

Pre and Post Survey Results

Catastrophic Disaster Response:

Health, Medical and Population Planning At the Regional Level

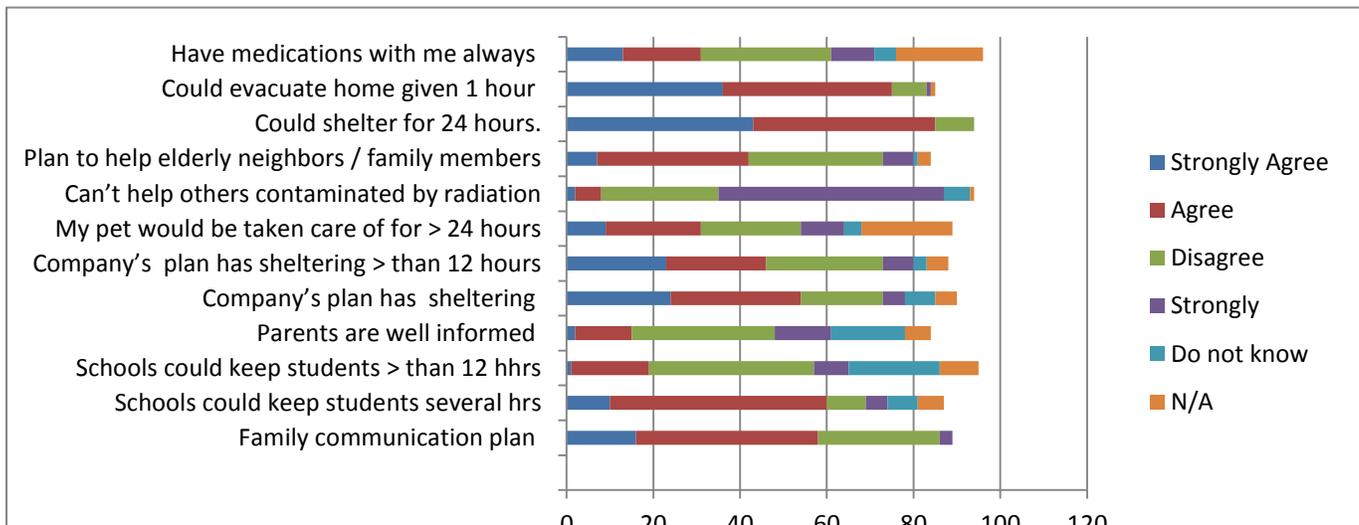
Tuesday, March 5, 2013

I. Survey

A. Pre-Conference Survey

There were some 90 responses to the questions in the survey that was left at everyone's place at the tables when they arrived at the conference. That is about half of those attending filled out the survey and left it at the table. The highlights from the survey are:

- Respondents said they would take care of people contaminated by radiological material, which is excellent. However, Steve Becker reports that there is a stigma and that people may not in reality take care of others.
- People attending feel they are prepared at home and are ready to evacuate with only an hour notice. This may not be surprising because of who would be interested in attending such an event.
- There is concern that the number of people who are aware of the school plans was not as high as expected.
- People do not take their medications with them and that can be a medical concern in such a disaster.



Question	Strongly Agree	Agree	Disagree	Strongly Disagree	Do not know	N/A	Totals
Family communication plan	16	42	28	3			89
Schools could keep students several hrs	10	50	9	5	7	6	81
Schools could keep students > than 12 hrs	1	18	38	8	21	9	86
Parents are well informed	2	13	33	13	17	6	78
Company's plan has sheltering	24	30	19	5	7	5	85
Company's plan has sheltering > than 12 hours	23	23	27	7	3	5	83
My pet would be taken care of for > 24 hours	9	22	23	10	4	21	68
Can't help others contaminated by radiation	2	6	27	52	6	1	93
Plan to help elderly neighbors / family members	7	35	31	7	1	3	81
Could shelter for 24 hours.	43	42	9				94
Could evacuate home given 1 hour	36	39	8	1		1	84
Have medications with me always	13	18	30	10	5	20	76

B. Post-Conference Survey

97 attendees responded to the Post-Conference Survey, which means that slightly more than 50% of the attendees responded. Most made comments, which are discussed below.

