



Western Wisconsin  
**Public Health Readiness**  
 Consortium



# WWPHRC Preparedness Conference

Thank you for attending!



Location  
 WITC  
 1900 College Dr, Rice Lake, WI 54868

## WWPHRC Members

Health Department



**June 10  
 &  
 June 11, 2019**





## Suzanne Bernier, CEM, CBCP, MBCI, CMCP

President, SB Crisis Consulting, Author of *Disaster Heroes*

\*Recently named 'Woman Of The Decade In Personal Leadership' by the Women Economic Forum (Oct 2018) , \*Named 2016's

'Continuity & Resilience Consultant of the Year—North America' by the Business Continuity Institute (BCI),

\*Instructor, The International Consortium for

Organizational Resilience (ICOR) \*Faculty, Justice Institute of

British Columbia (JIBC), \*Professor at George Brown College School of Emergency Management,

\*Board Member at New York Says Thank You Foundation, \*Global Ambassador, Stars of Hope

USA , \*Board Member, The Hero Construction Company, \*Content Advisory Member, Safeopedia

A former journalist and government press secretary, Suzanne is now a multi-certified, award-winning and internationally-recognized crisis management consultant, trainer, speaker and author, who has

helped governments, communities and companies plan for, respond to, and recover from disasters for

over twenty years. She was named 2016's 'Continuity & Resilience Consultant of the Year – North America' by the Business Continuity Institute (BCI), and had the honor of being a guest speaker at

**The White House** during FEMA's 2016 Individual & Community Preparedness Awards ceremony.

Throughout her career, Suzanne has been professionally and/or personally involved in helping

communities respond, rebuild or recover from numerous crises, including the Manchester, San

Bernardino, Brussels, and 9/11 terror attacks, the 2016 Fort McMurray, Alberta wildfire, Hurricane

Katrina, Hurricane Sandy, the H1N1 pandemic, the 2003 Northeast Blackout, the 1998 "Ice Storm of the Century" in Eastern Canada, as well as numerous floods, fires, and severe storms.

More recently, Suzanne has been helping disaster survivors, including terror and mass attack

survivors, recover and heal through her volunteer work as Global Ambassador of Stars of HOPE

USA, and as an advocate for the San Bernardino terror attack survivors and bereaved families.

Suzanne is a Certified Emergency Manager (CEM) through the International Association of Emergency Managers (IAEM), as well as a Certified Business Continuity Professional (CBCP)

through the Disaster Recovery Institute (DRI), a certified Member of the Business Continuity

Institute (MBCI), and a certified Crisis Management & Communications Professional through ICOR.

Suzanne's critically-acclaimed book, *Disaster Heroes*, tells the stories of ordinary men, women and children who have done extraordinary things to help respond, recover and rebuild following some of

the world's most significant modern disasters. She is currently working on several new projects,

including a *Disaster Heroes* podcast and documentary series.

## Dr. Dennis G. Maki, MD

Dr. Maki is the Ovid O. Meyer Professor of Medicine in the Divisions of Infectious Diseases and Pulmonary-Critical Care Medicine at the University of Wisconsin School of Medicine and Public

Health in Madison, Wisconsin, attending physician in the UWMC Center for Trauma and Life Support and eICU, and former Head of the Division of Infectious Diseases 1979 through 2007.

Dr Maki, a 1967 graduate of the University of Wisconsin School of Medicine and Public Health, did his internal medicine residency training on the Harvard Medical Service of the Boston City Hospital, where he was the Chief Resident, and the Massachusetts General Hospital, where he

also did his fellowship in infectious diseases, and during this period spent two years as an

Epidemic Intelligence Service Officer with the Centers for Disease Control and Prevention. An

infectious disease consultant, critical care physician and epidemiologist, he has devoted his

research career to the prevention of nosocomial infections and management of life-threatening infections, and has published 370 original papers, editorials, chapters and reviews and more than

700 abstracts of research presented at national or international scientific meetings; his

publications have been cited by other researchers more than 20,000 times and provide much of

the scientific underpinning for the "bundle" of measures currently employed for prevention of line

sepsis in hospitals worldwide. A past consultant to the CDC, NIH, FDA, HHS, GAO and the UK

NHS, he is former President of the Society for Healthcare Epidemiology of America and

Councillor of the Infectious Diseases Society of America. Dr. Maki has been listed in every

edition of *Best Doctors in America* since 1982 and received numerous awards for teaching at the

University of Wisconsin and nationally. In 1994 he received the CIPI Award of the International

Congress on Infection Control of the Societe de Pathologie Infectieuse de Langue Francise,

WHO and CDC for global contributions to the prevention of infection. In 2000 he was made a

Master of the American College of Physicians and was cited by the Infectious Diseases Society of

America for lifetime achievements in the field of infectious diseases. In 2001 he received the

Hilldale and Belzer awards from the University of Wisconsin-Madison for contributions in

teaching, research and service. In 2002 he was named to the HHS Secretary's Council on Public

Health Preparedness and in 2005, to the Editorial Board of CDC's *Morbidity and Mortality*

*Weekly Report*. In 2007, he was elected to the University Committee, the executive committee of

the Faculty Senate and advisory to the Chancellor and Regents of the University of Wisconsin

Madison. In 2009, he received the Distinguished Alumni Award from the University of Wisconsin

Medical Alumni Association.



