

National Public Health Week

April 2-8, 2007



**TAKE
THE FIRST
STEP!**



American
Public Health
Association





National Public Health Week

History of National Public Health Week

In 1995, former President William Jefferson Clinton proclaimed the first full week of April as National Public Health Week (NPHW). Each year since then the public health community has focused on issues that are important to improving the public's health.

Every year, the American Public Health Association (APHA) serves as the organizer of NPHW and develops a national campaign to educate the public, policy makers and practitioners about issues related to the theme. APHA creates comprehensive planning, organizing and outreach materials that can be used during and after the week to raise awareness. Now, in its 12th year, NPHW is celebrated in every state across the nation. In 2003, APHA began highlighting a specific public health issue each year.

This year's theme is "Preparedness and Public Health Threats: Addressing the Unique Needs of the Nation's Vulnerable Populations." The tagline is "Take the First Step!" APHA and its partners will highlight the week by inspiring Americans to take the first step toward preparing effectively for public health threats.

NPHW Timeline

- 1988 The Los Angeles County Department of Health Services begins celebrating Public Health Week during the first week of April.
- 1993 APHA adopts a policy resolution endorsing a national and annual celebration of Public Health Week during the week in April in which World Health Day occurs.
- 1995 President Clinton proclaimed National Public Health Week the first full week of April with the week focusing on defining public health.
- 1996 Theme: Celebrating Success
- 1997 Theme: Public Health – An Investment in Your Future
- 1998 Theme: Healthy People in Healthy Communities
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- 2001 Theme: Healthy People in Healthy Communities
- 2002 Theme: Healthy People in Healthy Communities
- 2003 Theme: Getting In Shape for the Future: Healthy Eating and Active Living
- 2004 Theme: Eliminating Health Disparities: Communities Moving from Statistics to Solutions
- 2005 Theme: Empowering Americans to Live Stronger, Longer
- 2006 Theme: Designing Healthy Communities: Raising Healthy Kids

For more information visit: <http://www.apha.org/nphw>
or E-mail: NPHW@apha.org

TAKE THE FIRST STEP!

**PREPAREDNESS AND PUBLIC HEALTH THREATS:
Addressing the Unique Needs of the Nation's Vulnerable Populations**

National Public Health Week • April 2-8, 2007



Why Preparedness and Vulnerable Populations?

In the weeks following September 11, 2001, five people died after receiving anthrax spores through the mail. Since then, bioterrorism has been a public health threat that is impossible to ignore.

In 2005, millions of people prepared as best they could for Hurricane Katrina. The devastating winds and soaking rains were only a prelude to a series of severe public health threats. Almost all health and sanitation services were knocked out and government emergency response was crippled. The water running through the streets of New Orleans became so toxic that even touching it could make a person sick. The aftermath of the storm vividly illustrated that New Orleans' most vulnerable populations – poor, young, elderly and chronically ill – were disproportionately impacted by the disaster.

Today, the threat of a flu pandemic looms, creating a greater sense of urgency to prepare. As a result, local, state and federal governments, along with a multitude of nonprofit organizations, have made efforts to educate Americans about what they need to do to prepare for the next emergency, whether natural or man-made. Yet despite growing threats and a host of awareness campaigns, Americans remain largely unprepared for public health emergencies. For example, a September 2006 poll conducted by Marist College Institute for Public Opinion noted that only 31 percent of Americans have any emergency plans in place. For some of the nation's most vulnerable populations – including mothers with young children, hourly-wage workers, and people with chronic illnesses – being prepared is an even bigger challenge.

APHA is working to close the gap in current emergency preparedness plans to ensure all Americans have a plan. NPHW 2007 will focus on connecting vulnerable populations with the resources that are tailored to their unique needs.

During the observance of National Public Health Week, April 2 - 8, 2007, APHA, its 50,000 members and hundreds of organizational partners on the national and local level will host events throughout the country encouraging vulnerable populations to "Take the First Step" toward preparing effectively for public health threats.

<http://www.apha.org/nphw>



National Public Health Week 2007:

TAKE THE FIRST STEP!

During **National Public Health Week 2007** (NPHW), the American Public Health Association (APHA) will work with its affiliates and partners to encourage Americans to choose one activity as their first step toward becoming better prepared to address a public health threat.

While all Americans should take steps to ensure they are prepared to address public health threats, APHA will focus specifically on making sure vulnerable populations are prepared. During NPHW 2007, APHA will focus on identifying the unique barriers to preparedness facing vulnerable populations and provide them with the resources they need to develop a plan that is right for them.

