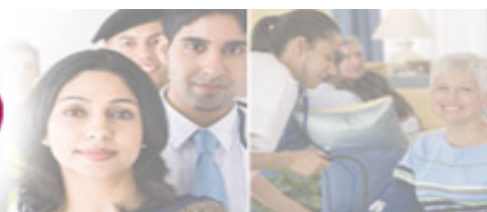


MA RESPONDS

Ready • Set • Respond



QUARTERLY NEWSLETTER

MA RESPONDS NEWS AND ANNOUNCEMENTS

SUMMER 2013



National Preparedness Month

The Massachusetts Department of Public Health has announced the launch of "Together We're Ready – Massachusetts Prepared," a statewide campaign to encourage Massachusetts residents, families and communities to make plans and prepare for disasters of all types, from cyber incidents and acts of terrorism to severe weather, natural disasters and other emergency events.



The DPH Emergency Preparedness Bureau, in partnership with local health and healthcare organizations, developed the campaign to mark September's tenth anniversary of National Preparedness Month with local access television programming, online videos and resources and social media components. State officials are urging Massachusetts residents to assess their personal preparedness, learn more about the risks facing their communities, and take action by developing a plan.



Together We're Ready – Massachusetts Prepared focuses on four weekly themes:

- Week 1: Get Ready: Individual and Family Preparedness
- Week 2: Get Involved: Join the Response
- Week 3: We're All in this Together: Considerations for Individuals with Access and Functional Needs
- Week 4: Get Vaccinated: Fight the Flu



DPH is establishing one central web page to provide tips, resources and information. That site will launch in September at www.mass.gov/dph/ready.

SMART Joins MA Responds

MA Responds continues to expand with the addition of the State of Massachusetts Animal Response Team (SMART). SMART is a network of organizations, agencies, and individuals committed to responding to the needs of the animal population in disaster situations throughout Massachusetts. SMART's mission is to provide a timely and effective response to any intentional or unintentional emergency involving animals, including, but not limited to: bioterrorism, agriterrorism, emerging infectious disease, man-made or natural events.

MA Responds Administrator Training

There will be a MA Responds administrator training on Thursday August 29, 2013 from 9:30AM to 3:00PM at Massachusetts Medical Society headquarters in Waltham. Unit administrators interested in attending should contact [Liza Martin](#) to register.

EDUCATIONAL OPPORTUNITIES & UPCOMING EVENTS

Boston Emergency Management Summit 2013

September 26, 2013

Boston Convention and Exhibitors Center

Boston, MA

This regional event will gather top leaders in emergency management, public safety and homeland security and provide a forum to share best practices, renew relationships and work on new solutions in MA for both the problems that are anticipated—and those that aren't. The Emergency Management Summits bring together the whole community of public and private-sector leaders to help predict, mitigate and better handle crisis situations in order to save lives and property. For more information, or to register, visit the [event homepage](#).

The 18th Annual MIAP Pediatric Immunization Skills Building Conference

October 3, 2013

The Best Western Royal Plaza Hotel

Marlborough, MA

9:00 AM – 4:00 PM

MIAP is pleased to announce that this year's Plenary Speakers will be Paul Offit, MD, Chief, Division of Infectious Diseases; Director, Vaccine Education Center, The Children's Hospital of Philadelphia; and Susan Lett, MD, MPH, Medical Director, Immunization Program, Massachusetts Department of Public Health (MDPH). To register for this event, please [click here](#).

Ounce of Prevention Conference

October 22, 2013

Best Western Royal Plaza Hotel

Marlboro, MA

The Ounce of Prevention conference focuses on cross-sector collaboration in healthcare reform and primary prevention promoting health equity through chronic disease services integration, climate change and public health and more. The conference is sponsored annually by the Massachusetts Department of Public Health. This year's keynote speaker is Jeff Levi, Ph.D. Dr. Levi is the Executive Director of the Trust for America's Health, where he leads the organization's advocacy efforts on behalf of a modernized public health system. Visit the [conference webpage](#) for more information.

Massachusetts Health Officers Association Annual Conference

October 23-25, 2013

Cape Codder Resort

Hyannis, MA

Registration, the conference schedule and hotel information for the MHOA annual conference are now available at <http://mhoa.com/>.

American Public Health Association Annual Meeting

Think Global Act Local: Best Practices Around the World

November 2-6, 2013

Boston Convention and Exhibitors Center

Boston, MA

The APHA Annual Meeting & Exposition attracts more than 13,000 national and international physicians, administrators, nurses, educators, researchers, epidemiologists, and related health specialists. APHA's meeting program addresses current and emerging health science, policy, and practice issues in an effort to prevent disease and promote health. For program highlights and registration information, please visit:

<http://www.apha.org/meetings/AnnualMeeting/>.

