

Fall 2004/Winter
2005
Volume 3, Issue 3

VEMA President's Corner – Tom Hassler

Summer was very busy for many of us; but be thankful that you were not living in Florida. Our colleagues in the “Sunshine State” were put to the test, and the test goes on and on for them and their citizens and businesses. No doubt there will be some important lessons learned from the Florida hurricane experience, and we need to be alert for reports about what went right and what went wrong. We had our own emergencies in the Commonwealth this past summer, and our attention has been focused on taking care of our own citizens and businesses as we recover.

Accreditation was the theme of our summer training conference, 12-14 August 2004, in Richmond, and it was an interesting and provocative topic. Accreditation is optional for the moment for local governments, but will it stay that way? Credit for organizing the agenda and logistics for the August meeting goes to Past President Tom Hajduk. Thanks Tom!

Your officers and Executive Board members did not let down after the August meeting, and have been busy meeting goals established by the Executive Board at the August 11 meeting:

- We sent letters to specific elected Virginia officials about maintaining the EMPG grant program. A copy of the letter and the list of politicians sent the letter are available on our web site, www.vemaweb.org. Kay Goss drafted the letter.
- I am mailing a letter about VEMA to local emergency managers in Virginia who do not belong to VEMA.
- I spoke about VEMA at the coordinators' training sessions in Lynchburg, Williamsburg, and Abingdon.
- A letter about the grant process written from the local coordinator's perspective has been drafted and will be reviewed by the Executive Board on November 11, and the Board will determine the mailing list. Jim Davis drafted the letter.
- Planning for the April conference is maturing, and brochures will be sent soon to our conference mailing list.
- Planning for the summer training conference has started, and the plan is to hold it in Roanoke.

Individual Highlights:

VEMA Conf Agenda	2-3
Drive-through Flu Vaccination Clinic	4
Secure Virginia Panel	5
CERT	5-6

President's Corner, continued page three

Spring Conference 2005
Accreditation, Certification and Other Professional Standards
05-08 April 2005
Williamsburg Marriott, Williamsburg, VA

AGENDA

Time	Topic	Speaker
Tuesday, 05 April		
0900-1600	Technology Seminar	Julie Siler – POC for vendor schedule/list
0900-1600	Continuity of Operations Course (EMI G250.11)	VDEM, limit – 35 students
2000-2200	Hospitality suite – an evening of networking with attendees and guests	
Wednesday, 06 April		
0730-0800	Coffee service	
0800-1700	Conference registration	
0830-1200	General session <i>Building Bridges for a Safer Future</i> <ul style="list-style-type: none"> • The Changing World of Emergency Management (Goss) • Partnership for Public Warning (Marks) 	Keynote: <ul style="list-style-type: none"> ▪ Tom Ridge, Secretary, Department of Homeland Security ▪ Kay Goss, CEM, Senior Advisor for Homeland Security, EDS ▪ Craig Marks, CEM, SAFTNET ▪ Howard Udell, SAFTNET ▪ Ron Pretlac, Director of Business Development, Roaming Messenger, Inc. ▪ Media Partners Panel ▪ Professional Partners Panel
1200-1400	Vendor luncheon	
1330-1400	VEMA general business meeting	
1400-1515	Concurrent session A	
1530-1645	Concurrent session B	
1700-1800	Sunset seminars by vendors	
2000-2200	Hospitality suite	
Thursday, 07 April		
08:30-12:00	General Session The Year in Review <ul style="list-style-type: none"> • 2004 Hurricane Season • Lightning Strikes! The Medical Aspect • Security of our Ports and its Impact • Planning for People with Disabilities 	<ul style="list-style-type: none"> • Max Mayfield, Director National Hurricane Center, Miami, Florida • Mary Ann Cooper, MD, Professor Department of Emergency Medicine, Univ of Illinois @ Chicago • Captain Robert R. O'Brien, Jr. U.S. Department of Homeland Security USCG Marine Safety Office – Hampton Roads • Elizabeth Davis (Invited) Director, Emergency Preparedness Initiative National Organization on Disability, Washington, D.C.

