



Novel H1N1 2009: Incident Management at the Kent County Health Department

Mark Hall, MD, Medical Director

Five questions

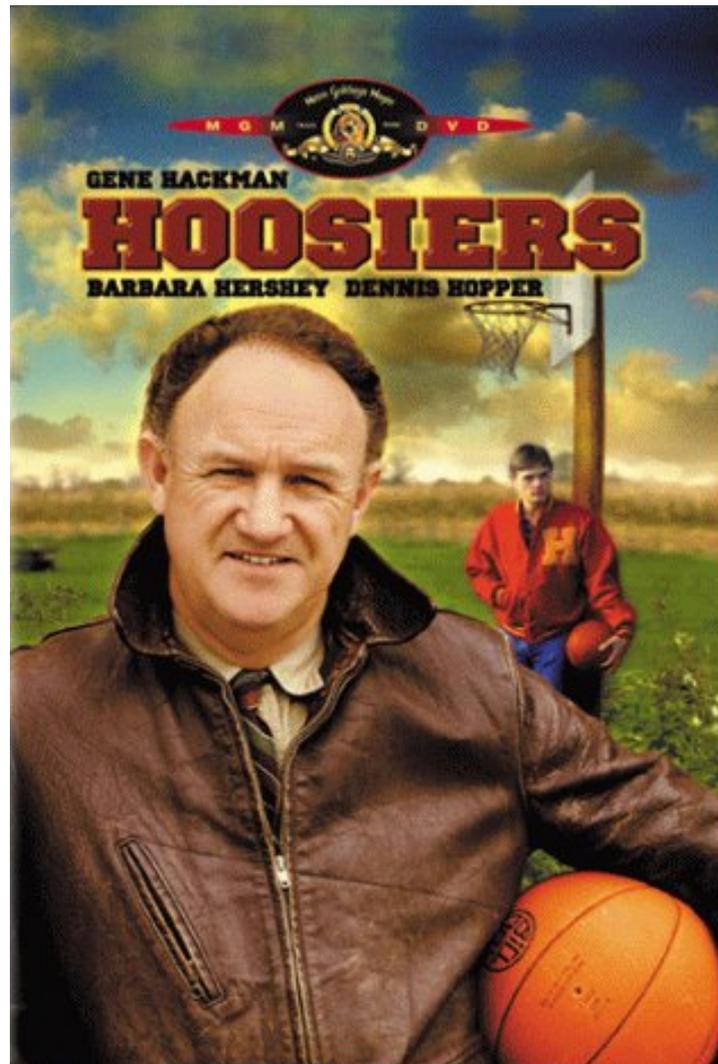
- Favorite Musical group or artist
- Favorite Movie
- Favorite Athlete
- Favorite Actor
- Stranded on Gilligan's Island:
Ginger or Maryann?

Musical Group



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Movie



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Athlete



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Actor



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Ginger or Maryann?

- Ginger



Overview

- Review of emergency preparedness and nH1N1 history
- Discuss Incident Command Structure
- Mass Vaccination Clinics in Kent County – Keys to success

The start of Mass Vaccination

Planning: September 11, 2001



- Other ways of attack considered
- Small Pox
 - Mass vaccination
- Anthrax and other biologicals
 - Mass treatment or prophylaxis

Early Mass Vaccination Models

- Personnel required to vaccinate all Kent County residents: 4500
- Plans adopted the “All Hazards” approach
 - 2004
 - Needed to accommodate the growing concern of a Pandemic (H5N1)

All Hazards Approach

- Concerns with application to a Pandemic
 - Multiple waves
 - Protracted
 - Limited ability for mutual aid
 - Most of the country will be in the same situation

Novel H1N1 Timeline: Spring 2009

- April 23 7 cases of swine origin H1N1 in TX and CA
- April 27 1st case in MI
Press conference at KCHD
- April 30 Tamiflu rec'd and distributed
- May 2 7 cases in Kent County
- May 3 4 schools dismissed

The best laid plans



- CDC guidance on had been studied and promoted for years
- During the event, there were substantial daily changes

Collaboration the Key for Drug Distribution



KCHD communication: Areas for improvement identified after first wave

- Centralized list of external communications
- Dedicated webmaster
- Dedicated individual for
 - External partners
 - Infection control
 - School nurses
- Internal briefings: rank and file
- Call volumes

