in this presentation are those of the author and do not necessarily represent the views of the Centers for Disease Control and Prevention



MRC “At A Glance”

- National network
- Mission
- Key Points:
 - “Local, Local, Local”
 - Complement existing programs and resources
 - Volunteer management
 - Identify/recruit
 - Screen/verify credentials
 - Train
 - Recognize/retain

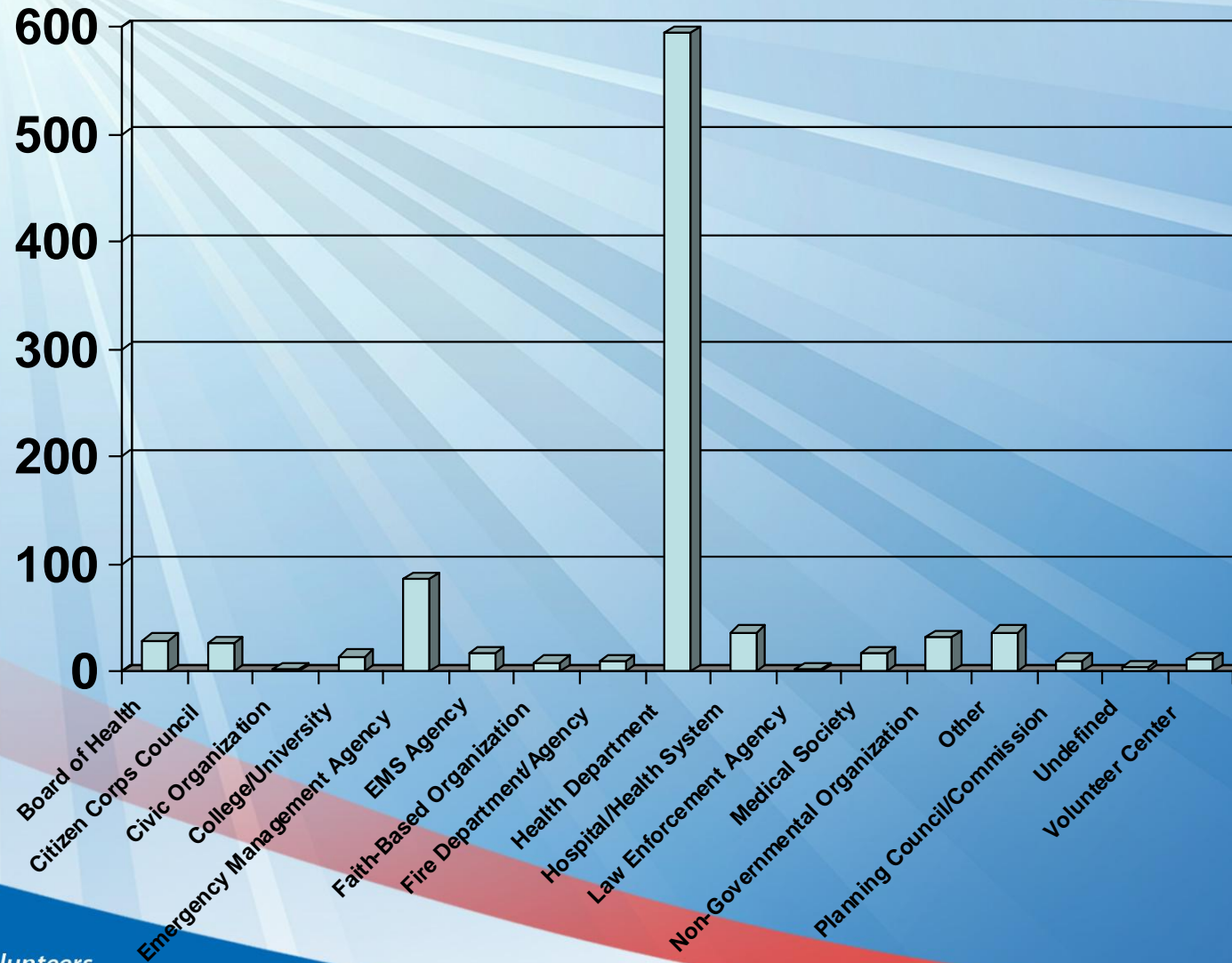




MRC Models

- Community-based = No “typical” MRC
- All MRC units:
 - Provide an organization structure for utilizing members
 - Pre-identify members
 - Verify professional licensure/certification
 - Train/prepare
- Units vary by:
 - Housing organizations
 - Partner organizations
 - Types/number of volunteers
 - Local mission/activities

