



COCA Update

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

January 03, 2012

COCA Updates are disseminated biweekly. More frequent distributions occur when there is emergency information or CDC event-specific updates to share. The next COCA Update is scheduled for **January 17**.

This issue contains information from **December 19, 2011 – January 03, 2012** and guidance documents relevant to current public health events.

For questions about these or other clinical issues, please write to us at coca@cdc.gov.

Additional Resources

[CDC Emergency on Twitter](#)

[CDC Health Partners Outreach on Facebook](#)

[COCA Home Page](#)

Topics and Highlights

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COCA News and Announcements

Public Health Preparedness Summit Pre-Session Workshop: Risk Smart, Viral Savvy—The New Emergency Communications Reality

Date: February 21, 2012 (Tuesday)

Time: 8:30am– 5:30 pm (ET)

Location: San Simeon AB Room (4th floor)

The public expects more communications savvy from leaders in today's world. Local leaders are called upon to master both the news conference and the Tweet to build public cooperation and support for preparedness, response, and recovery measures. CDC's Health Partners Outreach Team has two presentations at a Public Health Preparedness Summit pre-session workshop. *The Fundamentals of Communications Planning, Decisions, and Action* and *Building Support and Engaging Audiences through Traditional and New Media Outreach* are sessions that will help build expertise in risk communication principles and techniques and best partnership-communications practices. Participate in these interactive sessions at the [2012 Public Health Preparedness Summit](#) to learn more.

<http://www.phprep.org/2012/agenda/workshops.cfm>

Public Health Preparedness

Concussion in Winter Sports – Dec 26 (CDC)

Get prepared for concussions on and off the ice and slopes. Learn the symptoms and danger signs and keep an action plan on hand.

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

Environmental Public Health Tracking Network – Dec 19 (CDC)

Use CDC's Environmental Public Health Tracking Network to find out how the environment may be affecting your health, your family's health, or your community's health.

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

Emergency Preparedness and Response (CDC)

Find resources for All Hazards and Specific Hazards preparedness.

<http://emergency.cdc.gov/hazards-all.asp>

Emergency Preparedness and Response Training Resources Page for Clinicians (CDC)

Find online and in-person training centers and resources at

<http://emergency.cdc.gov/coca/trainingresources.asp>

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Natural Disasters and Severe Weather

Winter Weather: Take Steps – (CDC)

Taking preventive action is your best defense against having to deal with extreme cold-weather conditions. By preparing your home and car in advance for winter emergencies, and by observing safety precautions during times of extremely cold weather, you can reduce the risk of weather-related health problems.

<http://emergency.cdc.gov/disasters/winter/takesteps/>

Winter Weather: Indoor Safety – (CDC)

<http://emergency.cdc.gov/disasters/winter/duringstorm/indoorsafety.asp>

Extreme Cold: A Prevention Guide to Promote Your Personal Health and Safety – (CDC)

<http://emergency.cdc.gov/disasters/winter/guide.asp>

Clinical Guidance for Carbon Monoxide (CO) Poisoning After a Disaster – (CDC)

http://emergency.cdc.gov/disasters/co_guidance.asp

Prevent Carbon Monoxide (CO) Poisoning – (CDC)

If you don't have a battery-powered or battery back-up CO alarm, now is a great time to buy one. More than 400 people die each year in the US from unintentional, non-fire related CO poisoning.

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

Emerging Infectious Diseases (EID)

EID is prepared by the CDC. [EID Home Page](#)

Volume 18, Number 1—January 2012

Highlights in this issue include

- [Oseltamivir-Resistant Pandemic \(H1N1\) 2009 Virus Infections, United States, 2010–2011](#)
- [Use of Lean Response to Improve Pandemic Influenza Surge in Public Health Laboratories](#)
- [Multistate Outbreak of MDR TB Identified by Genotype Cluster Investigation](#)
- [Identifying Risk Factors for Shiga Toxin–producing *Escherichia coli* by Payment Information](#)

Morbidity and Mortality Weekly Report (MMWR)

MMWR weekly reports and publications are prepared by the CDC. To electronically subscribe, go to <http://www.cdc.gov/mmwr/mmwrsubscribe.html>.

December 23, 2011 / Vol. 60 / No. 50 [Download .pdf document of this issue](#)

- [Transmission of Hepatitis C Virus Through Transplanted Organs and Tissue — Kentucky and Massachusetts, 2011](#)
- [Food Safety Epidemiology Capacity in State Health Departments — United States, 2010](#)
- [Use of Hepatitis B Vaccination for Adults with Diabetes Mellitus: Recommendations of the Advisory Committee on Immunization Practices \(ACIP\)](#)
- [Notifiable Diseases and Mortality Tables](#)

Infectious, Vector-Borne and Zoonotic Diseases

Weekly Flu View – Dec 30 (CDC)

During week 51, 7.2% of all deaths reported through the 122-Cities Mortality Reporting System were due to pneumonia and influenza. This percentage was below the epidemic threshold of 7.4% for week 51.

<http://www.cdc.gov/flu/weekly/>

TB 101 for Health Care Workers – Dec 23 (CDC)

TB 101 for Health Care Workers is designed to educate health care workers about basic concepts related to TB prevention and control in the United States. The target audience for the course includes newly hired TB program staff and health care workers in areas related to TB (such as individuals who work in correctional facilities or HIV/AIDS clinics).

<http://www.cdc.gov/tb/webcourses/tb101/>

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Travel Safety

Flu-Free, Healthy Travel this Winter – Dec 19 (CDC)

Whether traveling to warmer weather or a snow-filled adventure, make sure the flu is not your travel companion. Get your flu vaccine before you go to reduce your risk of catching and spreading the flu.

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

Food, Drug and Device Safety

FoodSafety.gov Reports FDA and USDA Food Recalls, Alerts, Reporting & Resources – Jan 1 (HHS/USDA/FDA/CDC/NIH)

For recalls and alerts by both FDA and USDA, or to report a problem or make inquiries, visit FoodSafety.gov.

<http://www.foodsafety.gov/index.html>

PulseNet & Foodborne Disease Outbreak Detection – Dec 28 (CDC)

Since 1996, PulseNet has connected foodborne illness cases together, using DNA "fingerprinting" of the bacteria making people sick, to detect and define outbreaks. PulseNet has been responsible for detection of hundreds of local and multi-state outbreaks, leading to prevention opportunities and continuous improvements in our food safety systems that might not otherwise have occurred.

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

Know Concentration Before Giving Acetaminophen to Infants – Dec 22 (FDA)

<http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm284563.htm>

CDC Current Outbreak List – Dec 20 (CDC)

Infectious disease outbreaks currently being reported on by CDC. Listings include those outbreaks for which content is currently published on the CDC website.

<http://www.cdc.gov/outbreaks/index.html>

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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. The Health Partners Outreach Team is responsible for the management of all COCA products.

For information on this and other clinical issues or to send your feedback please 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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