After the Spring Experience

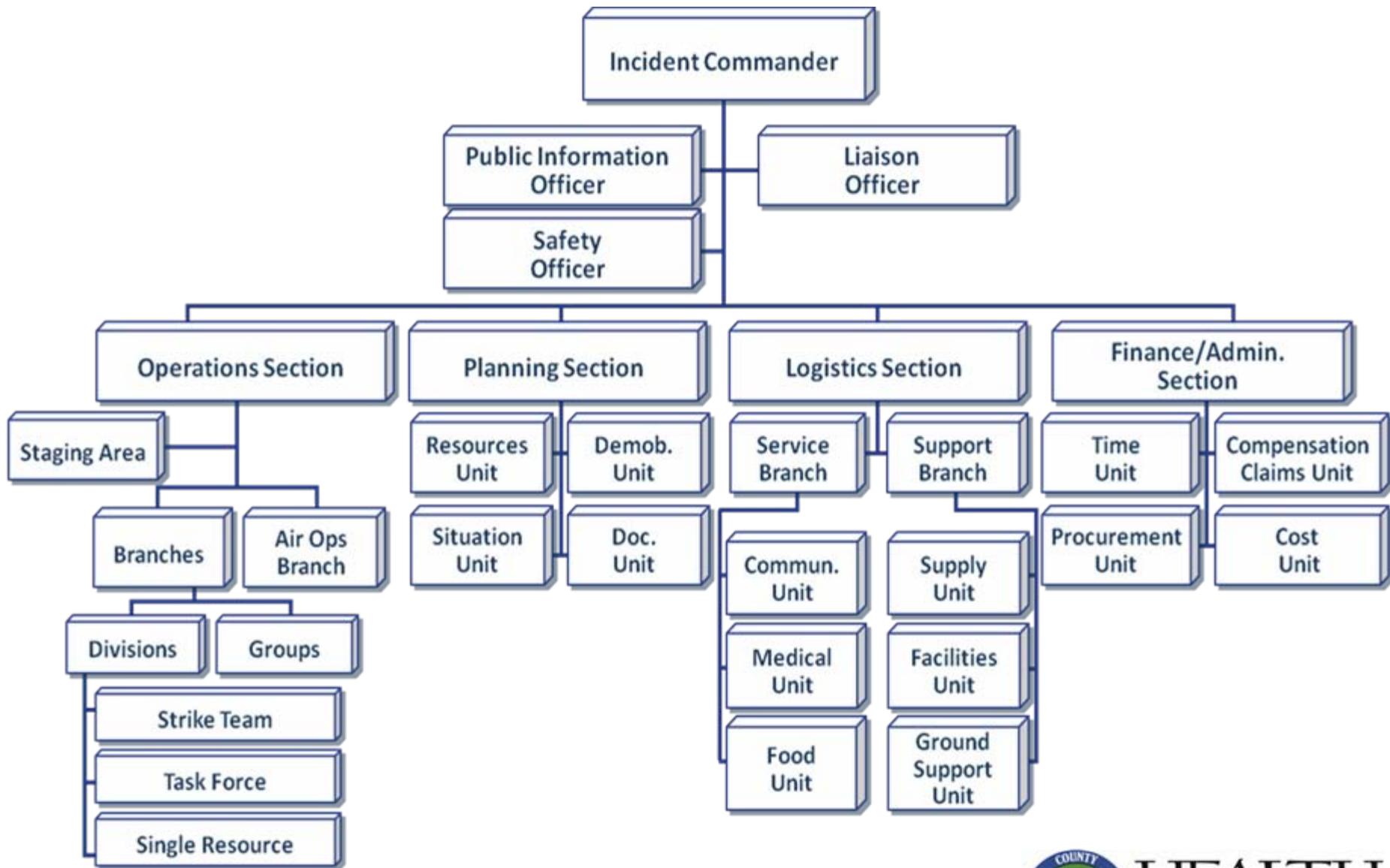
- Large scale vaccination effort seemed likely
- Earliest scenario of vaccine availability: 10/01/2009

