



# COCA Update

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

January 30, 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 **February 13**.

This issue contains information from **January 17 – January 30, 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](mailto: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

**Upcoming COCA Conference Call/Webinar: Planning for the Whole Community: Addressing Access and Functional Needs Before, During and After Disasters**

**Date:** February 14, 2012

**Time:** 2:00 – 3:00 pm (Eastern Time)

**Call Number:** 888-790-6180

**Passcode:** 1281914

**Join by Webinar:** <https://www.mymeetings.com/nc/join.php?i=PW7035569&p=1281914&t=c>

**Overview:** More than 50% of Americans have some type of functional disability. Over 133 million have at least one chronic medical condition and 1 in 3 Americans take prescription drugs for a long-term illness. Emergency management should be inclusive of individuals with access and functional needs, and communities should understand and meet the true needs of the entire community affected by a disaster. During this COCA conference call, subject matter experts will discuss how clinicians can work within their communities to integrate and coordinate emergency preparedness, response and recovery efforts for children and adults with disabilities and others with access and functional needs before, during and after a disaster.

For more information on this call: [http://emergencydev.cdc.gov/coca/calls/2012/callinfo\\_021412.asp](http://emergencydev.cdc.gov/coca/calls/2012/callinfo_021412.asp)

Archived COCA Conference Calls are available at: <http://emergency.cdc.gov/coca/callinfo.asp>

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## **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:** Anaheim, CA

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 the 2012 Public Health Preparedness Summit Pre – Summit workshop. ***Crisis and Emergency Risk Communication – Version 2.0*** 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.

## **Public Health Leadership Opportunity: National Leadership Academy for the Public's Health (NLAPH) – (CDC)**

The Centers for Disease Control and Prevention's Office for State, Tribal, Local and Territorial Support (OSTLTS) is pleased to announce a new public health leadership opportunity available through a cooperative agreement with the Public Health Institute (PHI). The National Leadership Academy for the Public's Health (NLAPH) is an applied approach to leadership training. This approach brings together leaders from public health, healthcare, and community organizations to work towards improving a specific, measurable public health problem within their communities while also receiving leadership training and technical assistance from national experts.

### **Application Instructions**

- Apply using the form at <http://www.dialogue4health.org/phil/CHPHLI/NLAPH.html>
- **Due date: February 3, 2012 (If you applied under the previous deadline there is no need to apply again.)**
- Submit electronically to [eoq9@cdc.gov](mailto:eoq9@cdc.gov)

For questions or information about this effort, please contact: *John Maynard* ([jmaynard@cdc.gov](mailto:jmaynard@cdc.gov))(404-498-0394) or *Amy Kirsch* ([akirsch@cdc.gov](mailto:akirsch@cdc.gov))(404-498-0396)

## **Public Health Preparedness**

### **FEMA Encourages Americans Across the Country to Join More Than One Million in Public Earthquake Drill – Jan 23 (FEMA)**

Nine states across the central U.S. will participate in The Great Central U.S. ShakeOut on Tuesday, Feb. 7 at 10:15 a.m. CST. FEMA is encouraging everyone across the central United States to participate in the event, including schools, businesses, governments and other organizations.

<http://www.fema.gov/news/newsrelease.fema>

### **Take Concussions Out of Play: Learn to Prevent, Recognize, and Respond to Concussions – Jan 23 (CDC)**

CDC encourages you to take this opportunity to talk with your coaches, parents, athletes, and others about concussion in sports and the steps to take to help prevent, recognize, and respond to this serious injury.

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

### **HHS aids development of next generation broad spectrum antibiotic – Jan 20 (HHS)**

The U.S. Department of Health and Human Services today issued a contract for advanced development of a novel antibiotic that potentially could treat illnesses caused by biological threats, such as anthrax and plague, as well as treat bacterial pneumonia and certain life-threatening bacterial infections associated with prolonged hospitalization.

