

Communication: before, during and after!

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Emergency Preparedness for CPS Leaders

- *Need practical materials.*
- *“What do I need to be doing in my clinic or office?”*

Overview

- Communication with staff:
 - how will they know there is an emergency?
- Communication with the health system:
 - how will you stay on top of an unfolding emergency?
- Communication with your patients:
 - how can you keep them out of hospitals and emergency rooms?

Communication doesn't just 'happen', it takes work

◆ Before an emergency

- Plan
- Train
- Meet your partners

◆ During an emergency

- This is a critical function

◆ After an emergency

- Closing the loops

Public information matters

- ◆ Someone (and a backup) should be assigned this function
- ◆ Can ensure consistency of message to patients
- ◆ Can manage internal communications plan
- ◆ Generic emergency messages may be developed before an event and tailored it to specifics

Communicating with staff

◆ Before an event happens

- Who will call whom?
 - ◆ Who has access to the phone message system?
 - ◆ Who has access to the web site and email?
- What do you use if the phones are down?
- What is the default message
- Where do you want them to go?

Staff (2)

◆ During an event

- The 'message of the day' is critical
- Be sure staff who are working have time to be in touch with/make arrangements for family

◆ After an event

- Ask EVERYONE about ways to improve
- Inform staff about action plan to improve

Communicating with others

- ◆ Get to know people BEFORE an event
 - Health alert system
 - Key hospital contacts
 - Health agency contacts
 - Your communication connection to the emergency command center
- ◆ Let them know your emergency capacity

Emergency Terminology

- ◆ Know the terms that contacts in assisting agencies use during emergencies
 - Creates clear communication
 - Needed by agencies for federal compliance
 - Need to know before an event:
 - ◆ <http://training.fema.gov/EMIWeb/IS/is100.asp>

Others (2)

◆ During an event

- Use the planned means to stay current
- Ask for help if you need it

◆ After an event

- Attend feedback sessions
- Listen for what you could have done better



Communicating with your patients

◆ Before an event

- Routinely distribute emergency preparedness information
- Coach all patients with chronic conditions on emergency preparedness
- Inform patients about your plans for emergency communication
- Have remote access to key patient information

Patients (2)

◆ During an event

- Keep updated information flowing by providing it to all staff
- Triage to minimize hospital use
- Contact your most vulnerable patients

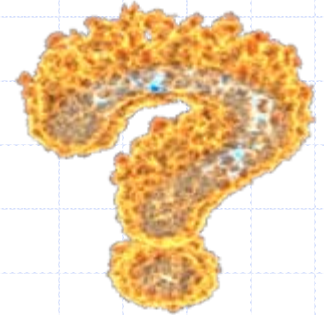
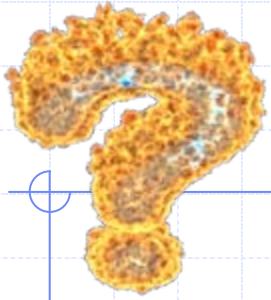
◆ After an event

- Verify status of most vulnerable patients
- Ask patients for feedback

Communication is the key

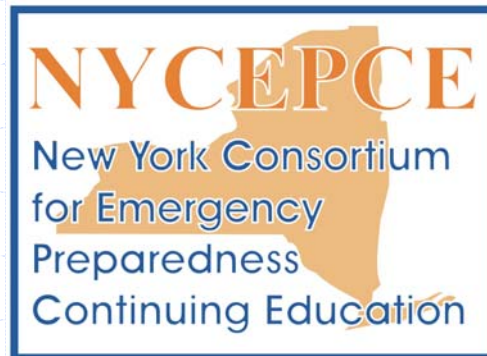
◆ If your center is prepared

- Your staff will be an effective team in response
- Your patients will be less likely to be harmed
- Your community will return to normal more quickly



Thank You!

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