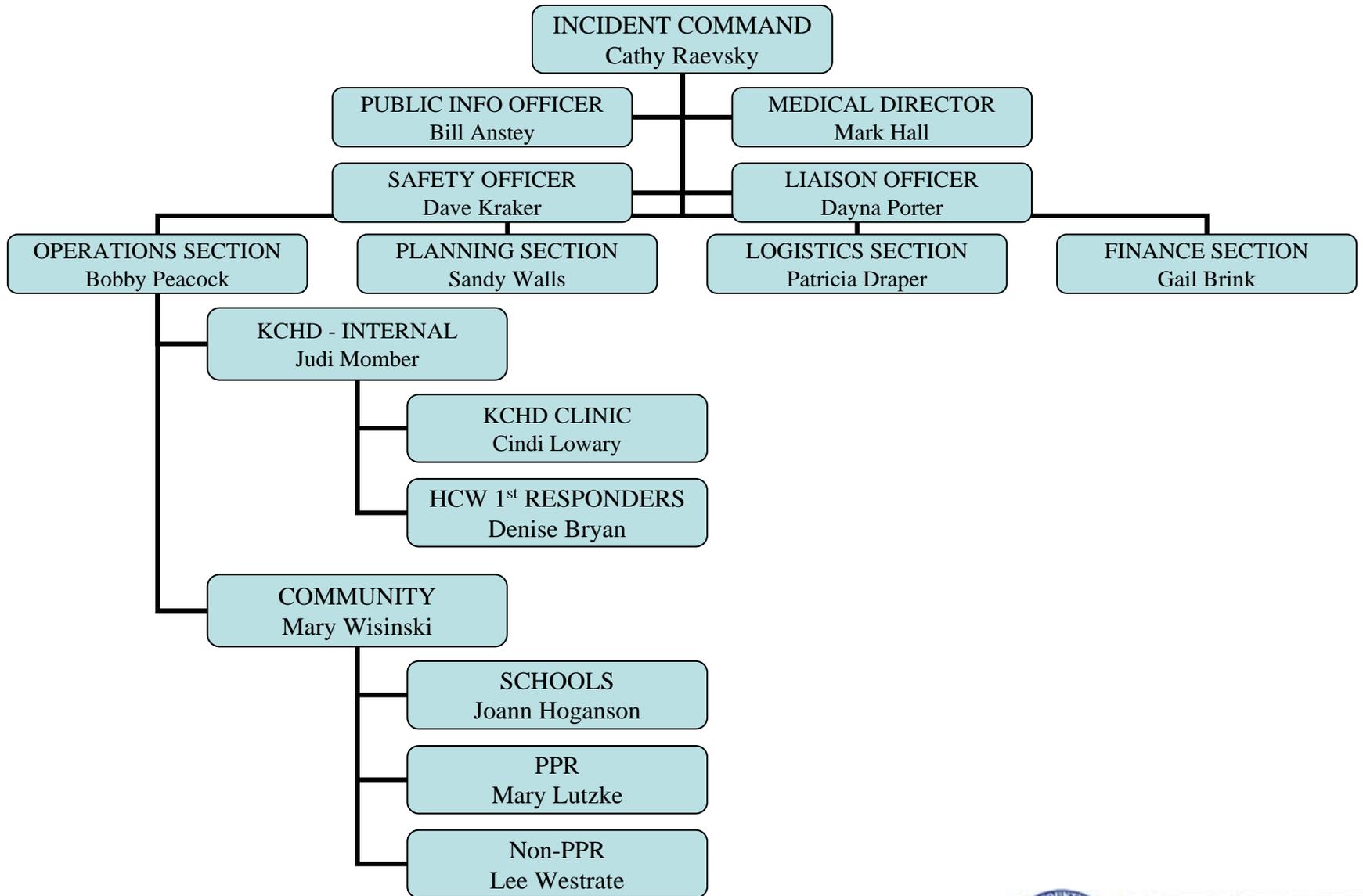
Implementation of Incident Command System (ICS)

- Most of these issues addressed by institution of the Incident Command System
 - Clarify roles and expectations
 - Redundancy limited
 - Organization of effort
 - Continuous reminder of big picture AND the details
 - Incident Action Plan – sort of

We have to do an IAP?