Conference agenda, continued on next page

Conference agenda, continued from previous page

Thursday, 07 April, continued		
12:00-13:15	Awards Luncheon	<ul style="list-style-type: none"> • Music by local school jazz ensemble • Warren E. Trent Award for Outstanding individual Achievement in Emergency Management • Clarence P. Rea Jr. Award for Outstanding Group Achievement in Emergency Management
13:30-15:00	Concurrent session C	
15:15-16:45	Concurrent session D	
2000-2200	Hospitality suite	
Friday, 08 April		
07:30-08:00	Breakfast buffet	
08:00-11:00	General Session The Challenges <ul style="list-style-type: none"> • Columbia Space Shuttle Recovery • Project SafeSide • The Challenges of Leadership 	<ul style="list-style-type: none"> • Dr. Amy Donahue, Department of Public Policy, University of Connecticut, West Hartford, CT • The Weather Channel (Invited) • Donna Layton, Acting Director, National Weather Service Training Center, Kansas City, MO 64153
11:00	Closing Remarks	<ul style="list-style-type: none"> • Janet Clements, Deputy State Coordinator, VDEM • Tom Hassler, President, VEMA

President's corner, continued from page one:

The threat of terrorism to our national infrastructure may well force increased cooperation between governments and industry and a better understanding of each other. I learned at the Disaster Roundtable in Washington, D.C. on October 28, 2004, that 85% of the national infrastructure is privately held. Most roads, rivers, and water supplies are public, as is the postal service, but the private sector owns most of the following systems: telephone, electrical power, radio, cable, television, rail, shipping, passenger air, trucking, natural gas and liquid petroleum pipelines and distribution depots. Many of these systems are soft targets, and disruption of any one system affects all of us in some way.

There are people in both sectors who speak contemptuously about the other sector, and this is not helpful because we need each other. We need to do what it takes to build a higher level of trust if we are to preserve our way of life. The common threat of terrorism may well be the catalyst we need to break down long-standing barriers that have prevented us from forming new public-private partnerships and strengthening existing ones. I hope so.



DRIVE THROUGH INFLUENZA VACCINATION CLINIC

Chesterfield Health District

By:

On 13 November 2004, the Chesterfield Health District conducted a drive through influenza vaccination clinic. The purpose of this clinic was to administer as many doses of flu vaccine to high risk adults in the shortest amount of time possible. . With the shortage of vaccine, public anxiety was high and a large turnout with long lines was expected. This was the first time the District attempted an operation of this scope.

Since most of the recipients would be elderly, the drive through model was adopted to minimize contact time between patients, reduce exposure to the elements, and accommodate people with limited mobility.

Chesterfield Health Department planning staff worked closely with Police and Fire representatives on issues such as traffic control, use of public safety personnel and the use of a large parking lot at Fire and Police training center. This site was easily isolated from major commercial centers, and allowed control of access for two lanes of traffic for 1 mile into the clinic.

Critical to the operations success was the decision to use an Incident Command Structure (ICS) structure for planning and conducting the operation. (Following this article is a diagram that reflects the set-up). In previous, smaller scale efforts, the Department had organized itself along more traditional disciplinary lines. Since 2001, the Department has had considerable exposure to use to the ICS. It was clear that it was time to put this training into practice.

The ICS format was used not only for the running of the clinic but also for the pre-clinic planning phase. Once individuals were put in their roles, they began to perform pre-clinic functions to ready personnel for the clinic. For example, Logistics took care of procuring the supplies that would be needed for the clinic. These supplies ranged from needles and alcohol swabs to 20 ft by 50 ft drive-thru tents. Operations and Planning coordinated and managed the actual screening, billing, injection and data collection functions of the clinic. Finance (Administration) oversaw all payment and documentation issues on-site. All sections reported to Incident Command who was supported by a Liaison Officer and an Information Officer to help with staging resources and communicating with the media (and other stake-holders), respectively. Three Safety Officers were appointed, one for medical management, one for traffic control and one for personnel to prevent employee injury and to oversee safe practices.