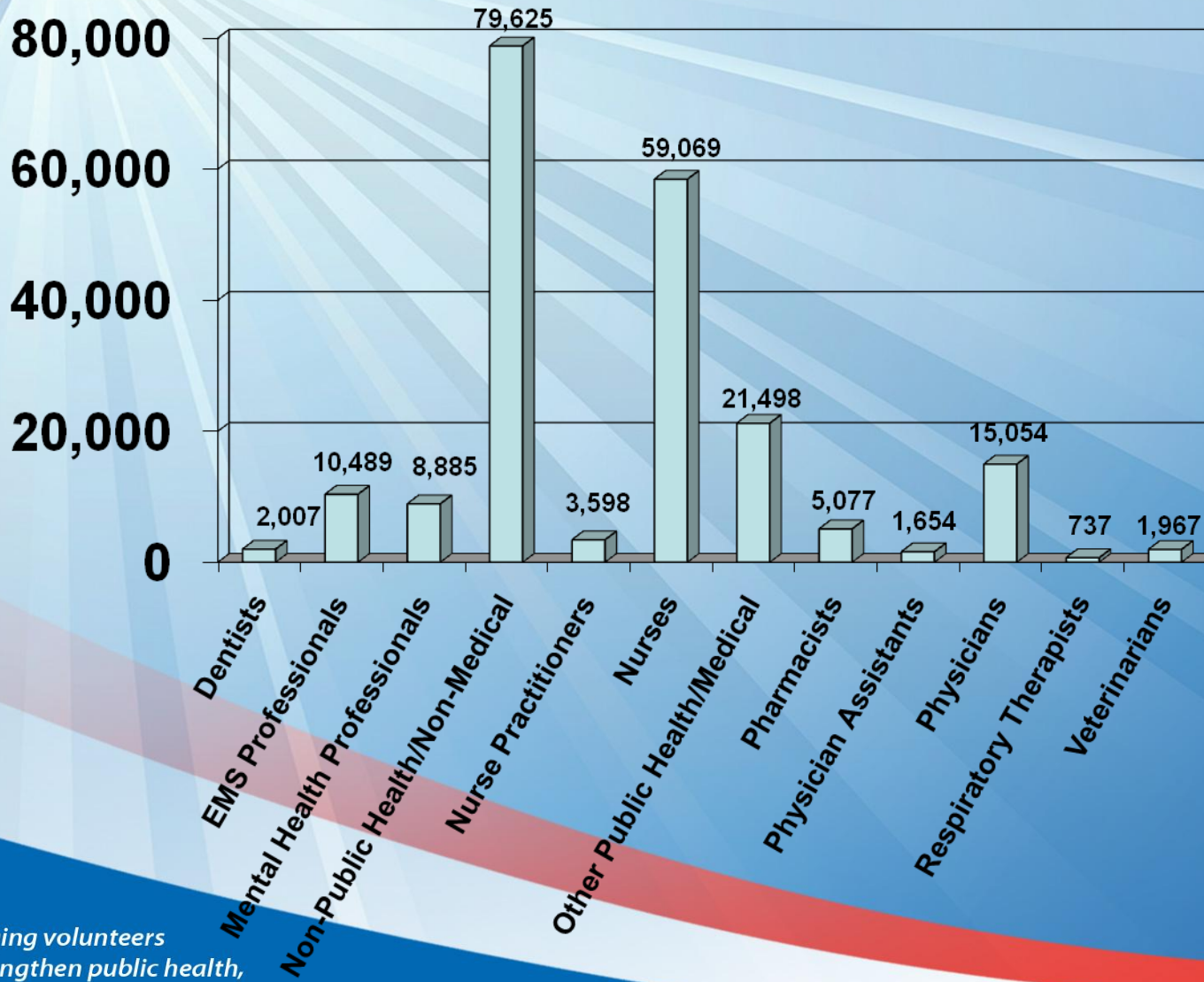
Housing Organizations



*Engaging volunteers
to strengthen public health,
emergency response, and community resiliency.*



MRC Volunteers



*Engaging volunteers
to strengthen public health,
emergency response, and community resiliency.*



MRC Activities

Activity Focus	FY09	FY10
Administrative	921	1,054
Preparedness	1,576	1,496
Public Health	1,121	2,819
Response	774	1,834
Training	2,076	2,241
Total	6,468	9,444

*Engaging volunteers
to strengthen public health,
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Activities/Priorities

- Ambassador's of the Surgeon General!
 - Disease and injury prevention
 - Wellness
 - Eliminate health disparities
- Emergency Role
 - Preparedness
 - Response & Recovery
 - Disaster Risk Reduction



Preparedness

- Personal/Family
- MRC Unit
 - Training
 - Drills/Exercises
- Community



Emergency Response

- Large public gatherings
- Snow/Ice Storms
- Fires/Fire Fighter Rehab
- Haiti Repatriation/Triage
- Flooding
- Hurricane





H1N1 Activities

- Vaccination clinics
 - Mass vaccination
 - School-based vaccination
- Phone banks
- Triage
- Community education and awareness
 - Flu prevention education
- Flu surveillance