8. Weather: See Attached Weather Sheet	
9. Tides / Currents: See Attached Tide / Current Data	
10. Sunrise:	Sunset:
11. Attachments (Yes if attached, No if not attached)	
<input type="checkbox"/> Organization List (ICS 203)	<input type="checkbox"/> Medical Plan (ICS 206)
<input type="checkbox"/> Assignment List (ICS 204)	<input type="checkbox"/> Incident Map(s)
<input type="checkbox"/> Communication Plan (ICS 205)	<input type="checkbox"/> Traffic Plan
ICS 202 8/96	12. Prepared By: (Planning Section Chief)





Planning Chief - Jacob



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Operations Chief - Matthew



Logistics Chief - Patrick



Finance Chief and Incident Commander – Jodi (note dual roles)



Safety and Security Officer - Ruby



Key #1: Collaborate-Delegate

Take advantage of existing infrastructure

- Kent County: Three provider networks cover 50% of population
- Push Partner Registry – 221 providers
 - Their patients
 - Themselves
- Pharmacies
- Schools

Push partner challenges

- Initial vaccine distribution: 5000 doses
- Variable presentations

Key #2: Control Clinic Volume

- Reservation system
 - Multiple dates released at once
 - “Why are all these people here? I had the 11:15 appointment!”
- Phone system
 - 211
 - United Way
- Internet reservation system
 - Software costs: \$69.00

211 operators



Appointment “Show Rate”

Date	Sheldon	Fuller
Nov. 7	88%	92%
Nov. 14	84%	86%
Nov. 21	77%	85%

Key #3: Active Parking Management

- Easy to underestimate importance
- Excellent example of ICS at its best



Key #4: Efficient Clinic Operations

- Demming Model, QA, QI, CQI, TQM, PI?
 - Study, learn, adjust, study
- “This is not a drill”
 - Benefit of exercises and previous events (e.g. Dr. Stokes)

Total Mass Vaccinations: 19,746

Date	Sheldon	Fuller	Total	Vac/hr
Nov 7	1647	2564	4211	2.75
Nov 14	1590	2416	4006	2.85
Nov 21	1442	2197	3639	3.01
Dec 12	3201	4689	7890	4.88
CDC model				4.53

Total County nH1N1 vaccines

- 150,000 doses distributed
- Estimated 120,000 doses given
 - 98,000 confirmed
- Estimated 21% of population received at least one dose

Key #5: Communication and Marketing

- Dedicated Staff
- Pro-active media handling
 - Press conferences, Telebriefing
- Electronic and social media
 - Website (Stickittotheflu.com)
 - Facebook, Twitter presence
- TV, radio, billboards, newspaper, newsletter, Johnny Ads, etc.

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“Knock out flu
by washing your
hands often,
covering your
mouth when you
cough, and staying
home if you’re
sick.”



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Kent Prevent

The Kent County Health Department's bi-annual update to the residents of Kent County.

Dear Kent County Resident:
This is your first issue of *Kent Prevent*, a newsletter that will keep you informed about the health of your community. In it you will learn about ways to stay healthy.

Issue 1 is all about flu. The Kent County Health Department is coordinating an education and vaccination campaign to safeguard the health of our residents during the upcoming flu season. The 2009-2010 flu season, which runs from fall to spring, could be more active than in previous years. This is because novel H1N1 influenza, also known as swine flu, will cause illness along with seasonal flu.

So far, novel H1N1 flu has behaved like seasonal flu. Most people experience mild symptoms and a mild recovery. But flu always has risks. Seasonal flu hospitalizes 200,000 people and kills about 36,000 people each year in the United States. That's why it's important for everyone to know the facts on flu prevention.

I hope you will find that *Kent Prevent* answers your questions and offers you some practical tips on staying healthy this fall.

Cathy Anersky
Cathy Anersky
Administrative Health Officer
Kent County Health Department

Inside this Issue
Page 2: Flu signs and symptoms and everything you need to know about preventing the spread to others.
Page 3: Vaxx Facts! Setting the record straight on novel H1N1 vaccine.
Page 5: Just for kids! Get the lowdown on germs and read tips for sticking it to the flu.
Back Cover: Find ways to stay in the loop about what's happening in Kent County with seasonal and H1N1 flu.

Stick it to the Flu
Avoid touching your eyes, nose and mouth. Germs spread this way.

FALL 2009
ISSUE 1

“Knock out aches, pain, chills, and fever. Wash your hands often. **Stay home if you're sick.** And the number one way to avoid getting sick this season? Get vaccinated for seasonal **and** H1N1 flu.”

