

Exploring State, Territorial & Federal Public Health Preparedness and Situational Awareness Synergies through Technology

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URL for more info:
www.phe.gov/about/oepo/fusionforum

New Hampshire Use of Social Media Tools

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Situational Awareness



Keep your eyes open

- Routine monitoring of news events, emerging issues (email, listserves etc..) we all do.
- DHHS- Public Information Office – Emergency Services Unit – ESU
- DPHS- Ongoing surveillance and detection systems- weekly reports
- Dept of Safety – Information and Analysis Center (IAC)- bulletins – See Something, Say Something

Situational Awareness- Info Sharing

- Ongoing information sharing between agencies is routine for NH.
- Strong collaboration among – Dept of Safety – Emergency Management and DHHS - Public Health
- Methods primarily phone, email, texting
- Examples: suspicious powder, building evac due to chemical exposure, outbreaks
- Sharing across state borders part of outbreak response
- Recognize the importance have identified as priority capability for NH BP 1- build processes

Use of Social Media



- NH DHHS - Public Information Office- has active account for twitter and facebook
- Share postings/questions with Public health matter of awareness or questions
- Videos - produced by PIO with SME's from DPHS — hosted on DHHS website and YouTube

Light at the end of the -Social Media Tunnel



- More access to social media tools in last couple of years
- Access and use granted based upon business need
- Facebook, Twitter, certain “restricted” websites
- DHHS ESU – Access to YouTube, Facebook, sports sites (NASCAR big event in NH)
- STD staff can access some social networking sites to conduct partner services

Social Media – Recent Uses

- EOC monitored twitter during recent Hurricane event using free website
- Twitter – hash tags Irene, NH Irene, Hurricane
- Useful to monitor progression of event- posting/sharing information
- Monitored NE state declarations prelandfall
- Process and procedures not there yet –
- If need identified for response -easy but how to analyze and use – interested in hearing lessons learned from other partners

Recent Uses continued - Staff Notification

- Recent notification drill for our Incident Management –IM staff via text prior to expected weather event (Hurricane)
- 56% of IM team successfully notified through texting
- Not all have texting on cell phones (some have antennas on their phones, I will say no more) – a work in progress

Limitations to Using Social Media - Public Health



- Limitations vary -Simple to complex depends on type of social media
- Google image (cannot access some to due restrictions)
- YouTube videos ? (I send them to my home email)
- Facebook ? Not full access from work pcs

Final Thoughts from NH

- Use of Social Media in NH for monitoring
- Recognize the value of social media tools
- Process for access to some URL sites and social media tools is ongoing
- Methods and process to analyze for situational awareness not well defined yet
- Goal is to expand use, develop indicators



New Approaches to Situational Awareness in California

Betsey Lyman

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California Department of Public Health

USING SOCIAL MEDIA FOR SITUATIONAL AWARENESS

Social Media

How CDPH Uses Social Media



- Twitter [@CAPublicHealth](https://twitter.com/CAPublicHealth)
 - Launched in April 2009 as real-time tool to update public on H1N1
- Facebook facebook.com/CAPublicHealth
 - Launched July 2009 as two-way communication forum
- You Tube Channel youtube.com/capublichealth
 - Provides multimedia platform to showcase programs, news, timely information

Twitter



CAPublicHealth CAPublicHealth



CalEMA's Mike Dayton + CDPH's Dr. Howard Backer talk w/ lawmakers about [#Japan](#) [#quake](#) and CA response

<http://twitpic.com/4bxzx2>



CAPublicHealth CAPublicHealth



CDPH and CalEMA issue joint statement on risk of [#radiation](#) exposure: <http://dld.bz/SrkU>

16 Mar ☆ Favorite ↩ Reply 🗑 Delete



CAPublicHealth CAPublicHealth

Read FAQs on [#radiation](#) in California:

<http://www.cdph.ca.gov/Pages/RadiationFAQS2011.aspx>

15 Mar

Twitter: Real-Time Information Resource



CAPublicHealth CAPublicHealth

Good food safety tips after San Diego power outage:
foodsafety.gov/keep/charts/re...

9 Sep



CAPublicHealth CAPublicHealth

So Cal power returning to normal. CDPH will keep Joint Emergency Operations Center activated as long as its needed.

9 Sep

Facebook

CA Department of Public Health

Anyone see "Contagion" over the weekend? Did it make you worry about the next big disease outbreak? Check out CDC's latest post on Public Health Matters and learn how the pros investigate emerging diseases that threaten your health security.



