



Public Health Threatened!

PPBI

Private & Public Businesses, Inc.

DRJ Fall World 2008

<http://www.ppbi.org>

Introductions

- Deidrich Towne, Jr., Chairman, PPBI



- North County Fire Protection District & CERT
- DRJ Editorial Advisory Board
- PPBI Members and Board Members

Agenda

- Module 1: Warning
 - Dr. Tom Phelan
- Module 2: Notification & Response
 - Fred Luevano, Jr. and Lee Goldstein
- BREAK
- Module 3: Recovery & Restoration
 - John Jackson
- Debrief and Lessons Learned
 - Brent Woodworth

Instructions

Purpose:

- The purpose of this exercise is to properly identify and coordinate the communications and response of the private sector and public agencies so that an incident can be managed effectively and efficiently. The exercise will focus on business resiliency and public health issues following a terrorist event of epidemiological proportion.

Scope:

- This tabletop exercise will focus on the United States, but not one specific city, region or state. Process and decision making are more important than minute details. Emphasis is on coordination, integration of capabilities, communication, problem identification, and resolution.

Objectives

Exercise objectives are focused on:

- Improving the understanding of a business response to a disease outbreak
- Identifying opportunities or problems
- Achieving a broader perspective of public health emergencies

Objectives

- Increase Private Sector awareness of public health impacts on business settings.
- Build Private Sector awareness of warning signs of terrorist health-related activities.
- Practice Private/Public response to a public health emergency.
- Share Private/Public sector lessons learned during a public health emergency.

Use the Guidebook



Of particular interest to business...

- Leading Through Communication, p. 38
- Questions from the public & employees, p. 40
- Table 1-6, p.42
- The “New Language of Live,” p. 45
- Emotional Care of your team, pp. 54-57
- Conducting Exercises: 10 Tips, p. 61

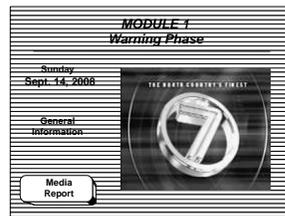


How the Exercise Is Conducted

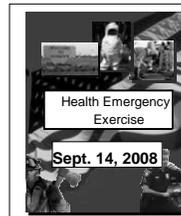
- The drill is a facilitated tabletop exercise. Participants will respond to the following three distinct response situations:
- Module 1 – Warning
- Module 2 – Notification and Response
- Module 3 – Recovery and Restoration

- Each module begins with a situation briefing or update. Participants are organized into functional groups to discuss response issues. These groups will consist of the following:
- Group 1 – Corporate BCP Professionals (East, Central, West)
- Group 2 – Public Information Officers
- Group 3 – Corporate Policy Group
- Group 4 – Corporate HR Professionals
- Group 5 – Investor Relations/Risk Management
- Group 6 – Local, State, and Federal Health Emergency Agencies

How Modules Are Conducted



Situation Update



Situation Manual



Moderated Discussion



Caucus/Discussion

Spokesperson designated to present issues

Discussion Groups

- Following each situation update, participants will review the situation and discuss response issues. Participants should feel free to periodically migrate among groups to foster communication.
- A **spokesperson** from each group should be designated to present a synopsis of the group's discussion at the end of each module.
- Exercise Facilitators will moderate a discussion to highlight key elements of each response phase.

Roles & Responsibilities

- **Participants** respond to the situation presented based upon expert knowledge of response procedures, current plans and procedures in place in their functional areas/and or facilities.
- **Observers** support the groups as they develop responses to the situation in the caucus sessions; however, they do not participate in the moderated discussion period.
- **Facilitators** provide situation updates and moderate discussions. They also provide additional information or resolve questions, as required.
- **Subject- Matter Experts** - Key County or State personnel will also assist with facilitation as subject-matter experts (SME's) during the tabletop exercise.

Assumptions & Artificialities

- In any exercise, a number of assumptions and artificialities may be necessary to complete exercise activities in the time allotted. During this exercise, the following apply:
 - The scenario is plausible, and events occur as they are presented.
 - There are no “hidden agendas” or trick questions.
 - All Participants receive information at the same time.
 - Assume that local, state and federal responders are initiating their plans, procedures, and protocols while you are concentrating on your response.

Exercise Rules

1. There is no “school” solution. Varying viewpoints, even disagreements, are expected. This is intended to be a safe, open, stress-free environment.
2. Please simulate and note communication with outside contacts.
3. Respond based on your knowledge of current plans and capabilities (i.e., you may not use nonexistent assets).
4. You are not limited by your organization's positions or policies. Make your best decision based on the circumstances presented.
5. Decisions are not precedent setting and may not reflect your organization's final position on a given issue. This is an opportunity to discuss and present multiple options and possible solutions.
6. Assume cooperation and support from other responders and agencies.
7. The situation updates, written material, and resources serve as the basis for discussion. There are no situational injects.

Local Information

During the exercise, you may need specific information about the affected area(s) to assist you in making decisions. **NO contacts to outside agencies or sources are permitted.** Contacts with outside agencies should be simulated and noted. As you participate, draw upon your own experience and knowledge of how local, state, and other federal agencies work together in any emergency response situation. Use the HHS Guidebook.

Hard Copies

- Once a module is presented, you will be provided a hard copy of the situation.
- Volunteers will distribute them to each table.