



Georgia Department of Public Health

Gaining Support for the Emergency Management Program (EMP)

Presentation to:

Advanced Healthcare Emergency Management Course



We Protect Lives.



Objectives

- Identify the main goal of obtaining Organizational and Administration level support for the Emergency Management Program (EMP)
- Recognize tactics for developing support

January 28-30, 2014 Snow/Ice Event



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May 3, 2013

Shooting at Tift Regional



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February 6, 2013

27 Car Accident on I-16 in Dublin



4 Fatalities
9 Injured



January 30, 2013 Adairsville Tornado

2 fatalities; 17 injuries
State of Emergency
Gordon & Bartow
Counties



January 23, 2013

Dialysis Center Shooting



1 fatality at
Southwest Georgia Dialysis Facility in
Thomasville, GA

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October 17, 2012 Hospital Shooting



1 fatality at University Hospital

June 7, 2012 Hospital Shooting



1 fatality at Northside Hospital

March 3, 2012 – Lakeland Tornado



Louis Smith Hospital and Lakeland Villa
Convalescent Center were damaged

January 6, 2012 Hospital Shooting

2 fatalities at Hutcheson
Medical Center



December 18, 2011

Hospital Shooting

1 victim at Hamilton Medical Center



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April 27, 2011 Catoosa, GA Tornado



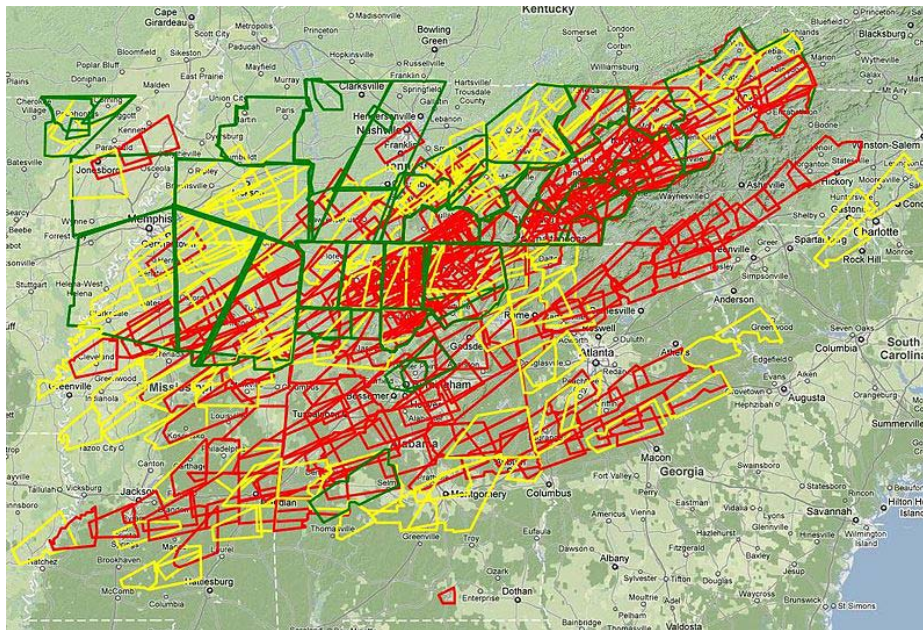
8 confirmed
fatalities



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April 25–28, 2011 Tornado Outbreak

The April 25 to April 28, 2011 tornado outbreak was the largest tornado outbreak ever recorded. 358 confirmed fatalities



March 24, 2011

Partial Roof Collapse

110 residents were evacuated from an assisted living center



January 2011 Winter Weather Event

Hospitals across north Georgia were cut off from supplies and emergency services for up to 4 days



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February 2010 Earthquake Response

51 patients airlifted from Haiti to Georgia hospitals during a 30-day NDMS activation



2009 H1N1 Pandemic Influenza

Hospitals across Georgia and the country experienced record high ED patient volumes



April 10, 2009 Augusta Tornado

120 residents of Amara Nursing Home
were evacuated to area hospitals



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December 19, 2008

Structure Collapse

1 fatality and 17 injured when a raised walkway collapses during construction at the Atlanta Botanical Gardens