CDC - Blogs - Public Health Matters Blog – Outbreak Investigation: A Cheat Sheet

blogs.cdc.gov

CDC - Blogs - Public Health Matters Blog – Outbreak Investigation: A Cheat Sheet -

1,613 Impressions · 0.74% Feedback



Yesterday at 9:27am · Like · Comment · Share



Shoreh Rostami-Tehrani and 10 others like this.



Napa County H1N1 After seeing it last night Napa County H1N1 welcomes any "Contagion" VS "Reality" questions!

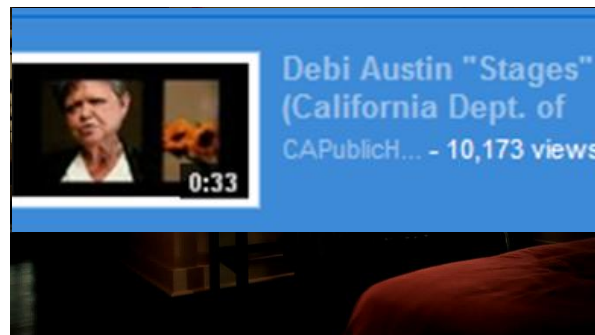
Yesterday at 9:31am · Unlike ·  1 person

YouTube Channel



The screenshot shows the YouTube channel page for the CDPH Channel (California Department of Public Health). The channel name is "CDPH Channel" with the subtitle "CAPublicHealth's Channel". There is a "Subscribe" button and tabs for "Uploads" and "Playlists". The main video player displays a video titled "The H1N1 Flu: California's Response (Part 1)" with a thumbnail showing a gloved hand holding a test tube. The video is at 00:40 / 11:59. Below the video player are links for "Info", "Favorite", "Share", and "Flag". The video description reads: "From: CAPublicHealth | Jul 13, 2011 | 256 views. Killing more than 550 Californians, sending thousands to hospitals and testing the state's medical infrastructure as never before, a". To the right of the video player is a search bar and a list of recommended videos:

- Grilling Safety Tips**: 509 views - 3 months ago (4:12)
- West Nile Virus Awareness**: 496 views - 4 months ago (2:51)
- Dr. Gil Chávez talks about the**: 492 views - 4 months ago (1:39)
- Bicycle Safety**: 391 views - 4 months ago (1:44)
- Celebrate Public Health Week: Safety**: 203 views - 5 months ago (2:22)
- Dr. James Watt talks about tuberculosis**



This block shows a video thumbnail for a video titled "Debi Austin 'Stages'" (California Dept. of CAPublicH...). The thumbnail features a woman (Debi Austin) and a sunflower. The video duration is 0:33. The view count is 10,173 views.

INCREASING SITUATIONAL AWARENESS THROUGH LOCAL REPORTING

Local Situation Report

SITUATION REPORT (SITREP) EF-8

A. Report Type <input type="checkbox"/> INITIAL <input type="checkbox"/> UPDATE # <input type="checkbox"/> FINAL		B. Report Status <input type="checkbox"/> 1. Advisory: No Action Required <input type="checkbox"/> 2. Alert: Action Required see "Critical Issues"		C. Report Creation Date/Time 1. Report Date: <input type="text"/> 2. Report Time: <input type="text"/>	
D. Incident / Event Information					
1. Mutual Aid Region:		2. Jurisdiction (OA):		3. Abrv:	
<input type="text" value="REGION I"/>		<input type="text"/>		<input type="text"/>	
4. Incident / Event Name:		5. Incident Date:		6. Incident Time:	
<input type="text"/>		<input type="text"/>		<input type="text"/>	
7. Incident Location / Address:		8. Incident City:			
<input type="text"/>		<input type="text"/>			
9. Incident Type:		10. Estimated Population Affected:			
<input type="text" value="OTHER"/>		<input type="text"/>			
11. Incident Level:					
<input type="checkbox"/> Level I - Op Area <input type="checkbox"/> Level II - Region <input type="checkbox"/> Level III - State <input type="checkbox"/> Unknown					
E. User Information					
1. Report Creator: <input type="text"/>					
2. Position: <input type="text" value="Other"/>					
3. Phone: <input type="text"/>					
4. Cell, Pager, Alt Phone: <input type="text"/>					
5. Email: <input type="text"/>					
F. Current Operational Area Medical and Health System Condition:					
<input type="checkbox"/> GREEN – Normal Operations: Situation Resolved		<input type="checkbox"/> ORANGE – Modified Services: Assistance from within OA		<input type="checkbox"/> BLACK – Impaired Services: MAJOR Assistance Required	
<input type="checkbox"/> YELLOW – Under Control: NO Assistance Required		<input type="checkbox"/> RED – Limited Services: SOME Assistance Required		<input type="checkbox"/> GREY - Unknown	

Approaches to Situational Awareness with Social Media in Florida

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