

Health Education Lessons Learned from Hurricane Katrina



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24th National Conference on Health Promotion and Health Education
Linda E. Forsy, EdM, CHES

Overview

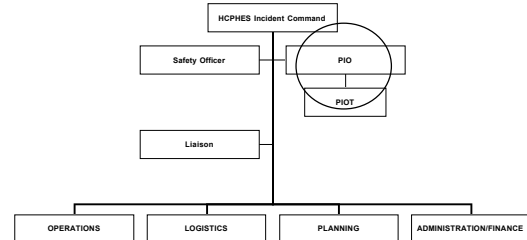
- Health Educator's Role
- Crisis and Emergency Risk Communication Plan (CERCP)
 - HCPHES Public Information Officer Team (PIOT)
- The "Awakening Moment"
- Incident Command Highlights
 - Joint Information Center
 - Medical Branch / HCPHES Team
- Lessons Learned

Health Educator's Role Preparedness, Response and Recovery

Health Education Competencies
Role of Health Educators as it relates to Public Health Disasters/Emergencies

Responsibility*	Preparedness	Response	Recovery
ASSESSING INDIVIDUAL AND COMMUNITY NEEDS	X	X	X
PLANNING EFFECTIVE HEALTH EDUCATION PROGRAMS	X	X	X
IMPLEMENTING HEALTH EDUCATION PROGRAMS	X	X	X
EVALUATING EFFECTIVENESS	X	X	X
COORDINATING PROVISION OF HEALTH EDUCATION SERVICES	X	X	X
ACTING AS A RESOURCE PERSON IN HEALTH EDUCATION	X	X	X
COMMUNICATING HEALTH AND HEALTH EDUCATION NEEDS, CONCERNS, AND RESOURCES	X	X	X

HCPHES Incident Command System



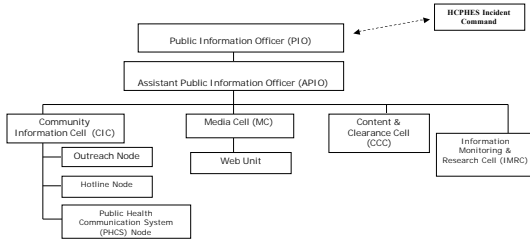
HCPHES Crisis and Emergency Risk Communication Plan (CERCP)

- Educate, inform and protect residents from potential or further exposure to extreme public health risks.
- Recommend and promote public health actions to the public.

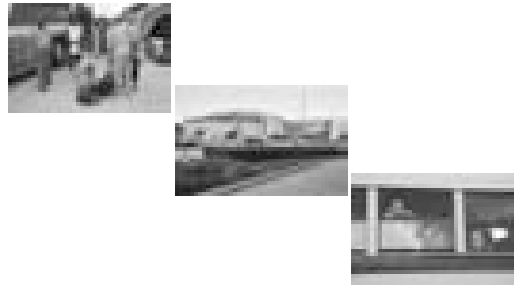
HCPHES Crisis and Emergency Risk Communication Plan (CERCP)

- Instill and maintain the public confidence by providing accurate and rapid information.
- Provide a tool that assist in providing consistent messages among responding agencies.

**HCPHES
Public Information Officer Team (PIOT)
Crisis & Emergency Risk
Communication Plan (CERCP)**



The “Awakening Moment”



**Houston/Harris County,
Texas**



**Houston/Harris County,
Texas**

- 3rd most populous county in U.S., population 3.6 million
- 4th largest city with a population of 2.0 million
- Home of the Texas Medical Center, largest in the world

The “Awakening Moment”

- 31 August 2005, Harris County Judge Eckels’ received a call from the Texas Governor Rick Perry’s office.
- Dr. Palacio, Executive Director, Harris County Public Health & Environmental Services was contacted.



The “Awakening Moment”

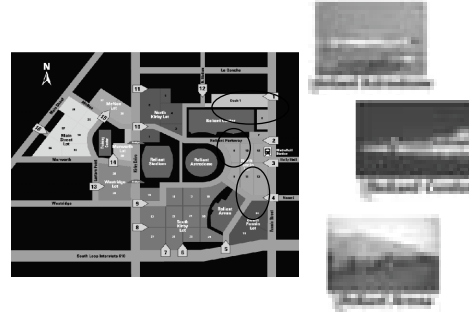
- Hurricane Katrina evacuees arrived at Reliant Astrodome in less than 24 hours.



The “Awakening Moment”

- Reliant Park and George R. Brown Convention Center were used as shelters from August 31, 2005 to September 20, 2005.
- The Reliant Park was temporary named Reliant City and given its own zip code, 77230.
- Additional other shelters were used throughout the City of Houston – Harris County.