APHA will create a series of tools and resources for five core audiences:

- ✓ *Mothers with children still living in the household;*
- ✓ *Local food banks;*
- ✓ *Hourly workers and employers;*
- ✓ *Schools serving children in kindergarten through 12th grade;*
- ✓ *Individuals with chronic health care needs, with a focus on: diabetes, asthma, cancer and high blood pressure*

These tools and resources will be shared directly with those who need them and also with APHA members and affiliates to distribute in their own communities. Each day of NPHW will highlight the particular needs of one vulnerable population and feature activities and events that educate these individuals and organizations about how to overcome their barriers and spur them to take a first step toward getting prepared.

As in previous years, APHA will also work to focus the attention of policy makers on the need for their support in making sure that all Americans, especially those with unique health needs and considerations, are prepared for a public health threat.

Preparedness & Public Health Threats: Addressing the Unique Needs of the Nation's Vulnerable Populations



National Public Health Week

TAKE THE FIRST STEP!

April 2-8, 2007



- Monday: **Addressing the Unique needs of Mothers with Children in the Household**
- Tuesday: **Addressing the Unique needs of Local Food Banks**
- Wednesday: **Addressing the Unique Needs of Hourly Workers**
- Thursday: **Addressing the Unique Needs of Schools K-12**
- Friday: **Addressing the Unique Needs of Individuals with Chronic Health Care Needs**

APHA will play a key role in making sure more people in vulnerable populations are prepared for public health threats. The "Take the First Step" approach will not only ask people to take action during NPHW, but also provide them with information to start on a long-term path toward comprehensive preparedness.

By the end of NPHW, vulnerable populations will not just have information about how to take the first step toward preparedness. They will also know that APHA is where they can go to get reliable information.

<http://www.apha.org/nphw>



TAKE THE FIRST STEP!

Mothers with Children in the Household

The American Public Health Association (APHA) is working to help those most vulnerable to potential public health threats take the first step in developing a customized preparedness plan. During National Public Health Week 2007 (NPHW), APHA will focus on identifying the significant barriers to preparation that vulnerable populations face and provide them with the resources they need to create a plan that is right for them.

✓ **Unique Challenges**

Mothers are a busy group. Preparing their families for a public health emergency competes with daily priorities such as getting children to school, helping with homework or just spending time with their children. However, there are some ways for mothers to take the first step in developing a preparedness plan. APHA can help mothers consider the unique needs of their families in order to prepare in advance.

✓ **Among the questions mothers must consider:**

- **Nutrition** - *Is there enough food at home to feed everyone for at least 3-5 days? Have I planned for my children's specific nutritional requirements? Are there vitamins in the house?*
- **Medicine** - *Does my family have a first aid kit? Do my children require prescription drugs or other medicine? How will I access this medicine in an emergency?*
- **Logistics** - *Where will my children be if they are not with the family when a threat to public health strikes? Who will pick up my children from day care or school? Is there a plan in place at the school or day care?*
- **Communications** - *How will my family communicate in the event of an emergency? If we cannot get in touch, do we have a designated meeting spot?*

✓ **APHA's Recommendations - First Step**

APHA will use NPHW 2007 to urge mothers to take the first step toward developing a comprehensive plan for their families. APHA will provide mothers with the customized recommendations, tools and strategies to effectively prepare for the unique public health threats they may face.

✓ **What Public Health Departments and Other Organizations Can Do for NPHW**

In advance of NPHW 2007, public health organizations and APHA members can contact their local school boards and superintendents' office and offer to provide materials that students can take home to their parents. Members should contact the local PTA or other parent associations to discuss the possibility of working together to educate mothers about the first step that they can take to prepare themselves and their children for a public health threat.

✓ **For more information, visit: www.apha.org/NPHW**

TAKE THE FIRST STEP!

Local Food Banks



The American Public Health Association (APHA) is working to help those most vulnerable to potential public health threats take the first step in developing a customized preparedness plan. During National Public Health Week 2007 (NPHW), APHA will focus on identifying the significant barriers to preparation that vulnerable populations face and provide them with the resources they need to create a plan that is right for them.

✓ **Unique Challenges**

Local food banks are an essential part of the community, and become even more important in times of disaster. If local businesses and services are interrupted during a public health threat, food banks may become the primary source of nourishment. Preparing for public health threat before disaster strikes is vital to ensuring that the food bank can operate before, during and after an emergency.

✓ **Among the questions local food banks must consider:**

- **Structural** – *Can the building withstand a natural disaster? Is there an alternate location where it can store food? How much extra food can the facility store?*
- **Nutrition** – *Does the food bank have enough of the right type of food to address the most common special nutritional and dietary concerns? Is there enough food to feed a larger than normal number of people?*
- **Logistics** – *If normal methods of food delivery and/or donation are disrupted, are there alternate transportation plans? Is there a staffing system in place for feeding more people than normal in the event of a public health threat?*
- **Communications** – *If communication systems are down, how will the food bank tell the community it is open for business? How will the local food bank communicate with authorities and the community about its own needs for assistance?*

✓ **APHA's Recommendations – First Steps**

APHA will use NPHW 2007 to urge local food banks to take the first step toward developing a comprehensive preparedness plan. APHA will provide food banks with customized recommendations, tools and strategies to effectively prepare for the unique public health threats they may face.