Disaster Risk Reduction

- Risk = Hazard x Vulnerability
 - Reduce vulnerability...reduce risk
- Reduce vulnerability
 - Decrease susceptibility
 - Decrease exposure
 - Increase resiliency
- Public health activities...reduce vulnerability



Finding MRC Units

www.medicalreservecorps.gov

Office of the Civilian Volunteer
MEDICAL RESERVE CORPS
Sponsored by: Office of the U.S. Surgeon General

Volunteers Building Strong, Healthy, and Prepared Communities

Search:

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Find MRC Units
Start an MRC
Toolkit
MRC Deployment
About the MRC

LOGIN REGISTER PHOTO GALLERY LISTSERV NEWSLETTERS FAQs


Surgeon General,
Dr. Regina M. Benjamin

Engaging volunteers to strengthen public health, emergency response and community resiliency. [more about the MRC](#)

Did you know...?
The MRC of Boulder County (Boulder, CO) provided psychological first aid services and assisted with Tdap immunizations during and immediately... [read the entire article](#)

MRC Info

MRC Units	Volunteers
936	210,445
Find MRC Units	Learn about Volunteering

Volunteers

- ★ [About Volunteering](#)
- ★ [FAQs](#)
- ★ [MRC Spotlights](#)
- ★ [Find MRC Units](#)

Leaders

- ★ [Update My MRC](#)
- ★ [Identity Guide - Logo Use](#)
- ★ [Memo and ARC-MOU Template](#)

Media

- ★ [Media Relations Guide](#)
- ★ [SG Priorities and the MRC](#)
- ★ [MRC Fact Sheets](#)

H1N1 Influenza Planning and Response
NIMS Guidance
MRC Strategic Plan
MRC/ESAR-VHP Integration PDF (44 KB)
Self Evaluation Tools
TA Assessment
Priorities for Public Health
NACCHO

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Find MRC Units

Search by:

Select a Region



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Self Evaluation Tools
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NACCHO Preparedness

Engaging volunteers
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Engaging Youth – Why?

- Pipeline
 - Future health professionals
 - Future leaders
 - Future volunteers
- Energy/enthusiasm
- Win-win



Engaging Youth – What?

- Support youth members
 - Mentorship
 - Shadowing
- Support public health mission
- Support emergency preparedness/response mission



Engaging Youth – How?

- Local/state laws, regulations and policies
 - Options:
 1. Recruit youth to MRC unit
 - “Regular” members
 - Youth component
 2. Junior MRC
 3. Partner with youth organization
- ~22% of MRC units currently allow youth membership



Potential Partners

- Health Occupations Students of America: www.hosa.org
- Boy Scouts of America: <http://www.scouting.org/>
- Girl Scouts of the USA: <http://www.girlscouts.org/>
- Boys and Girls Clubs of America: <http://www.bgca.org/>
- National 4H Council: <http://4-h.org/>
- Civil Air Patrol Cap Teens:
<http://www.gocivilairpatrol.com/html/teens.htm>
- Camp Fire USA: <http://www.campfireusa.org/start.asp>

Medical Reserve Corps— HOSA Partnership



HOSA State and National Executive Councils

HOSA–The Organization

A student-led organization operating in 3,500 high schools and postsecondary institutions committed to:

- recruiting qualified students,
- providing classroom, simulated and real learning experiences whereby
- developing future leaders of the health care industry



2010 - 2011 National
Executive Council

HOSA–The Organization

**HOSA-National
Full-time Headquarters Staff**



**47 HOSA State Associations
Full-time State Advisors**



**3,500 HOSA Chapters
Full-time Health Science Instructors**



**140,000+ HOSA Members
Enrolled Full-time in a Health Science Program**

**1.8 million
students have
experienced
HOSA
since 1976!**



HOSA is committed to building a team of health care providers committed to delivering quality and compassionate health care to all Americans.

HOSA Vision

HOSA members and chapter advisors have a strong desire to be active in emergency preparedness and public health initiatives in their schools and communities, therefore, the HOSA and Medical Reserve Corps Partnership is a **'win-win'** for schools and communities.

RESULT:

- Prepare trained volunteers to complement the work of the Medical Reserve Corps.
- Provide HOSA Chapters with opportunities to enhance classroom experiences and enhance personal, leadership and professional development.