Catastrophic Disaster Response Event: Evaluation

This conference provided vital information for the region on being prepared & surviving nuclear attack

Choices (Score)	Percentage	Count
Strongly Disagree (5)	0.00%	0
Disagree (4)	0.00%	0
Indifferent (3)	2.08%	2
Agree (2)	29.17%	28
Strongly Agree (1)	68.75%	66
	Total	96
	<i>Unanswered</i>	<i>1</i>
	Avg Score	1.3

When I think of the impact ... it is essential that we prepare for such an event.

Choices (Score)	Percentage	Count
Strongly Disagree (5)	 0.00%	0
Disagree (4)	 0.00%	0
Indifferent (3)	 0.00%	0
Agree (2)	 8.33%	8
Strongly Agree (1)	 91.67%	88
Total		96
<i>Unanswered</i>		<i>1</i>
Avg Score		1.1

It is important that the region adjust its planning ... based on info. at the conference.

Choices (Score)	Percentage	Count
Strongly Disagree (5)	 0.00%	0
Disagree (4)	 0.00%	0
Indifferent (3)	 3.12%	3
Agree (2)	 20.83%	20
Strongly Agree (1)	 76.04%	73
Total		96
<i>Unanswered</i>		<i>1</i>
Avg Score		1.3

Command, Control, Communications Breakout

The breakout session I attended was useful:

Choices (Score)	Percentage	Count
Strongly Disagree (5)	0.00%	0
Disagree (4)	3.45%	1
Indifferent (3)	3.45%	1
Agree (2)	34.48%	10
Strongly Agree (1)	58.62%	17
Total		29
<i>Unanswered</i>		<i>68</i>
Avg Score		1.5

Healthcare Breakout

The breakout session I attended was useful:

Choices (Score)	Percentage	Count
Strongly Disagree (5)	0.00%	0
Disagree (4)	2.94%	1
Indifferent (3)	5.88%	2
Agree (2)	35.29%	12
Strongly Agree (1)	55.88%	19
Total		34
<i>Unanswered</i>		<i>63</i>
Avg Score		1.6

Schools Breakout

The breakout session I attended was useful:

Choices (Score)	Percentage	Count
Strongly Disagree (5)	0.00%	0
Disagree (4)	0.00%	0
Indifferent (3)	7.69%	1
Agree (2)	53.85%	7
Strongly Agree (1)	38.46%	5
Total		13
<i>Unanswered</i>		<i>84</i>
Avg Score		1.7

Employers Breakout

The breakout session I attended was useful:

Choices (Score)	Percentage	Count
Strongly Disagree (5)	0.00%	0
Disagree (4)	0.00%	0
Indifferent (3)	11.11%	2
Agree (2)	50.00%	9
Strongly Agree (1)	38.89%	7
Total		18
<i>Unanswered</i>		<i>79</i>
Avg Score		1.7

Functional Needs Population Breakout

The breakout session I attended was useful:

Choices (Score)	Percentage	Count
Strongly Disagree (5)	0.00%	0
Disagree (4)	5.56%	1
Indifferent (3)	11.11%	2
Agree (2)	38.89%	7
Strongly Agree (1)	44.44%	8
	Total	18
	<i>Unanswered</i>	<i>79</i>
	Avg Score	1.8

The Comments were addressed to the following five questions:

- What topics did you find most useful?
- Were there any parts of the presentations that you found confusing or unclear?
- What specific ideas do you have to maximize getting information out to the public?
- What other ideas do you have for preparing the region and/or local communities?
- Do you have other comments about the conference?