The “Awakening Moment”



Incident Command



Multiagency Coordination System

(Federal, State, Local and Nongovernmental Agencies)

- Local
 - Harris County and City of Houston Offices of Emergency Management
 - Harris County and City of Houston departments of health
 - Houston Police Department
 - Harris County Sheriff’s Office
 - Houston Fire Department
 - Harris County Fire Marshal
 - Harris County Hospital District

Multiagency Coordination System

(Federal, State, Local and Nongovernmental Agencies)

- Local
 - Mental Health and Mental Retardation Authority of Harris County
 - The Children’s Assessment Center
 - Baylor College of Medicine
 - University of Texas Health Science Center at Houston
 - Southeast Texas Trauma Regional Advisory Council

Multiagency Coordination System

(Federal, State, Local and Nongovernmental Agencies)

- Local
 - Disaster Medical Unified Command (DMUC)
 - Harris County Department of Education
 - Harris County Housing Authority
 - Harris County/Houston Disaster Animal Taskforce
 - Other

Multiagency Coordination System (Federal, State, Local and Nongovernmental Agencies)

Incident Command

- **State**
 - Texas Department of Emergency Management
 - Texas Department of State Health Services
 - Texas National Guard
 - Other

Multiagency Coordination System (Federal, State, Local and Nongovernmental Agencies)

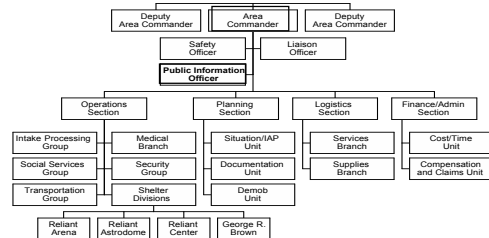
- **Federal and other national partners**
 - United States Coast Guard
 - Federal Emergency Management Agency
 - Department of Health & Human Services
 - U.S. Public Health Service

Multiagency Coordination System (Federal, State, Local and Nongovernmental Agencies)

- **Federal and other national partners**
 - Centers for Disease Control and Prevention (CDC)
 - American Red Cross
 - Salvation Army
 - United Way
 - Other

NIMS Incident Management Command System Reliant City

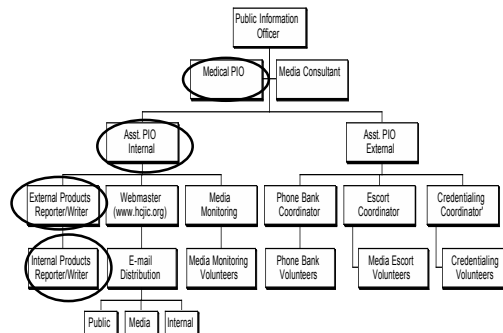
For more info about the National Incident Management System, visit: www.fema.gov/nims



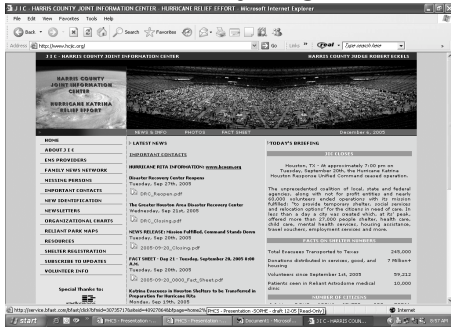
Joint Information Center



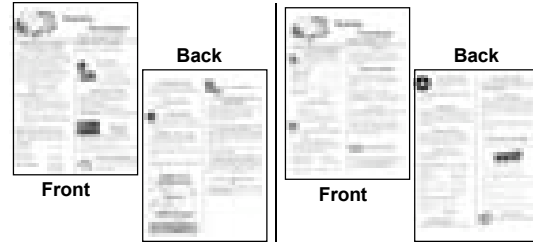
Joint Information Center



External Product www.hcjc.org



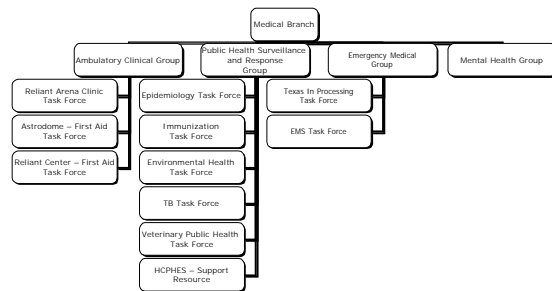
Internal Products



Incident Command



Reliant Medical Branch

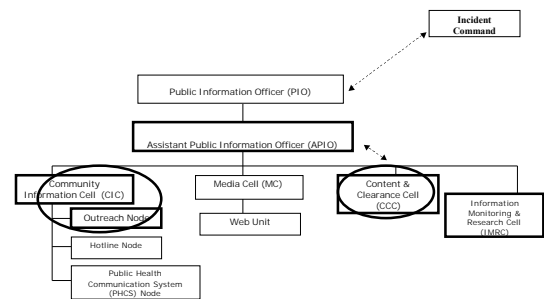


Medical Branch/HCPHES Team

HCPHES Response Team



HCPHES Public Information Officer Team (PIOT) Crisis & Emergency Risk Communication Plan (CERCP)



Public Information Officer Team (PIOT)
(Development and Distribution of Health Messages /Campaign)

- **SITUATION: September 2, 2005:** substantial number of adults and children with symptoms of diarrhea and/or vomiting.