HOSA Supports the MRC Mission

- **Serve as ambassadors of the Surgeon General**
- **Support the Surgeon General's "Priorities for Public Health"**
 - Increase disease and injury prevention
 - Eliminate health disparities
 - Improve public health preparedness
 - Promote health literacy
- **Support existing community resources**
 - Public Health
 - Emergency Preparedness and Response

Community-Based Learning and Experiences

Medical Reserve Corps

**HOSA
Member**

HOSA

**Health
Science**

**Chapter-Based
Learning and
Experiences**

**School-Based
Learning and
Experiences**

**Community-Based Emergency
Preparation and Response**

Medical Reserve Corps

**HOSA
Member**

HOSA

**School-Based
Emergency
Response**

**Health
Science**

**School-Based
Emergency
Preparedness**

MRC Partnership Event

Designed to encourage HOSA chapters to initiate and maintain a partnership with the MRC that will promote and support the mission of HOSA, the mission of the MRC and the priorities of the United States Surgeon General. The event consists of the implementation of three or more partnership activities that contribute to strong, healthy and prepared communities.

Office of Surgeon General Internship



The internship is a joint effort between HOSA and the Office of the

Surgeon General to strengthen endeavors in public health and emergency preparedness through experience and mentorship with the leading professionals of the United States Public Health Service.

HOSA-MRC Partnership

HOSA's goal is to demonstrate the value-add that HOSA members can bring to MRC units and the Public Health Service.

And, HOSA is perceived as a valuable volunteer source to enhance the overall emergency preparedness on school campuses and in communities across the country.

Partnership Goals

- Provide HOSA members with opportunities to gain experience (and training) as a volunteer member of the Medical Reserve Corps by learning local emergency and health procedures, trauma response techniques, use specialized equipment and methods to enhance their effectiveness.
- Demonstrate HOSA's value-add as a pool of future health care professionals (private healthcare **and** the Public Health Service) and immediate and future volunteers of the Medical Reserve Corps.



Partnership Goals



- Encourage the involvement of HOSA members to fill gaps in local emergency response plans.
- Involve HOSA chapters and members in general public health initiatives such as flu vaccination clinics, diabetes detection programs, mass prophylaxis and community disaster drills.
- Provide hands-on opportunities for students to make informed decisions regarding emergency response.
- Raise national readiness through enhanced community awareness and broadened parental involvement.

HOSA Involvement

HOSA members can...

MRC Recruitment

- Join the local MRC as non-medical volunteers and transition to medical volunteers as they complete their health care education.
- Invite their parents to join the local MRC.
- Staff recruitment booths at malls and community functions handing out brochures and MRC applications.

Emergency Shelters

- Help staff evacuation and special needs shelters.
- Hold food drives and other activities to help stock emergency shelters.

HOSA Involvement

HOSA members can...

Community Flu Clinics and Health Fairs

- Distribute information flyers throughout the community.
- Help with mailings and registration.
- Take blood pressures at Health Fairs.
- Create Health Fair displays.

Health Literacy

- Provide health information to school and community groups.
- HOSA members can conduct community awareness projects related to specific health issues.

HOSA Involvement

HOSA members can...

Disaster Drills

- Serve as victims in county disaster drills and simulations.
- Participate in emergency response training.

Public Health Service

- Learn about and pursue a career with the Public Health Service.
- Volunteer for Public Health Service sponsored events and activities.

MRC Involvement

HOSA State Leadership Conference (SLC)

The MRC could:

- Offer a bio-readiness training session for HOSA members
- Staff a booth to encourage HOSA members and advisors to actively participate in local MRC activities
- Distribute invitations to MRC members to serve as HOSA State Leadership Conference competitive event judges



Questions And Discussion

*Engaging volunteers
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emergency response, and community resiliency.*



**Centers for Disease Control and Prevention
Atlanta, Georgia**

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Continuing Education guidelines require that the attendance of all who participate in COCA Conference Calls be properly documented. All Continuing Education credits/contact hours (CME, CNE, CEU, CECH, and ACPE) for COCA Conference Calls are issued online through the CDC Training & Continuing Education Online system
<http://www2a.cdc.gov/TCEOnline/>.

Those who participate in the COCA Conference Calls and who wish to receive CE credit/contact hours and will complete the online evaluation by **Feb 28 2011** will use the course code **EC1648**. Those who wish to receive CE credits/contact hours and will complete the online evaluation between **Mar 1, 2011** and **Feb 27, 2012** will use course code **WD1648**. CE certificates can be printed immediately upon completion of your online evaluation. A cumulative transcript of all CDC/ATSDR CE's obtained through the CDC Training & Continuing Education Online System will be maintained for each user.

Thank you for joining!

Please email us questions at coca@cdc.gov

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http://emergency.cdc.gov/coca/calls/2011/callinfo_012711.asp

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Emergency Preparedness & Response

- Specific Hazards
- Preparedness for All Hazards
- What CDC Is Doing
- What You Can Do
- Blog: Public Health Matters
- What's New

Engaging Youth in Public Health Preparedness and Response

CE = Continuing Education Credits

Date: Thursday, January 27, 2011

Time: 2:00 - 3:00 pm (Eastern Time)

Presenter(s):

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