March 27, 2008 Hospital Shooting

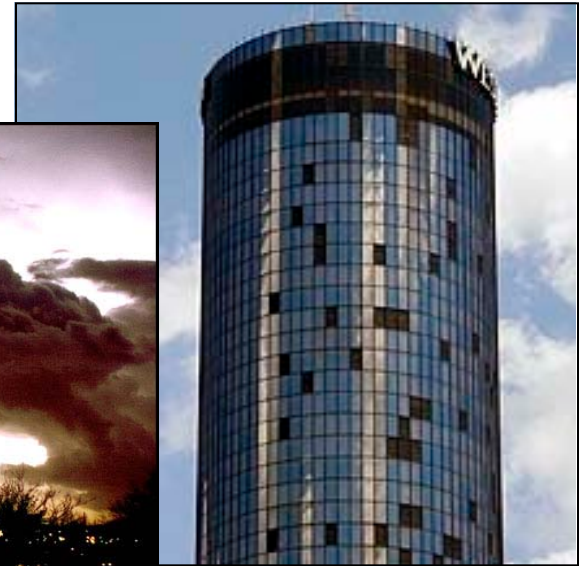
3 fatalities at Doctor's Hospital in Columbus



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March 14, 2008 Atlanta Tornado

Damage was widespread across the metro, to include Grady and Hughes Spalding Hospitals



February 7, 2008 Sugar Refinery Fire

40 were injured, many with severe burns, in an explosion and subsequent fire at a plant near Savannah



March 2, 2007

Atlanta Bus Accident

6 died and 29 were injured when a college team bus drove off a bridge and fell onto I-75



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March 1, 2007 Americus Tornado

Sumter Regional Medical Center was completely destroyed by an F-3 tornado



What are the Challenges ahead?

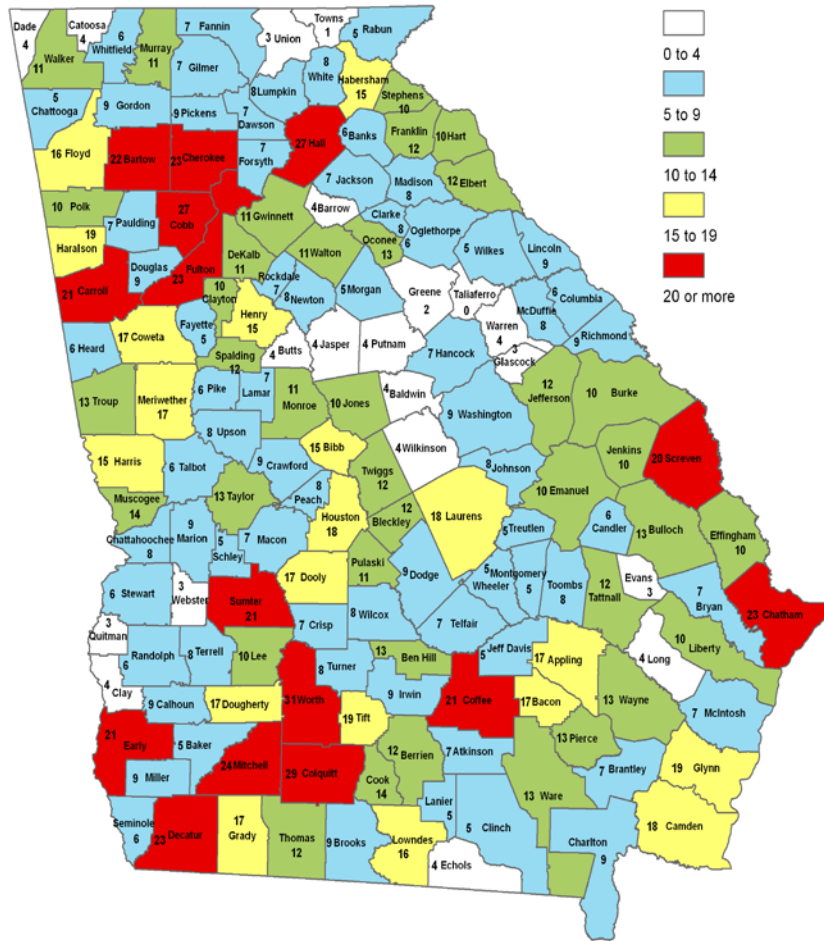
More weather-related threats

- Tornadoes



What are the Challenges ahead?

