



COCA Update

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

April 8, 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 **April 22**.

This issue contains information from **March 25 – April 8, 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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[Morbidity and Mortality Weekly Report \(MMWR\)](#)

[Infectious, Vector-Borne and Zoonotic Disease](#) *New CDC Health Advisory: Human Infections with Novel Influenza A (H7N9) Viruses*

[Travel Safety](#)

[Food, Drug and Device Safety](#)

COCA News and Announcements

Upcoming COCA Call/Webinar:

Unveiling the Principles of Law During Public Health Emergencies

Date: Tuesday, April 23, 2013

Time: 2:00 - 3:00 pm (Eastern Time)

Dial In Number: 888-233-9077

Passcode: 2072335

Webinar:

The possibility of public health emergencies arising in the United States concerns many people in the wake of the recent hurricanes, tsunamis, acts of terrorism, and pandemic influenza. In addition to identifying critical infrastructure and key resources to incorporate in an emergency response plan, it is important to understand the balance between the rights of individuals, legalities for treating patients, and the needs of the community. Please join us for this COCA Call where a CDC subject matter expert will describe state and federal governments' role in preparing for and responding to public health emergencies.

http://emergency.cdc.gov/coca/calls/2013/callinfo_042313.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

NEW: CDC Press Release: Valley Fever Increasing in Some Southwestern States – March 28 (CDC)

Valley Fever (Coccidioidomycosis) is caused by inhaling a fungus called *Coccidioides*, which lives in the soil in the southwestern United States. Not everyone who is exposed to the fungus gets sick, but those who do typically have flu-like symptoms that can last for weeks or months.

http://www.cdc.gov/media/releases/2013/p0328_valley_fever.html

CDC Science Clips: Volume 5, Issue: 13 – (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: Emergency Kit Cook-Off: A Dash of Planning... Pinch of Preparedness... a World of Difference – April 3 (CDC)

The Kit Cook-Off is a participatory preparedness activity inspired by the nonperishable contents of a 72-hour emergency food kit. Rather than scare, guilt or shame people into getting prepared, our outreach encourages play with preparedness principles.

<http://blogs.cdc.gov/publichealthmatters/2013/04/emergency-kit-cook-off-a-dash-of-planning-a-pinch-of-preparedness-a-world-of-difference/>

NEW: Public Health Matters Blog: Solving a Communication Gap with Partners in Preparedness – March 27 (CDC)

When asked, leaders in communities everywhere will say that communication is by far the biggest problem during an emergency. Communication is such a broad term that it does not pinpoint the problem. The question becomes how do we go about addressing these issues? Start small and focus on one solution to one communication problem.

<http://blogs.cdc.gov/publichealthmatters/2013/03/solving-a-communication-gap-with-partners-in-preparedness/>

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

NEW: TsunamiReady™ Helps Communities at Risk – (NOAA)

Schools, playgrounds, hospitals, factories and homes are often built in areas vulnerable to tsunamis. The TsunamiReady Program, developed by the National Weather Service, is designed to help cities, towns, counties, universities and other large sites in coastal areas reduce the potential for disastrous tsunami-related consequences.

<http://www.tsunamiready.noaa.gov/>

Health and Safety Concerns for All Disasters – (CDC)

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

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>

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- [World Health Day — April 7, 2013](#)

- [Announcement: STD Awareness Month — April 2013](#)
- [Blood Lead Levels in Children Aged 1–5 Years — United States, 1999–2010](#)

Infectious, Vector-Borne and Zoonotic Diseases

Avian Influenza A (H7N9) Virus

NEW: CDC Health Advisory: Human Infections with Novel Influenza A (H7N9) Viruses – April 5 (CDC)

As of April 4, 2013, Chinese public health officials have reported 14 cases of human infection with a novel avian influenza A (H7N9) virus from four different provinces in China. All patients were hospitalized with severe respiratory illness, and six persons have died.

<http://emergency.cdc.gov/HAN/han00344.asp>

NEW: Press Briefing Transcript for CDC Telebriefing on H7N9 Influenza Cases— April 5 (CDC)

This transcript is for the Friday, April 5, 2013 CDC Telebriefing on H7N9 Influenza Cases. CDC provided update about the situation in China and described the steps that CDC is taking to protect health in the U.S.

<http://www.cdc.gov/flu/avianflu/h7n9-virus.htm>

NEW: Avian Influenza A (H7N9) Virus – April 3 (CDC)

The World Health Organization (WHO) has reported a number of human infections with avian influenza A (H7N9) viruses in China. This is the first time avian influenza A (H7N9) viruses have been detected in humans. The infections so far have resulted in severe respiratory illness and, in some cases, death.

<http://www.cdc.gov/flu/avianflu/h7n9-virus.htm>

Seasonal Influenza

VICNetwork Webinar: Looking Ahead to the Next Flu Season: Vaccine Options and Messages

Date: Tuesday, April 16, 2013

Time: 3:00 - 4:00 PM (Eastern Time)

Registration: <http://nphic-cic.webex.com/>

This VICNetwork Webinar will provide a preview of the flu vaccine options for the 2013-2014 season, a discussion of influenza vaccine effectiveness from this past season and the communication messaging that will help you plan for the upcoming season. Featured CDC presenters include Joseph Bresee, M.D., FAAP, Chief, Epidemiology and Prevention Branch, Influenza Division; Kris Sheedy, PhD, Associate Director for Communication Science; and Lisa Grohskopf, M.D., Medical Officer, Influenza Division, National Center for Immunization and Respiratory Diseases.

Weekly Flu View – March 23 (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 – April 1 (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

NEW: Multistate Outbreak of Shiga toxin-producing Escherichia coli O121 Infections Linked to Farm Rich Brand Frozen Food Products – April 5 (CDC)

A total of 27 individuals infected with the outbreak strain of STEC O121 have been reported from 15 states.

<http://www.cdc.gov/ecoli/2013/O121-03-13/index.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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