

# PIC

## Patient Education



*Ruth Thornburg  
Public Information and  
Communications  
SNS Program*

Moving people to, through,  
and out of the POD



CENTERS FOR DISEASE CONTROL & PREVENTION



# Public Information and Communication

- Importance/Goals
- Three Words in Public Information/Communication
- Patient Education
- Partnerships



# Purpose

To engage learners in thinking through public information and communications challenges that will support the transition to, through and out of the POD



# Public Information/Communication

## Is it important?

*“The best antidote to fear is information.”*

**Ask Dr. Julie Gerberding,**  
Director  
Centers for Disease Control  
and Prevention

Public information:  
a top priority for CDC.



# Public Information/Communication (PIC) Goals

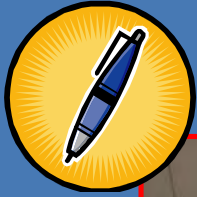
PIC informs the public, the media, partners and stakeholders regarding risks associated with the real or apparent threat

TO:

- Reduce panic
- Mobilize the public to action to go to dispensing sites—where to go and what to bring
- Educate the public about medication they may receive
- Provide follow-up health campaigns post event



# Public Information/ Communication



Participate

Anticipate



Plan



# Participate

- Identify a Public Information and Communication manager at each POD
- Know what they are doing and why
- Collaborate for Dispensing Clinic Planning



# Anticipate

- Public information needs
  - ✓ What is the Stockpile?
  - ✓ Where do I need to go
  - ✓ Have I really been exposed?
  - ✓ When does the POD open?
  - ✓ What will happen
- Media concerns
- Special needs groups



# PLAN



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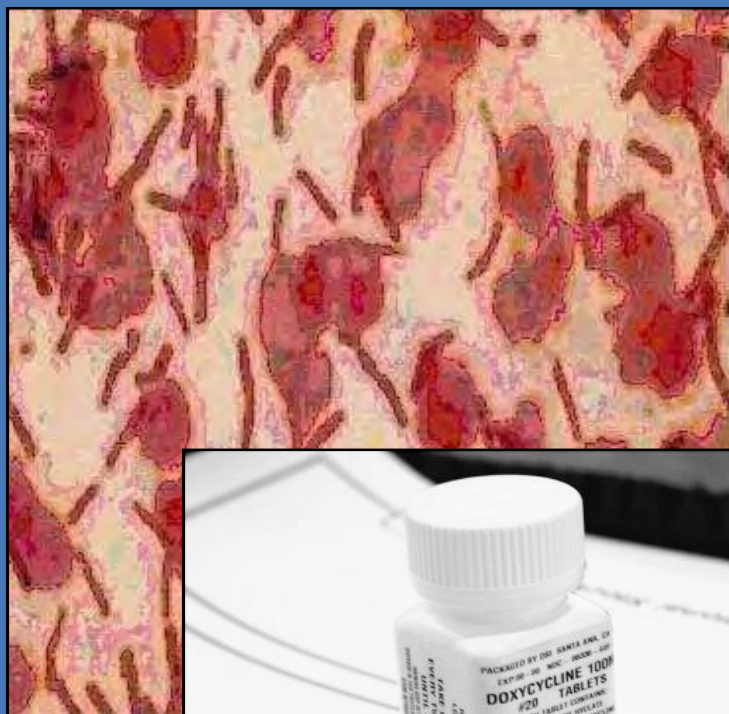
# Communication Planning

## Without it...

- Increase fear
- Waste time and human resources
- Cause delays in the line
- Frustrate your staff
- Alienate the media
- Contribute to confusion at the dispensing site



# Initial Public Health messages will improve POD flow



- If you are sick, go to a treatment center. This medicine will not help you
- If you are not sick, come to the POD for medicine to keep you well



# Collaborate to prepare information about the PODs

Provide information for the public delivered via the media and other emergency communications channels about the dispensing sites

➤ What to do	➤ Where to go
➤ What to bring	➤ How to get there
➤ How to prepare	➤ What to expect
➤ Who should come	➤ Timing



# Messages to answer questions before the public arrives at the POD



- Should I call my doctor?
- What if I am pregnant?
- What if I am allergic to the antibiotics?
- Will there be enough for everyone?
- Should I take this with my blood thinner?