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FLU.COM



“I’m not going to let flu
knock me out this season.”

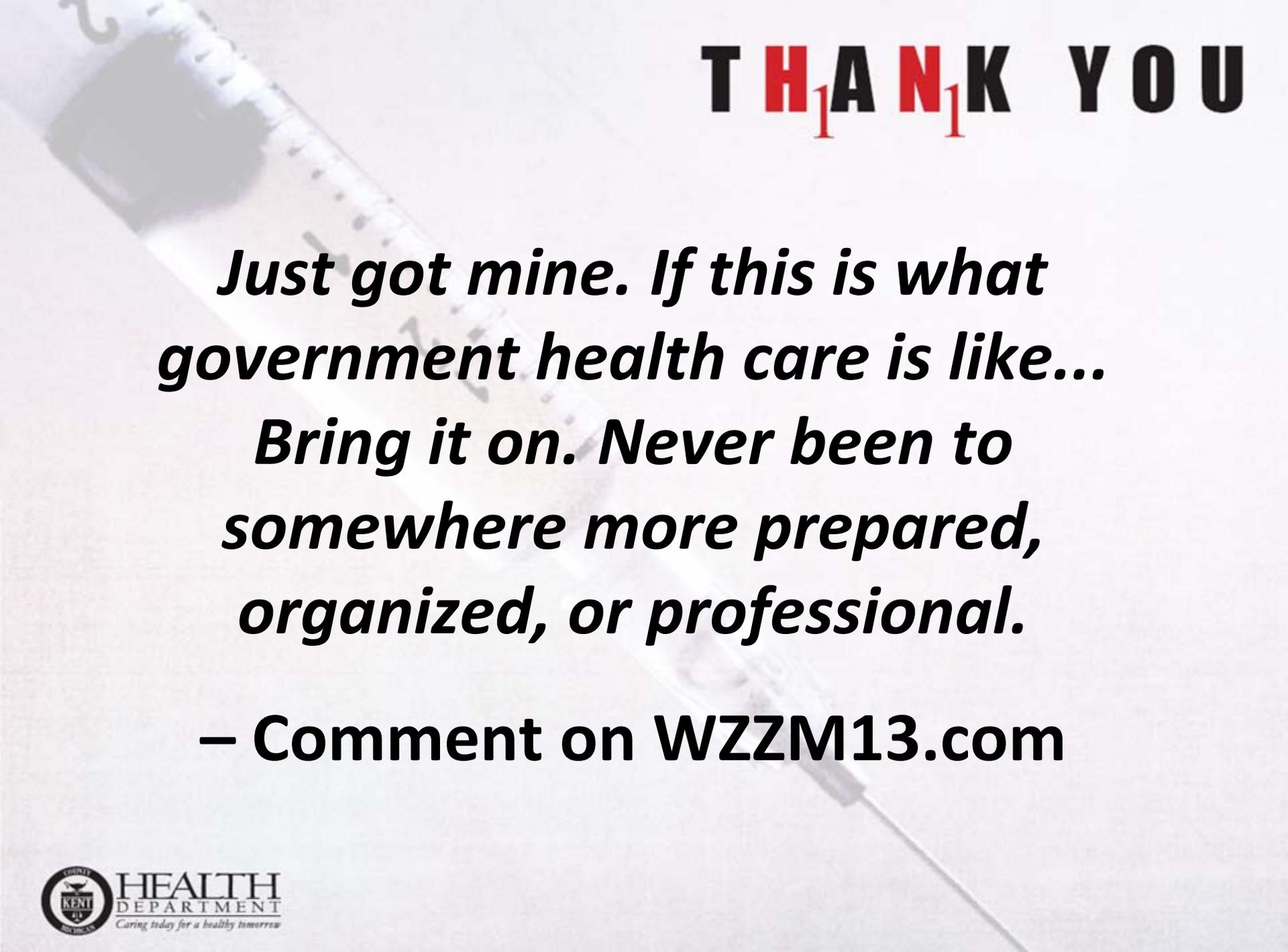
Get vaccinated for H1N1 and seasonal flu.

Stick ItToThe**FLU.COM**



Key #6: Have a Great Staff





THANK YOU

***Just got mine. If this is what
government health care is like...***

***Bring it on. Never been to
somewhere more prepared,
organized, or professional.***

– Comment on WZZM13.com