Number of Tornadoes Per County
1950-2010

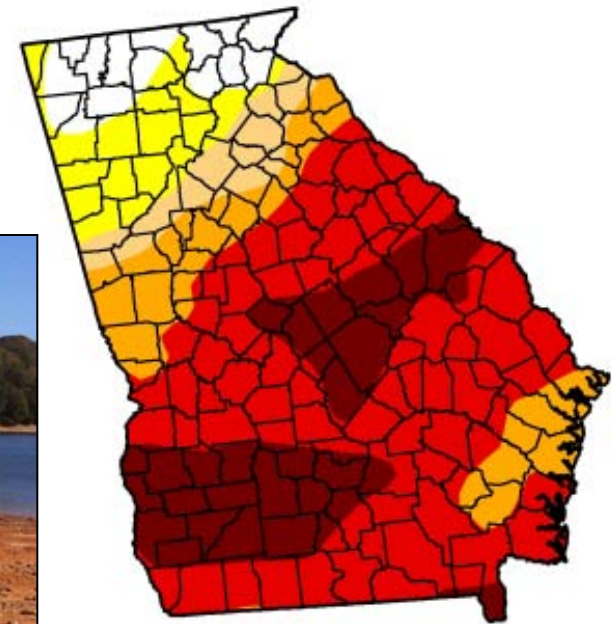


Six counties in Southwest GA have seen 20 or more Tornadoes over the last 60 years!

What are the Challenges ahead?

More weather-related threats

- Droughts



What are the Challenges ahead?

More weather-related threats

- Wild Fires



What are the Challenges ahead?

More weather-related threats

- Snow and Ice
- Pandemics?



What are the Challenges ahead?

Getting buy-in for your
Emergency Management Program?



How NOT to do it!



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Gaining Support for the EMP

- Emergency Coordinator must be integrally involved, serving as both a resource for the administration and also as a partner
 - ✓ Establish a viable Emergency Management Program
 - ✓ Provide oversight during the HVA process and during the development of the EOP

Gaining Support for the EMP

- Participation by the organization's leadership is essential in order to be successful
 - ✓ Administrators make the decisions involving policies, procedures, priorities, and resource allocation
- The importance of emergency management to the overall organization must be recognized
 - ✓ Continuity of operations
 - ✓ Community trust

Gaining Support for the EMP

The Emergency Coordinator must decide:

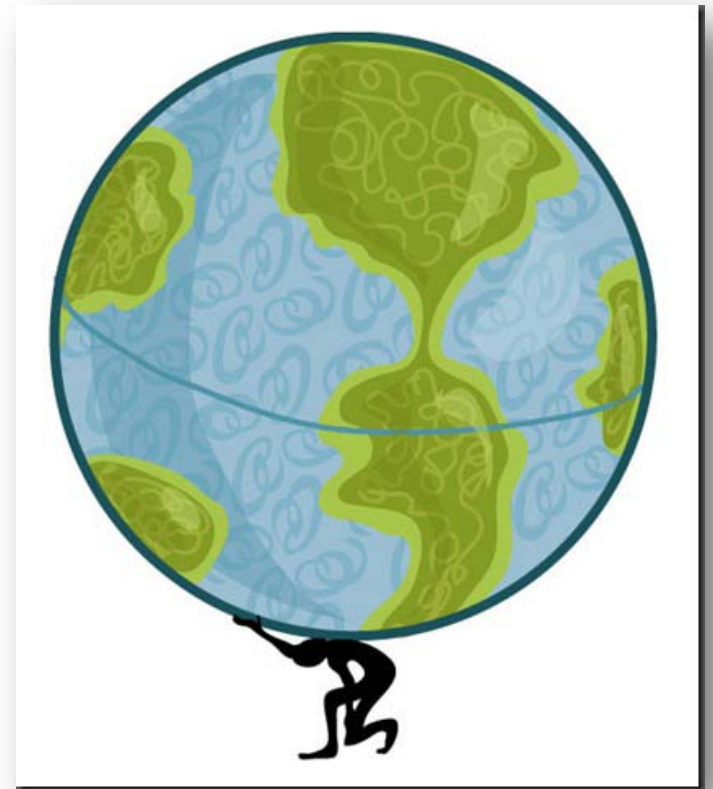
- What level of management should be involved?
- What is the appropriate level of involvement?
- What is the appropriate commitment of resources by the organization?

