



COCA Update

Clinician Outreach and Communication Activity (COCA)
CDC Emergency Communication System

February 25, 2013

COCA Updates are disseminated biweekly. More frequent distributions occur when there is emergency information or CDC event-specific updates to share. The next COCA Update is scheduled for **March 11**.

This issue contains information from **February 11 – February 25, 2013** and guidance documents relevant to current public health events. For questions about these or other clinical issues, please write to us at coca@cdc.gov.

Additional Resources

[CDC Emergency on Twitter](#)

[CDC Health Partners Outreach on Facebook](#)

[COCA Home Page](#)

Topics and Highlights

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COCA News and Announcements

Upcoming COCA Conference Exhibits and Presentations:

American Pharmacists Association (APhA) 2013 Meeting and Exposition

Date: March 1 – March 4, 2013

Location: Los Angeles Convention Center, Los Angeles, California

Conference Website: <http://aphameeting.org/>

Visit us at Booth 749 to learn how COCA provides two-way communication between clinicians and CDC about emerging health threats, pandemics, natural disasters, and terrorism. COCA is a valuable resource that provides clinicians with a variety of products and services including: email updates on emerging health threats; training and conference announcements; direct email access for questions and feedback; and free CE opportunities. See the APhA Meeting and Exposition webpage above to plan your visit and locate Booth 749.

Public Health Preparedness Summit

Date: March 12 – 15 2013

Location: Atlanta, GA

Summit Website: <http://www.phprep.org/>

Please join COCA at the 2013 Public Health Preparedness Summit where COCA will be presenting during the **Interactive Session, "Physicians' Views of Emergency Preparedness, Training, and Communication" on Friday, March 15** from 8:30 - 10:00 AM. During this session results from a national poll of physicians' views on preparedness provides insights for enhancing partnerships between public health and healthcare. Study results, including key preparedness gaps, will be discussed along with federal efforts to address national healthcare preparedness and emergency communication needs.

Recent COCA Call/Webinar:

Emergency Preparedness: Understanding Physicians' Concerns and Readiness to Respond

Date: Tuesday, February 12, 2013

During this COCA call, a Harvard School of Public Health researcher shared findings from their physician preparedness poll, and representatives from two professional associations discussed policy, practice, and operational tools and resources to assist physicians in All-Hazard emergency preparedness.

For more information on this call: http://emergency.cdc.gov/coca/calls/2013/callinfo_021213.asp

Archived COCA Conference Calls are available at: <http://emergency.cdc.gov/coca/callinfo.asp>

Free continuing education (CME, CNE, ACPE, CEU, CECH, and AAVSB/RACE) is available for most calls.

CDC News and Announcements

Upcoming Call/Webinar: Saving Lives with Words: What Health Educators Need to Know About Crisis and Emergency Risk Communication

Date: February 26, 2013

Time: 1:00 - 2:00 pm (Eastern Time)

Register for the Webinar: <https://www4.gotomeeting.com/register/664800055>

CDC's *Crisis and Emergency Risk Communication* (CERC) manual was first published in 2002 to provide an experience and skills-based approach to health communications during emergencies. In 2012, the manual was updated and revised, including a new chapter on social media. This presentation will review the main principles of CERC, highlight the updates to the material, and explore ways in which health educators in a variety of roles can use CERC principles in their work.

CDC Science Clips: Volume 5, Issue: 7 – (CDC)

Each week select science clips are shared with the public health community to enhance awareness of emerging scientific knowledge. The focus is applied public health research and prevention science that has the capacity to improve health now.

<http://www.cdc.gov/phlic/sciclips/issues/>

Public Health Preparedness

NEW: Public Health Matters Blog: Do 1 Thing February: Water – February 20 (CDC)

Whether you live in the country or the city, your water supply relies on electricity. If the water purification system in your area is compromised, whether due to severe flooding, power outages, or other problems, the water supply becomes unsafe to drink. As a result, you need to know how to find a source of safe drinking water or how to treat water for use.

<http://blogs.cdc.gov/publichealthmatters/2013/02/do-1-thing-water/>

Emergency Preparedness and Response – (CDC)

Find resources for All Hazards and Specific Hazards preparedness.

<http://emergency.cdc.gov/hazards-all.asp>

Emergency Preparedness and Response Training Resources for Clinicians – (CDC)

Find online and in-person training centers and resources at

<http://emergency.cdc.gov/coca/trainingresources.asp>

Natural Disasters and Severe Weather

Winter Weather Health and Safety Tips – February 19 (CDC)

Returning Home After a Winter Storm? Follow these tips to stay safe while cleaning up after a disaster.