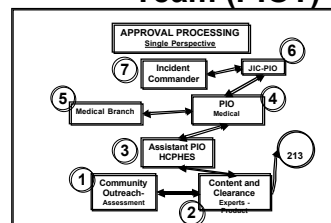
Public Information Officer Team (PIOT)
(Development and Distribution of Health Messages /Campaign)

- **Assessment:** health messages need and approach
 - Facilities
 - Population
 - Environmental
 - Epidemiology
 - Priority groups
- **Develop/Distribute**
- **Collaboration with CDC**
- **Work within the “chain of command”**

Public Information Officer Team (PIOT)
(Development and Distribution of Health Messages /Campaign)

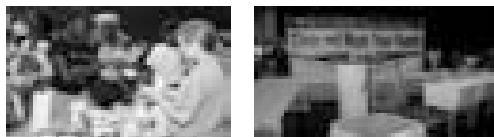
- Needs addressed
- Message tailored for use: general, food area, bathroom, volunteers, etc.
- Message approval process
- Production and distribution of materials

Public Information Officer Team (PIOT)



(Message Approval Process)

Public Information Officer Team (PIOT)
(Development and Distribution of Health Messages /Campaign)



**Banners, Flyers/Posters, Table Tents
Volunteer Cards, Katrina Newsletter**

Public Information Officer Team (PIOT)
(Development and Distribution of Health Messages /Campaign)

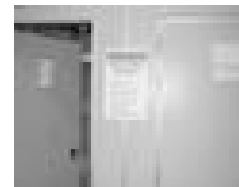
Hepatitis A can make You VERY SICK.

Are you...

- ☑ Over 2 years old?
- ☑ Living in a shelter?
- ☑ Been exposed to flood waters?



Get Vaccinated Today.
Go to the Immunization Clinic.
Protect Yourself.
Protect Your Children.



**Banners, Flyers/Posters, Table Tents
Volunteer Cards, Katrina Newsletter**

Successes

- **Assessment**
 - Assessed the various communication modes in relations to Reliant City residents (Katrina Evacuees)
 - Rapid assessment of message

Successes

- **Development of message**
 - media tracking form; matrix for tracking and approval
 - Developed tools to address the needs of evacuees
 - Created in a relatively short period of time
 - “Branding” of material
 - Health educators used skills

Successes

- **Dissemination**
 - Developed and distributed the Katrina Newsletters, flyers, and Reliant Directory
 - Able to use resources at Reliant and volunteers
 - Messages used at shelters in the community
 - Hand sanitizers available to reinforce message

Successes

- **Collaboration**
 - JIC sending “consistent messages” of one voice to the Reliant City residents, media and the public.
 - HCPHES Team
 - Centers for Disease Control and Prevention (CDC)

Challenges

- **Staffing**
 - Long hours and limited staff
 - Staffing responsibilities
- **Approval**
 - Approval of messages – chain of command

Challenges

- **Communication**
 - Between levels of the PIOT
 - Overwhelming the Reliant City residents with “too” much print and outdated information

Challenges

- **Development/Distribution of messages**
 - Timely assessment of health messages and need
 - Design/production of material and proposals
 - Distribution of and replenishing signs and hand sanitizers
 - Limited access to specific software
 - Identifying literacy levels

Recommendations

- **Communication**
 - Designate a PIO Liaison to report updates between the JIC and HCPHES Assistant PIO
 - Designate set times for PIOT updates

Recommendations

- **Crisis and Emergency Risk Communication Plan (CERCP)**
 - Templates for specific print materials (newsletters and flyers)
 - Include Product Tracking Matrix
 - Develop guidelines for: *Content and Clearance* and *Outreach*
 - Design of health message
 - Rapid assessments
 - Software
 - Volunteers

Recommendations

- **Training**
 - Orient and conduct exercises
 - Cross-train health educators on PIO support roles (*visa versa*)
 - Design of material and software
 - Orientate/involve key staff in development of guidelines
- **Conduct Assessments Early**
- **“Person”- power**
 - Anticipate expansion of PIOT
 - Delegate responsibility to staff
 - Identify “back-up”