**June 10, 2019**

**8:00 Registration**

**8:30 KEYNOTE**

**Harnessing the Power of Social Media during Crises –  
from Monitoring to Communicating & Beyond**

***Suzanne Bernier, CEM, CBCP, MBCI, CMCP***

***President, SB Crisis Consulting & Author of Disaster Heroes***

This presentation will outline the various components required to develop and implement an effective social media plan, to help gain situational awareness and communicate with the public and your stakeholders during a crisis. Social media is here to stay. As disaster and risk professionals, we have a responsibility to adopt and adapt to new and emerging trends and technologies, including social media, to help us better respond to and prepare for disasters.

The presenter will share recent case studies and lessons learned, and will review the various components required in developing an effective social media plan, including how to use social media to gain situational awareness and communicate outwardly during a crisis.

*Learning Objectives:*

- Attendees will learn the key components of an effective social media plan and how to develop and implement such a plan within their own organizations.
- Attendees will receive tips and tools on how to develop, incorporate and harness the use of social media within their own crisis communications plans.
- Attendees will gain insight into the evolution of social media, recent case studies, lessons learned and best practices shared by other organizations and governments who have recently created their own social media strategies/plans.

**10:15 Break**

**10:30**

**Navigating the ICS Structure** (Room 241-243)

***Brian Kaczmarksi, Health Officer and Director***

***Polk County Health Department***

The Incident Command System (ICS) can be extremely confusing. It can also be the best tool you have during an emergency response. In this session, participants will learn how to utilize ICS in practical and understandable ways.

**Kwik Trip's Public-Private Partnership** (Room 241-243)

***Dan Schreiter, ABCP, AMBCI, PHR, SHRM-CP***

***Kwik Trip Business Continuity Manager***

During a major event there are four essential retail services a community needs; food, fuel, cash and pharmaceuticals. The presenter will show how Kwik Trip can provide three out of the four essential retail services and their commitment to maintaining a Public-Private Partnership with the community.

**Public Health Law: I & Q** (Room 245-249)

In the past year, numerous communities have seen outbreaks of infectious disease, including measles. In this session, we will examine the legal authority and duty of local health departments, schools, and other government entities to prevent and contain outbreaks of communicable disease in Wisconsin. The discussion will begin with an examination of the law related to immunization—for children to attend child care and school (including exemptions), for healthcare workers as a condition of employment, and for creation of and participation in immunization information systems. We will then turn to a discussion of Wisconsin state law related to isolation, quarantine, and school exclusion. Finally, we will discuss legal developments related to recent outbreaks in states including California, Kentucky, New York, and Washington. The need to consider the social and political context will also be addressed. Participants will be invited to share their questions and experiences throughout the session.

**Public Health Law: I & Q, Continued** (Room 245-249)

Wisconsin state law related to isolation, quarantine, and school exclusion. Finally, we will discuss legal developments related to recent outbreaks in states including California, Kentucky, New York, and Washington. The need to consider the social and political context will also be addressed. Participants will be invited to share their questions and experiences throughout the session.

**12:00 Lunch**

**12:45**

**35W Bridge Collapse & FAC** (Room 241-243)

***Pam Blixt, Emergency Preparedness Manager***

***City of Minneapolis Health Department***

The I-35W Bridge collapse happened Wednesday, August 1, 2007 at 6:05 pm on a stretch of highway over the Mississippi River just blocks from the downtown area. The rescuing of survivors was completed just a few hours later, while the behavioral response was really just starting. The Minneapolis Health Department was one of the lead departments tasked with setting up and running the Family Assistance Center (FAC). The FAC provided daily on site support and information for families of the missing for 11 critical days following the bridge collapse. Pam Blixt, the Emergency Preparedness Manager for the City of Minneapolis Health Department will be presenting lessons learned from this response. She was one of the lead staff at the Family Assistance Center. MN received national recognition for its response to the 35W bridge collapse and has since applied what it learned to develop plans. The presentation will include planning templates and training recommendations that were developed as models for our metro public health partners since that event which include plans for family reunification and managing an assistance center.

**Red Cross Role in Mass Care: Sheltering, Feeding, Bulk Distribution,  
and Reunification** (Room 245-249)

***Jenny Legaspi, Disaster Program Manager***

***American Red Cross Northwest WI Chapter***

This presentation will include Red Cross role in mass care which includes sheltering, feeding, distribution of emergency supplies, and reunification. We'll define the difference between Red Cross managed and Red Cross Supported shelter operations, services offered at Red Cross shelters, feeding support options, emergency supplies Red Cross can offer, and information about the Red Cross Safe & Well website. How these services can support local communities after a disaster and working with the local response agencies, government partners, and other non-governmental agencies (NGOs).