Gaining Support for the EMP

- When educating executives and administrators, utilize the experiences of others and real-life events as aids to discussion
- **Information = Power**
 - Know the regulations, know the status, explain and document it in understandable language

Gaining Support for the EMP

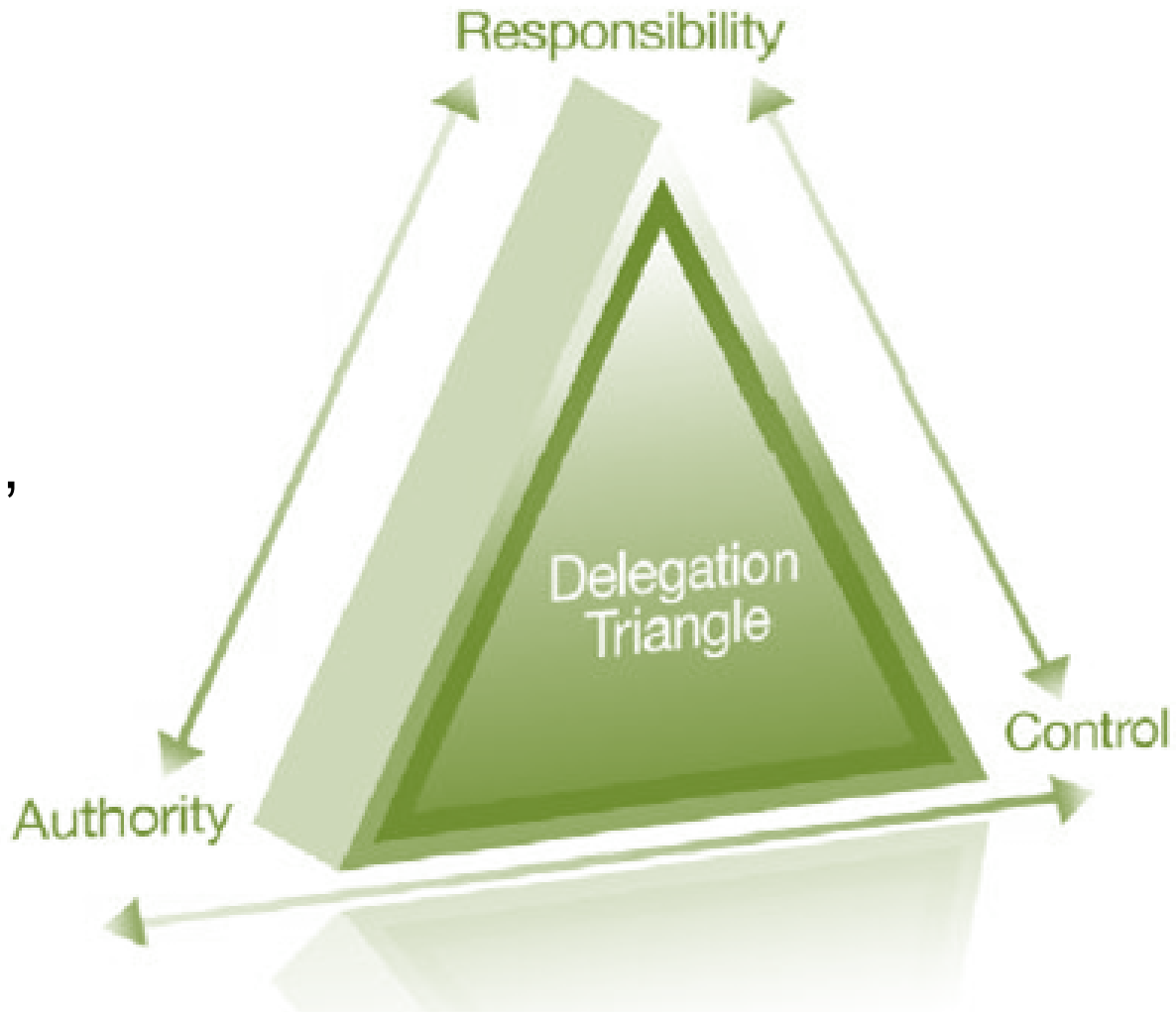
But, what happens when the administrators have plenty of trust in you...and, lay it ALL on your shoulders...



