

RC/PIO News & Notes 9-13-2013



FROM Eric Jens, GA DPH Risk Communicator
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News and Notes

Happy Friday the 13th to everyone. It's been another exciting and hectic week for everyone, and it sounds like we have much more of that to come in the next month-and-a-half. I've noticed a significant increase in the number of news releases this week, and North Georgia seems to have been especially busy. Thanks to all the district risk communicators who sent me material for a PH Week story on Preparedness Month. It's now listed under "Latest News from PH Week" on the new website. This is also where you'll find the article on EMS deputy director Mickey Moore's recent national award. All the positive feedback on the new website has been encouraging and I foresee continued improvements as it is used and fine-tuned in the coming months, which includes the EPR areas. As for news and notes this week, we have everything from an Academic-Public Health Community Partnership workshop held in Macon, to last night's Kaiser 5K run in downtown Atlanta. As this is being sent, I'm heading back to Macon for today's follow-up meeting on the Crucial Conversations initiative cited in last week's NnN.

Partnership Workshop



Monday presented a great opportunity for interaction at the Academic Public Health Community Partnership workshop. Organized by Dr. Betsy Kagey, the group heard a presentation from Dr. Pat O'Neal, who spoke about looking for more ways in which the two disciplines can benefit each other. A presentation from Dr. Alex Isakov from Emory highlighted the ways in which Emergency Preparedness is becoming a greater aspect of higher education activities. State and district Public Health leaders delivered discussion-based presentations on specific EP topics throughout the day. Academic leaders likewise presented their latest efforts. Much of the talk centered on possible opportunities to combine efforts, making each more effective. In addition to Emory University, other schools represented included Georgia Tech, University of Georgia, Georgia Southern University, Middle Georgia State College, Oglethorpe University and the University of West Georgia.



Tdap Campaign Update

While the details are still in the works, plans continue to move forward toward a marketing campaign that is intended to increase the number of Tdap vaccinations administered to women in their third trimester of pregnancy and reduce the number of pertussis cases among infants and Georgians overall. Right now our team is in the process of utilizing established data for a benchmark, gauging what can be accomplished and at what expense, and establishing a timeline to roll out components of the campaign. Our hope is to have the wheel in motion by September 30, so look for some exciting updates shortly after that date. As many of you know, the state has experienced pertussis cases this year that are particularly devastating to the youngest residents and their families. Updated CDC recommendations within the past year now recommend the Tdap vaccination for women who are 27 to 36 weeks pregnant, with every pregnancy.

Crowd-Mapping

Thanks to Laurice Bentley for calling this to our attention during my presentation at the Academic Public Health Partnership workshop. Ushahidi looks very interesting and potentially useful, although I'm somewhat reluctant to sign up at this time since they are planning a major overhaul in three months and I have limited knowledge of the system. If anyone is familiar with this, or especially if they have used this tool designed for situational awareness, please send me your thoughts.

<http://en.m.wikipedia.org/wiki/Ushahidi>

<http://www.ushahidi.com/>

<https://crowdmap.com/welcome>

BioWatch Veterinarian Committee

BioWatch related discussions are continuing for many of the newly established sub-committees. I attended a meeting at GEMA this week at which Dr. Robert Geller from the Georgia Poison Center presented the SUPHER phone messaging system created by Public Health and the center to the BioWatch Veterinarian committee. This talk was geared directly at the ways in which this could benefit the committee's goals of reaching both vets and the public with key information. The Veterinarian Committee will hold a meeting next week which I hope to be able to attend. The group seems to have good direction and ideas that members of the BioWatch Communications Committee may benefit from as well.

Kaiser 5K run

It was hot. We all survived. Actually it was a lot of fun and great to see such a strong showing for DPH on team Georgia. 5K though downtown in about 85 humid degrees was a challenge, and 16,000 fellow runners made for some tight moments. In the end I think most everyone had a good time and we'll look forward to doing this one again next year.



Next Week Preview

A couple of events lined up for next week should provide a good opportunity for networking and education. Tuesday morning at 9:00 is the metro PIO coffee meeting at the Twin Towers café. I'm looking forward to sitting down with counterparts from the Department of Agriculture, the Poison Center, Fulton County, GEMA and others who will hopefully find at least a small amount of time to stop by. **Thursday morning at 10:00 is the Seminar/Workshop for the Epi-Environmental Health-Communications exercise series.** Good attendance at the 2 Peachtree EOC that morning will help ensure the tabletop exercise scheduled for October 4 is successful.

About "News & Notes"

"News & Notes" is a weekly communication aimed at risk communicators and public information officers within Georgia's 18 public health districts. The goal of the communication is to increase preparedness through the exchange of information about significant events, training and other planned activities. Some information herein may be considered FYUO or For Your Use Only. Please be judicious when forwarding. For questions, comments or to submit information for inclusion, contact Eric Jens at emjens@dr.state.ga.us.