Save the Date: 2014 Preparedness Summit

April 1-4, 2014

Atlanta, Georgia

The Preparedness Summit is the first and longest running national conference on public health preparedness. The National Association of County and City Health Officials (NACCHO) has taken a leadership role in convening a wide array of partners to participate in the Summit. Partners have included the Association of State and Territorial Health Officials (ASTHO), the Association of Schools of Public Health (ASPH), the Council of State and Territorial Epidemiologists (CSTE), the Association of Public Health Laboratories (APHL), Assistant Secretary for Preparedness and Response (ASPR), Centers for Disease Control and Prevention (CDC), Food and Drug Administration (FDA), and the Medical Reserve Corps (MRC). Visit <http://www.phprep.org/> for more information about the summit.

MA Responds Orientation Course

On-Line Training Module

This course provides an overview on how to prepare for and respond to a public health emergency or other event. It is intended to complement additional training volunteers will receive through face to face meetings with their local MRC unit or other volunteer group, other courses recommended by volunteer coordinators and "just-in-time" training provided on-site. Modules include: Public Health Preparedness, Incident Command System, Crisis and Emergency Risk Communication, Personal Preparedness, Activation, Safety and Security, Individuals Requiring Additional Assistance and Behavioral Health. The course can be accessed at www.massmed.org/cme/maresponds or by logging onto your MA Responds account. Click on administration/training and then scroll down to "MA Responds orientation course."

PREPAREDNESS NEWS AND RESOURCES

National Immunization Awareness Month

August is National Immunization Awareness Month. This awareness month highlights the need for improving national immunization coverage levels and encourages all people to protect their health by being immunized against infectious diseases. The following resources are available to help your community or organization raise awareness about the need to be vaccinated:

- <http://www.nphic.org/niam> – Communication Tool Kits from NPHIC highlighting a different population each week.
- <http://www.cdc.gov/vaccines/events/niam/default.htm> - More information on National Immunization Awareness Month.
- <http://www.healthfinder.gov/nho/PDFs/AugustNHOtoolkit.pdf> - Tool Kit from National Health Information Center

Study: Mental Health First Aid Need After Disaster

In a study published by the Journal of the American Medical Association, researchers recommend that disaster teams provide mental health care for victims of emergencies sooner and more systematically to prevent illnesses from going unseen and untreated after a traumatic experience. For more information on the study's findings, [click here](#).

Quarterly Newsletter on Disaster Behavioral Health

The "Dialogue" is a publication from the Substance Abuse Mental & Health Services Administration (SAMHSA) for professionals in the disaster behavioral health field to share information, resources, trends, solutions to problems, and accomplishments. The current issue looks at three important topics that can be addressed well before a disaster occurs: steps to take toward "branding" a disaster behavioral health response program; crisis counseling for survivors of the Sandy Hook Shooting; and the role of religious competency and literacy during disasters. You can download

this newsletter at any time, and subscribe to receive a notice alerting you to upcoming issues. <http://www.samhsa.gov/dtac/dialogue/>.

Ready Wrigley to the Rescue!

The Centers for Disease Control and Protection have developed an interactive online webpage and a comic book for kids to help prepare families for emergencies. The comic book focuses on hurricane preparedness, and includes pages to color, word finds, picture finds, and more. <http://www.cdc.gov/phpr/readywrigley/>.

States Prepare for Seamless Exchange of Health Records after Disasters

As part of an effort to help make sure their residents' health information is available after a hurricane or other wide-spread disaster, four Gulf states have partnered with six states in the East and Midwest to help patients and providers access critical health information when they are unable to visit their regular doctors or hospitals. Working with the Department of Health and Human Services Office of the National Coordinator for Health IT (ONC), health information exchange (HIE) programs in those states announced their partnership to allow for the exchange of health information among providers caring for patients who are displaced from their homes. Read the press release here:

<http://www.hhs.gov/news/press/2013pres/07/20130711a.html>.

How Mobile Devices are Transforming Disaster Relief and Public Safety

This Brookings Institute document examines how mobile technology assists in the creation of early warning systems, aids in emergency coordination, and improves public communications in times of crisis. The authors advise policymakers to make better use of current mobile technologies and promote future advances to provide first responders and citizens with the tools necessary to save lives during threatening events. Governments and businesses alike should take full advantage of mobile technology to mitigate property damage, inform the public and save lives. <http://www.brookings.edu/research/papers/2013/07/16-mobile-technology-disaster-relief-west>.

Contact Us

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