<http://emergency.cdc.gov/disasters/cleanup/>

Health and Safety Concerns for All Disasters – (CDC)

<http://emergency.cdc.gov/disasters/alldisasters.asp>

Emerging Infectious Diseases (EID) Journal

EID is prepared by the CDC. [EID Home Page](#)

Volume 19, Number 3 – March 2013

Highlights in this issue include:

- [Human Leptospirosis Trends, the Netherlands, 1925–2008](#)
- [Nontuberculous Mycobacterial Infection after Fractionated CO Laser Resurfacing](#)
- [Measles Elimination Efforts and 2008–2011 Outbreak, France](#)

Morbidity and Mortality Weekly Report (MMWR)

MMWR publications are prepared by the CDC. To electronically subscribe, go to

<http://www.cdc.gov/mmwr/mmwrsubscribe.html>

February 22, 2013 / Vol. 62 / No. 7 [Download .pdf document of this issue](#)

- [Interim Adjusted Estimates of Seasonal Influenza Vaccine Effectiveness — United States, February 2013](#)
- [Updated Recommendations for Use of Tetanus Toxoid, Reduced Diphtheria Toxoid, and Acellular Pertussis Vaccine \(Tdap\) in Pregnant Women — Advisory Committee on Immunization Practices \(ACIP\), 2012](#)
- [Announcement: Introduction to Public Health Surveillance Course](#)
- [Update: Influenza Activity — United States, September 30, 2012–February 9, 2013](#)

Infectious, Vector-Borne and Zoonotic Diseases

Weekly Flu View – February 16 (CDC)

This is a weekly influenza surveillance report prepared by CDC Influenza Division. All data are preliminary and may change as CDC receives more reports.

<http://www.cdc.gov/flu/weekly/>

Planning and Preparedness: Health Professionals and Seasonal Flu – (HHS)

Health care providers play an important role during flu season. The following guidance and information will assist health care providers and service organizations to plan and respond to seasonal flu.

<http://www.flu.gov/planning-preparedness/hospital/index.html>

Travel Safety

Current Travel Warnings – February 25 (US Department of State)

Travel Warnings are issued when long-term, protracted conditions that make a country dangerous or unstable lead the State Department to recommend that Americans avoid or consider the risk of travel to that country. A Travel Warning is also issued when the U.S. Government's ability to assist American citizens is constrained due to the closure of an embassy or consulate or because of a drawdown of its staff.

http://travel.state.gov/travel/cis_pa_tw/tw/tw_1764.html

Food, Drug and Device Safety

CDC Press Release: Opioids drive continued increase in drug overdose deaths – February 20 (CDC)

Drug overdose deaths increased for the 11th consecutive year in 2010, according to an analysis from the Centers for Disease Control and Prevention. The findings are published today in a research letter, “Pharmaceutical Overdose Deaths, United States, 2010,” in the Journal of the American Medical Association (JAMA).

http://www.cdc.gov/media/releases/2013/p0220_drug_overdose_deaths.html

MedWatch: The FDA Safety Information and Adverse Event Reporting Program – (HHS/FDA)

Your FDA gateway for clinically important safety information and reporting serious problems with human medical products.

<http://www.fda.gov/Safety/MedWatch/default.htm>

FoodSafety.gov Reports FDA and USDA Food Recalls, Alerts, Reporting & Resources – (HHS/USDA/FDA/CDC/NIH)

For recalls and alerts by both FDA and USDA, or to report a problem or make inquiries.

<http://www.foodsafety.gov/recalls/recent/index.html>

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The Emergency Risk Communication Branch (ERCB) Clinician Communication Team works to enhance partners' knowledge of emerging threats and their effects on human populations, and to provide relevant, timely information to help manage these threats by developing and maintaining mechanisms for communication. The Clinician Communication Team is responsible for the management of all COCA products.

For information on this and other clinical issues or to send your feedback please contact us at coca@cdc.gov

ERCB offers a variety of free tools and resources to help you enhance your knowledge of emergency preparedness and response:

[CDC Health Partners Outreach Facebook page](#) - real time updates, guidance, and situational awareness for public health partners on Facebook.

[Clinician Outreach and Communication Activity](#) – resources for health care providers.

[Subscribe the COCA RSS Feed](#) - get notified of conference calls, updates, and CDC guidance for health providers.

[Crisis & Emergency Risk Communication \(CERC\) Training](#) - course on the fundamentals of CDC's Crisis & Emergency Risk Communication.

[Selective National Assessment Profiles \(SNAPS\)](#) - snapshots of state population data and local-level community profile information.

[Risk Communicator](#) –quarterly online newsletter providing guidance for emergency risk communication strategy.



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