Although some aspects of traffic control presented challenges, the clinic generally ran smoothly and efficiently. Within a six hour period, 2644 doses of flu vaccine were administered, quite possibly a record for the state of Virginia. Despite a three-mile traffic jam outside of the clinic area, working and vaccinating in forty-degree weather, multiple traffic lanes and one woman in labor in the car line, the operation concluded without a single injury or medical complication. Both planners and managers agreed that using ICS principles for command and control were was an important factor. Support from Police, Fire/EMS and the Red Cross was indispensable for the success of the day, and the ICS allowed all of these functions to be smoothly integrated.

VIRGINIA'S SECURE COMMONWEALTH INITIATIVE

By Kay C. Goss, CEM, Senior Advisor for Homeland Security, Business Continuity and Emergency Management Services, Electronic Data Systems

The Secure Commonwealth Initiative, formally the Secure Virginia Panel, met a couple of times during the fall to hear briefings from various agencies on the progress made toward implementing the 100 recommendations made by the SVP over the last two years. Tremendous progress has been made, in many areas, such as transportation, health and hospital preparedness, as well as in community and citizen outreach and business and industry preparedness, especially in public-private partnerships.

George Foresman continues to lead this effort in an exemplary fashion as the Assistant to Governor Mark Warner for Commonwealth Preparedness. VEMA contacted him in the fall to request that I be considered the VEMA and emergency management representative on the Panel and George indicated that was the case. VEMA President Tom Hassler accompanied me to the Panel meeting in Yorktown.

On January 6th, Governor Mark Warner and George Foresman have called a key meeting, at the Department of Forestry, Natural Resources Building in Charlottesville, to assist in the development of a long-term safety and security strategic plan for the Commonwealth of Virginia. This Homeland Security Summit, will build on the momentum of the past three years and will establish a sustainable direction over the next five years.

This meeting, designed to bolster the actions of the Secure Commonwealth Panel that has already provided significant direction, will bring together members of the panel, current leaders in key areas, and future leaders as well.

According to George, "Our intention is to build a solid plan of coordination and preparedness that will last not only through the remainder of this administration, but years into the future."

A full report on this summit will be provided in the next newsletter.

COMMUNITY EMERGENCY RESPONSE TEAM (CERT)

By Richard A Sisler, Senior Emergency Management Consultant, Electronic Data Systems

You worked hard to get all the players to agree on the need for the CERT program. Or like some jurisdictions, were told to start a program. And don't worry, the money will come. How much could it cost anyway.

So you held a class. Got the media involved, did a great presentation during graduation. Now the wait begins.

Not so much for us, as them, your CERT volunteers. That's right, you did such a good job training and motivating them that they are ready for any disaster that comes their way.

CERT, continued on next page

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CERT, continued from previous page

We know that disasters are coming, natural, technological and man made. But we can't wait to use the vast amount of resources that the CERT members are willing to give. We need to look at a comprehensive CERT program. One that mirrors your local, comprehensive emergency management plan.

CERT volunteers can assist in; mitigation, preparedness, response and recovery. We know that most of their time will be spent in preparedness, as is ours. This is the easy way to include them in your outreach and education programs. The amount of time and energy will depend on their commitment and your imagination. We all know that there is always a good outreach program or opportunity just waiting to be implemented. But it's always just beyond our capabilities. This could be for several reasons. Staffing, budget, or resources.

CERT members can supplement the resources needed to implement your outreach efforts. The first step will be identifying those members that are trained as educators, in marketing or customer relations. You can then develop your CERT Outreach Division. Members in this group will be trained to deliver local programs and be kept updated on current needs and Statewide Preparedness Campaigns. Members should be required to receive training in public education through local, Statewide and National training opportunities, including NFPA 1035 and National Fire Academy Courses.

The CERT Outreach Division must have in place a data tracking system. This information will include, event, date, times, number of staff, materials distributed and number of people reached. The time volunteers spend doing these outreach events is invaluable to your local jurisdiction. The time can be translated into cost saved by the local jurisdiction. This amount can be applied towards the next grant.

You have them trained. Don't let the excitement and motivation slip away. Keep them interested, involved and motivated. Your jurisdiction will "Be Ready."