<http://www.phe.gov/Preparedness/news/Pages/broad-spectrum-120120.aspx>

### **HHS issues medical surge guidance for healthcare systems – Jan 19 (HHS)**

The US Department of Health and Human Services (HHS) recently released a new planning tool to help hospitals and health systems prepare for medical surges that could result from a bioterror attack, natural disaster, or other public health emergency.

<http://www.phe.gov/Preparedness/planning/hpp/reports/Documents/capabilities.pdf>

### **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>

## **Natural Disasters and Severe Weather**

### **Winter Weather: Hypothermia – (CDC)**

When exposed to cold temperatures, your body begins to lose heat faster than it can be produced.

Prolonged exposure to cold will eventually use up your body's stored energy. The result is hypothermia, or abnormally low body temperature.

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

### **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](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/>

### **Safe and Well – American Red Cross (ARC)**

After a disaster, letting your family and friends know that you are safe and well can bring your loved ones great peace of mind. This website is designed to help make that communication easier.

<https://safeandwell.communityos.org/cms/index.php>

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## Emerging Infectious Diseases (EID)

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

**Volume 18, Number 2 – February 2012**

Highlights in this issue include

- [Invasive Pneumococcal Disease and Pandemic \(H1N1\) 2009, Denver, Colorado, USA](#)
- [Diphtheria in the Postepidemic Period, Europe, 2000–2009](#)
- [Non-O157 Shiga Toxin–producing \*Escherichia coli\* Associated with Venison](#)
- [Invasive Pneumococcal Pneumonia and Respiratory Virus Co-infections](#)

## Morbidity and Mortality Weekly Report (MMWR)

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

**January 27, 2012 / Vol. 61 / No. 3** [Download .pdf document of this issue](#)

- [Nodding Syndrome — South Sudan, 2011](#)
- [Notes from the Field: Use of Tetanus, Diphtheria, and Pertussis Vaccine \(Tdap\) in an Emergency Department — Arizona, 2009–2010](#)
- [Notifiable Diseases and Mortality Tables](#)

**January 20, 2012 / Vol. 61 / No. 2** [Download .pdf document of this issue](#)

- [Hospital-Associated Measles Outbreak — Pennsylvania, March–April 2009](#)
- [Notes from the Field: Acute Muscular Sarcocystosis Among Returning Travelers — Tioman Island, Malaysia, 2011](#)
- [QuickStats: Percentage of Hospital Outpatient Department Visits in Which a Physician Assistant or Advance Practice Nurse Was Seen — National Hospital Ambulatory Medical Care Survey, United States, 1999–2009](#)
- [Notifiable Diseases and Mortality Tables](#)

## Infectious, Vector-Borne and Zoonotic Diseases

### ***Influenza***

**Weekly Flu View – Jan 26 (CDC)**

During week 3, 7.8% 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 7.7% for week 3.

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

**Are You at High Risk for Serious Illness from Flu? – Jan 17 (CDC)**

If you are at high risk, flu vaccination is especially important to decrease your risk of severe flu illness. Get your flu vaccine today.

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

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## ***Infectious Diseases***

### **Pertussis (Whooping Cough) – What You Need To Know – Jan 23 (CDC)**

Pertussis (whooping cough) is very contagious and can cause serious illness—especially in infants too young to be fully vaccinated.

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

### **Chickenpox Can Be Serious: Protect Your Child – Jan 17 (CDC)**

Most children with chickenpox completely recover. But it can be serious, even fatal, for babies, adolescents, and adults. Be proactive. Get vaccinated if you are not protected against chickenpox.

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

## **Travel Safety**

### **Travel to Carnival and Mardi Gras 2012 – Jan 23 (CDC)**

Celebrate 2012 Carnival and Mardi Gras in good health. CDC wants you to enjoy your trip but keep these recommendations in mind to ensure you stay safe and healthy.

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

## **Food, Drug and Device Safety**

### **FoodSafety.gov Reports FDA and USDA Food Recalls, Alerts, Reporting & Resources – Jan 30 (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>

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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 us at [coca@cdc.gov](mailto: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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