The first 68 responders all wrote comments with 79% of the responders making comments. The respondents thought the conference was of high quality, valuable and inspiring. Only a few commented they wished for Q&A after the Panels or fewer panelists while several wished they could have attended more than one breakout session. Comments included mentioning other aspects of a nuclear attack that were not discussed at the conference.

The topics mentioned are outlined in the Appendix B. They could be material for other conferences or highlighting papers that are written on the topics for the attendees, etc.

- From the second chart above it is clear that all respondents thought it important to prepare. The comments were aligned with that and made suggestions about how to accomplish that. It is clear that communicating how to save lives if an IND is detonated is vital and the message should be promulgated through the region. One of the most powerful comments about this was, “Sheltering the public from the truth of advanced preparedness only breeds distrust of planned and effective local efforts to manage a real crisis.” This raises the imperative to take action.

The comments made in answering the five questions have been categorized as follows:

Communications

- Message was inspiring to let people know that an IND is survivable if you shelter and act as your own 1st responder. It is an empowering to know that you can survive. The message is “IF” it happens.
- Knowing that there is a threat helps concentrate on what to do.
- Use of social media is important to reach young people. Safety Apps could include this message.
- The FEMA message of “Go Inside, Stay Inside and Stay Tuned” is good and should be promoted. [The need for pre-scripted and pre-placed informational messages to alert the population on action steps to be taken.]
- There is not time to get the word out when an IND happens; consequently, people need to know what to do ahead of time. This is basically the same advice as what to do with hurricanes, earthquakes and tornadoes – so an all hazard approach can be beneficial.

- For those in the Incident Command Staffs of the local jurisdictions, a template with blanks to be filled in to aid Public Information Officers in quickly crafting a uniform message for their jurisdictions, to present a unified message to the NCR's population.

Schools

- Parents and staff must buy into the concept of sheltering and not rushing to get their children, thus endangering themselves and their children. The school response is the key to saving lives.
- Reaching the school age child has a big impact now and in the future.
- Tell parents every time a drill is held because this builds trust and confidence that the school knows how to keep and take care of the children.
- Set up a series of drills – prototype it with one school district and then move to others in the region based on the lessons learned from the first. Involve the EMS and police with these drills. Could hold students for two to three hours to simulate a real situation. Have signed slips from parents for younger students.

Public Announcements/the Press

- Use local news stations, TV, press, a pro-bono PR firm, and organizations like Veteran the American Legion and VFW for outreach, InfraGard. If we could reach corporate America like Google and Amazon to put an empowering message on their websites, it would spread and reinforce the message, through many different outlets.
- Make this part of an All Hazards and tiered approach: reverse 911, short twitter and email messages, Emergency Alert System via NOAA Weather Radio, short press releases bulletins, leaflets. It is also important to tell people how they will know when it is safe to leave t building where they are sheltering.
- Run message in local movie theaters and put it on YouTube.

The local communities

- Public Forums – simple message that can be used by businesses, PTA presidents, county councils, political leaders, first responders, community associations. It can be a grassroots effort. Political leaders need to engage in messaging about the threat.
- Use faith-based and neighborhood organizations to get the message disseminated.
- Having a YouTube video would be helpful and having it in several languages would be better.
- Make this a funding priority for the NCR.
- We need to reactivate the 1950's Civil Defense Program complete with checklists, pamphlets, instruction books, designated and marked shelters, and stocked basic provisions.

Drills

- Training, training, training of all people
- Ideally, a campaign would be nation-wide like the “Drop and Cover” message with a date and time to practice. Part of the message is how to be prepared to shelter at your business. Tie-in the Public Service Messages with this campaign.
- Hold some drills with lack of communications and determine how to communicate and practice.

Medical

- Very specific instructions will be needed in every hospital; e.g., job sheets, education on radiation.
- National stockpile would ideally be local (including water) (Coleman bubble deposits).
- During triage use different colored bandages to indicate different types of patients.
- Integrate retail pharmacies with medical clinics to help with triage and help keep people and take care of people who do not need to be hospitalized.