**2:15 Break**

**2:30**

**Public Health Emergency Preparedness Program Overview** (Room 241-243)

***Joseph Cordova, Emergency Response Coordinator/Threat Liaison Officer***  
***WI DHS OPEHC***

This presentation will provide you with information on the Public Health Emergency Preparedness (PHEP) Program both past and present. There will be a short history of the program, our current structure, and planning and respond expectations.

**Informational Session on Drugs in Wisconsin** (Room 245-249)

***Special Agent Bryan Kastelic***  
***Wisconsin DOJ***

This session will focus on illegal substances in Wisconsin. SA Kastelic will provide insight on these substances, along with showing and explaining some safety concerns you may encounter during your work or personal life. Attendees will leave this session with enhanced knowledge that will assist them in having a better grasp of the current state of illegal drugs in Wisconsin.

June 11, 2019

## 8:00 Registration

8:30

### The HERC Response Plan and Your Role (Room 241-243)

**Robbie Deede, RN BSN, NCW HERC Coordinator**

**Aimee Wollman Nesselth, M.Div, M.S BCC, NWWIHERC Coordinator**

This session will provide information, from 2 of the 7 HERC Coordinators in Wisconsin, on the purpose and background of the HERC Response plan, including objectives in a response, member roles, and how response plan objectives will be fulfilled. In addition, real life utilization of HERC Response Plan Concepts will be shared.

### Make Your Online Presence Known (Room 245-249)

**Ben Theis**

**Director/Owner, Skol Marketing**

Having a website is essential to your organization, but it doesn't stop there! Social Media is a very valuable tool to your online presence and engaging with users. We will teach you about how social media can impact your organization as we talk about Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and even Snapchat; as well cover social media strategy that will help you understand how to grow your presence.

#### Workshop Topics:

- What is social media?
- What is the difference between the platforms?
- How do I correctly use each platform?
- What is the SEO benefit of using social media?
- How can I use social media?

## 10:00 Break

10:15

### EMS Section Overview: Initiatives and Response (Room 241-243)

**Mark Lockhart, NRP, EMS Section Chief**

**WI DHS OPEHC**

EMS Section Chief Mark Lockhart will present an overview of the functions of the EMS Section and their role in the Office of Preparedness and Emergency Health Care. Mark will discuss their on-going activities including major program initiatives for 2019 as well as to discuss the role of EMS in a public health emergency.

### Crisis Emergency Risk Communication: Be First. Be Right.

**Be Credible** (Room 245-249)

**Angela Eastman**

**Emergency Preparedness Coordinator, Washington County Department of Public Health and Environment**

**Co-Owner Events by Eastman**

Objectives:

- Participants will learn the five phases of the communication lifecycle during a crisis
- Understand the way people process information in a crisis
- Learn the seven rules of risk communication
- Receive resources to create or improve their crises risk communication plan

## 11:45 Lunch

12:30

### Strengthen Your Partnership with 211 (Room 241-243)

**Jessica Neumann, Community Impact Director**

**United Way St. Croix Valley**

Attend this session to learn more about the new 211 Center in Hudson, WI. During this time you will also discover more regarding what types of information 211 can provide, how they serve the community, and other ways they can assist you.

### Increasing Public Health Preparedness Skills with Closed POD Exercise

(Room 241-243)

**Dr. Pam Guthman, Clinical Assistant Professor UW Eau Claire, College of Nursing and Health Sciences**

**Tyler Esh, Eau Claire Emergency Management**

Academia and community professionals can bridge skills and knowledge gaps by providing participatory emergency preparedness simulations to enhance student learning and readiness for the public health work force. This session will highlight the processes, technology strategies, and collaborative planning that occurred between University of Wisconsin-Eau Claire, College of Nursing and Health Sciences, Eau Claire City County Health Department, Eau Claire County Emergency Management, and Western Wisconsin Public Health Readiness Consortium Preparedness to plan an active simulation for public health nursing students located at two different locations 90 miles apart on emergency preparedness and response using a closed point of dispensing (POD) mass immunization clinic.

### Open and Closed PODs Assets and Roles (Room 245-249)

**Kay Mittelstadt-Lock, BS, State Emergency Medical Countermeasures Coordinator  
WI DHS OPEHC**

This presentation will be on medical countermeasure (MCM) coordination in the State of Wisconsin in an infectious disease outbreak, or bioterrorism event. There will be discussion on the Strategic National Stockpile (SNS) assets, and open and closed points of dispensing (PODS).

## 2:00 Break

2:15 KEYNOTE

### Preparing for a Reprise of 1918

**Dr. Dennis Maki, MD**

**Ovid O. Meyer Professor of Medicine in the Divisions of Infectious Diseases and Pulmonary-Critical Care Medicine at the University of Wisconsin School of Medicine and Public Health in Madison, Wisconsin, attending physician in the UWMC Center for Trauma and Life Support and eICU.**

This presentation promises to answer everything you need to know about influenza. Dr. Maki will discuss the historical and molecular uniqueness of influenza as well as the diagnosis, management, treatment, and prevention of this disease. He will discuss the latest information on vaccines and answer the question "why do we keep getting it"? Dr. Maki will also share his perspective on best practices for local, regional, and national pandemic preparedness.

## 3:45 Closing Remarks