# Plan Education Materials

Develop multi-language signage, posters, videos, and handouts



Provide information to the media in languages appropriate for your community



# SNS CD-ROM Patient Information Sheets

## Patient Information:

DOXYCYCLINE 100 MG  
ORAL TABLET

State Public Health Organization: \_\_\_\_\_  
24-hour Information Telephone Number: \_\_\_\_\_

This drug treats infections. It belongs to a class of drugs called tetracycline antibiotics. You have been given this drug for protection against possible exposure to an infection-causing bacteria. This drug treats:

✓ Plague

You have been provided a limited supply of medicine. Local emergency health workers or your healthcare provider will inform you if you need more medicine after you finish this supply. If so, upon your follow-up visit, you will be told how to get more medicine. You will also be told if no more medicine is needed.

**Take this medicine as prescribed. one tablet by mouth, two times a day.**

You will be provided special dosing instructions if you have a child under 8 years of age. Keep taking your medicine, even if you feel okay, unless your healthcare provider tells you to stop. If you stop taking this medicine too soon, you may become infected, or your infection may come back.

You may take your medicine with or without food or milk, but food or milk may help you avoid upset stomach.

If you miss a dose, take the missed dose as soon as possible. If it is almost time for your next regular dose, wait until then to take your medicine, and skip the missed dose. *Do not take two doses at the same time.*

**DRUGS AND FOODS TO AVOID:** Do not take the following medicines within 2 hours of taking DOXYCYCLINE: antacids such as Maalox or Mylanta, calcium or iron supplements, cholestyramine (Questran) or colestipol (Colestid).

While you are taking this medicine, birth control pills may not work as well; make sure to use another form of birth control.

**WARNINGS:** If you have liver disease, or if you are or might be pregnant, or if you are breastfeeding, tell emergency healthcare workers before you start taking this medicine.

This medicine increases the chance of sunburn; make sure to use sunscreen to protect your skin. Do not take this medicine if you have had an allergic reaction to any tetracycline antibiotics. Women may have vaginal yeast infections from taking this medicine.

**SIDE EFFECTS:** Call your doctor or seek medical attention right away if you are having any of these side effects: skin rash, hives, or itching; wheezing or trouble breathing; swelling of the face, lips, or throat. Less serious side effects include diarrhea, upset stomach, nausea, sore mouth or throat, sensitivity to sunlight, or itching of the mouth or vagina lasting more than 2 days. Talk with your doctor if you have problems with these side effects.



# Patient Information Sheets

## ➤ SNS CD-ROM


- ✓ 47 languages plus English for each drug/threat combination
  - Drug information
  - Templates for labels that you can edit



# Fact Sheets

CDC BT Web site

www.cdc.  
http://www.bt.cdc.  
gov/agent/plague/  
index.asp



**PLAGUE**

**FACT SHEET**

**Facts about Pneumonic Plague**

Plague is an infectious disease that affects animals and humans. It is caused by the bacterium *Yersinia pestis*. This bacterium is found in rodents and their fleas and occurs in many areas of the world, including the United States.

*Y. pestis* is easily destroyed by sunlight and drying. Even so, when released into air, the bacterium will survive for up to one hour, although this could vary depending on conditions.

Pneumonic plague is one of several forms of plague. Depending on circumstances, these forms may occur separately or in combination:

- **Pneumonic plague** occurs when *Y. pestis* infects the lungs. This type of plague can spread from person to person through the air. Transmission can take place if someone breathes in aerosolized bacteria, which could happen in a bioterrorist attack. Pneumonic plague is also spread by breathing in *Y. pestis* suspended in respiratory droplets from a person (or animal) with pneumonic plague. Becoming infected in this way usually requires direct and close contact with the ill person or animal. Pneumonic plague may also occur if a person with bubonic or septicemic plague is untreated and the bacteria spread to the lungs.
- **Bubonic plague** is the most common form of plague. This occurs when an infected flea bites a person or when materials contaminated with *Y. pestis* enter through a break in a person's skin. Patients develop swollen, tender lymph glands (called buboes) and fever, headache, chills, and weakness. Bubonic plague does not spread from person to person.
- **Septicemic plague** occurs when plague bacteria multiply in the blood. It can be a complication of pneumonic or bubonic plague or it can occur by itself. When it occurs alone, it is caused in the same ways as bubonic plague; however, buboes do not develop. Patients have fever, chills, prostration, abdominal pain, shock, and bleeding into skin and other organs. Septicemic plague does not spread from person to person.