Gaining Support for the EOP

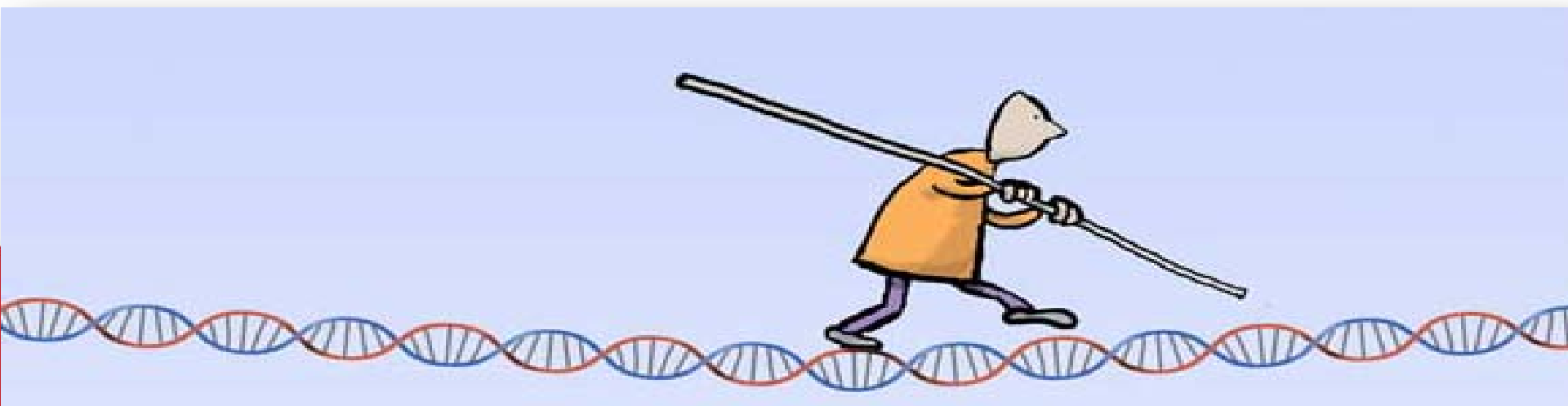
Healthcare system executives often delegate authority for the management of an EM program.

For this to be effective, the individuals assigned must be empowered and receive appropriate support from executive leadership.



Gaining Support for the EOP

- The day-to-day responsibility for coordinating emergency management should be assigned to an individual supported by organizational leaders
- Emergency management is a science and a professional discipline (The Emergency Coordinator will serve as an example of this)



Gaining Support for the EOP

If there is resistance, recall analogies from the history of the healthcare system experience:

- At one time there were no medico-legal risk managers, infection control practitioners, or trauma coordinators in the healthcare industry
- Now, these are standard and valued positions

Gaining Support for the EOP

Do NOT underestimate the power of regulations such as:

- “The Joint Commission Standards support the Emergency Preparedness Program, and the standards are expected to get more demanding in the future....”
- “To receive federal dollars NIMS compliance is expected”

Keep Administrators informed!

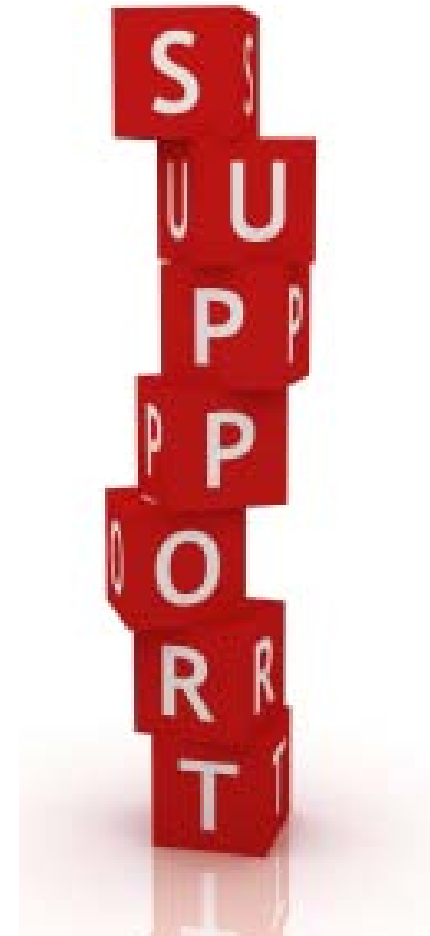
Unit 7 Practical Activity

Administrative Support of the
Emergency Management Program (EMP)



Gaining Support for the EMP Summary

- For the emergency coordinator, gaining support for the emergency preparedness program and the EOP should be a top priority
- Every goal, objective, task, and project depends on administrative, institutional, staff, and external partner support
- Therefore, maximum preparedness depends on this support



Unit 7 Practical Activity

Emergency Coordinator Critical Tasks Review





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Questions?



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