**Symptoms and Treatment**

With pneumonic plague, the first signs of illness are fever, headache, weakness, and rapidly developing pneumonia with shortness of breath, chest pain, cough, and sometimes bloody or watery sputum. The pneumonia progresses for 2 to 4 days and may cause respiratory failure and shock. Without early treatment, patients may die.

**Early treatment of pneumonic plague is essential.** To reduce the chance of death, antibiotics must be given within 24 hours of first symptoms. Streptomycin, gentamicin, the tetracyclines, and chloramphenicol are all effective against pneumonic plague.

Antibiotic treatment for 7 days will protect people who have had direct, close contact with infected patients. Wearing a close-fitting surgical mask also protects against infection. A plague vaccine is not currently available for use in the United States.

For more information, visit [www.bt.cdc.gov](http://www.bt.cdc.gov) or call the CDC public response hotline at (888) 246-2675 (English), (888) 246-2857 (Español), or (866) 874-2646 (TTY)

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**CENTERS FOR DISEASE CONTROL AND PREVENTION**  
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# Educate the Public in line



# Education



**A good idea?**  
Educational Videos



# Signs educate the public and keep things moving.

- Keep it simple
- Make it big
- Make it interesting or at least pleasant to look at
- Use signs to reinforce fact sheets



# Informational Signs

DRILL

**PUBLIC HEALTH ALERT**

 **PLAGUE**  
*(Yersinia pestis)*

CASES OF PLAGUE HAVE BEEN REPORTED  
WITHIN THE STATE OF LOUISIANA.  
**MEDICATIONS AVAILABLE HERE** →

**IT WILL HELP IF YOU HAVE**  
THE FOLLOWING READY when you reach the front of the line:

- Verification of **IDENTITY**: Louisiana driver's license or a pictured ID card and your Social Security card.
- A list of any **MEDICATIONS** you're currently taking (over-the-counter or prescription medications, and also supplements and vitamins).
- A list of any **MEDICAL CONDITIONS INCLUDING ALLERGIES** you may have.

**If you forgot any or all of the above  
continue to STAY IN LINE.  
We want you to get medicine TODAY.**

**TAKE ALL MEDICATIONS EXACTLY AS INSTRUCTED. FINISH ALL MEDICINE PRESCRIBED.**

Louisiana Department of Health and Hospitals, Office of Public Health, Bioterrorism Preparedness and Emergency Response Unit is DEDICATED to helping you PROTECT you and your family's HEALTH.



# Directional Signs

- Use pictures
- Arrows
- Keep the language simple

What is wrong with this sign?

17"

11"



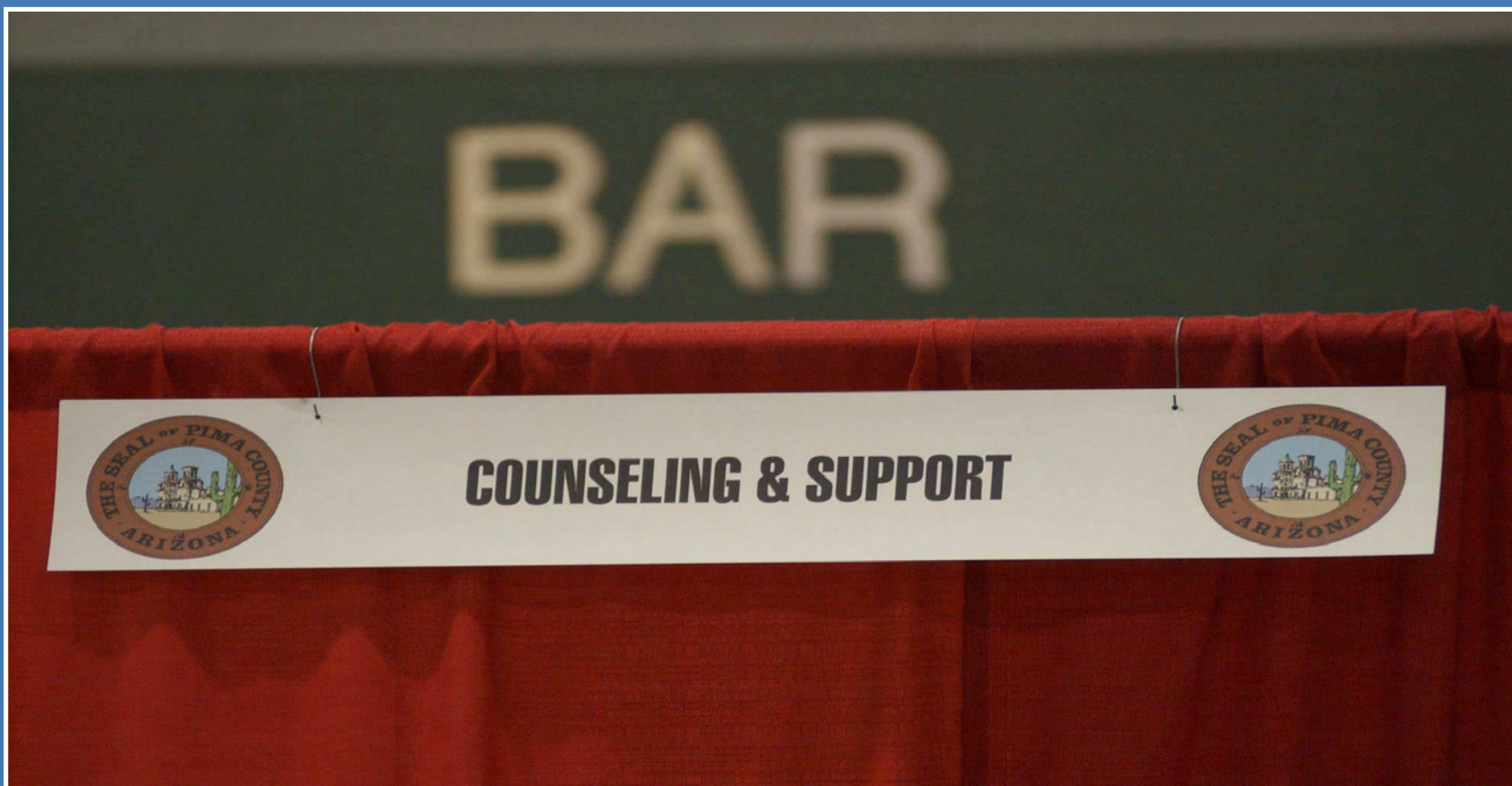
# Signs — Be Clear



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# Sign placement is important



Mental Health



# Communicate internally with signs



# Communicate with apparel



# Prepare ongoing information about the PODs

- Parking problems
- Shortest lines
- Special traffic routes
- Where to get forms prior to arriving at the POD



# Educate the public about the importance of taking all of the medication

Pre, During, and Post-event



PLAN

# Connect and build partnerships with:



Local radio, TV, and print outlets  
community businesses and organizations



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# Working with the Media

- Prepare the media before an event with background information, B-roll etc.
- Determine a place for the media
- Identify person(s) responsible for media calls



# Working with the Media

- Respond to the media in a timely manner
- Be sincere, honest, and accurate



# Senior Public Information/ Communication Specialists

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# QUIZ

1. What is the most important part of SNS planning?
  - a. Public Information and Communication/Patient Education
  - b. Public Information and Communication/Patient Education
  - c. All of the above
  
2. What are the three most important words for accomplishing Public Information and Communication goals?



# Extranet Site

[www.bt.cdc.gov/stockpile/extranet](http://www.bt.cdc.gov/stockpile/extranet)

User ID-Stockpile  
Password-Str\*teg!c

Strategic National Stockpile (SNS) Home Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print

Address <http://www.orau.gov/snsnet/>

**CDC**  
SAFER • HEALTHIER • PEOPLE™

CDC Home Search CDC Emergency Preparedness

# STRATEGIC NATIONAL STOCKPILE

- ★ Taking Stock SNS Program eNewsletter
- ★ Preparing for SNS Assets
- ★ Resources
- ★ Training and Education
- ★ Calendar

Welcome to the Strategic National Stockpile's Extranet - an online information resource for state and local emergency planners who are developing plans to receive and use SNS assets in the event of a national emergency.

*Introducing the SNS Program Extranet...*

Contact Info | Links

Important Note: Although the information on the Strategic National Stockpile Extranet Web site is not considered sensitive, access to this site is restricted. Please, do not publicly mention its existence, share the Web address, or disclose the User ID/ Password information to third parties who are not involved in planning activities for receiving Strategic National Stockpile assets.



# Questions



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