✓ **What Public Health Departments and Other Organizations Can Do for NPHW**

In advance of NPHW, public health organizations and APHA members should compile a list of the area food banks that may benefit from APHA's work during NPHW. Leading up to NPHW, APHA members groups and individuals should consider what opportunities exist for conducting an event that will highlight the need for local food banks to develop a plan, as well as opportunities to involve local and national policy makers by either attending an event, visiting a local food bank or even advocating for government assistance .

✓ **For more information, visit: www.apha.org/NPHW**



TAKE THE FIRST STEP!

Hourly-Wage Workers

The American Public Health Association (APHA) is working to help those most vulnerable to potential public health threats take the first step in developing a customized preparedness plan. During National Public Health Week 2007 (NPHW), APHA will focus on identifying the significant barriers to preparation that vulnerable populations face and provide them with the resources they need to create a plan that is right for them.

✓ **Unique Challenges**

Unlike salaried employees, hourly-wage workers do not usually have employer-sponsored health plans. These workers may be significantly impacted if public transportation is shutdown and they cannot get to work. In the event of a serious public health threat, hourly wage workers may not be able to find or retain employment at all.

✓ **Among the questions hourly-wage workers must consider:**

- **Economics** - *What if I cannot get to work because of an emergency? What is my employer's policy in emergency situations? Will I have job security?*
- **Nutrition** - *Is there enough food at home to last for three to five days? Have I considered my specific nutritional requirements?*
- **Logistics** - *What if public transportation shuts down? Is there a back-up plan to get to/from work? Can I work from a different location?*
- **Communications** - *How will I communicate with my employer in the event of an emergency? Is there a way for my employer to account for me if a public health threat strikes?*

✓ **APHA's Recommendations - First Steps**

During NPHW 2007, APHA will help hourly-wage workers take the first step toward developing a preparedness plan. Throughout NPHW, APHA will provide hourly-wage workers and their employers with the customized recommendations, tools and strategies to effectively prepare for the unique public health threats they may face.

✓ **What Public Health Departments and Other Organizations Can Do for NPHW**

In advance of NPHW, Public Health organizations and APHA members can reach out to local Chambers of Commerce to explore holding a roundtable discussion about business preparedness and what can be done to help hourly-wage workers take the first step in preparing for emergencies. APHA members can also connect with local business and identify opportunities to distribute APHA's information about preparedness to employers and their employees.

✓ **For more information, visit: www.apha.org/NPHW**

TAKE THE FIRST STEP!

K-12 Schools



The American Public Health Association (APHA) is working to help those most vulnerable to potential public health threats take the first step in developing a customized preparedness plan. During National Public Health Week 2007 (NPHW), APHA will focus on identifying the significant barriers to preparation that vulnerable populations face and provide them with the resources they need to create a plan that is right for them.

✓ **Unique Challenges**

School administrators, nurses, teachers and staff have a multitude of responsibilities in the event of an emergency including each and every one of their students. With school violence all too common, most schools have reevaluated their emergency preparedness plans, but perhaps not in regard to public health emergencies.

✓ **Among the questions school administrators at K-12 schools must consider:**

- **Crowd Control** - *Where will students go if the school is locked down for an extended period of time? Is there enough food on hand to feed students for more than a school day?*
- **Medicine** - *Does the school have first aid supplies that can cover a variety of needs and a majority of the school population? Is there a way to quickly identify students and employees who have specific health concerns/conditions?*
- **Logistics** - *Where can children go if they cannot be connected with their parents or guardians when a threat to public health strikes?*
- **Communications** - *If the power goes out, how will administrators communicate with others in the building? How will the school quickly notify/communicate with parents or guardians?*

✓ **APHA's Recommendations - First Steps**

APHA will use NPHW 2007 to urge K-12 schools to take the first step toward developing a comprehensive plan for their students and employees to be prepared for a public health threat. APHA will provide K-12 school administrators with customized recommendations, tools and strategies to effectively prepare for the unique public health threats they may face.

✓ **What Public Health Departments and Other Organizations Can Do for NPHW**

Public health organizations and APHA members can play a critical role in raising awareness about the importance of schools' emergency preparedness for public health threats. In advance of NPHW, community groups and individuals should meet with school superintendents to talk about how health threats are integrated into their larger emergency plan, attend local PTA meetings to distribute materials about school preparedness and encourage parents to pose questions to the members of their school board.

✓ **For more information, visit: www.apha.org/NPHW**



TAKE THE FIRST STEP!

People Living with Chronic Illnesses

The American Public Health Association (APHA) is working to help those most vulnerable to potential public health threats take the first step in developing a customized preparedness plan. During National Public Health Week 2007 (NPHW), APHA will focus on identifying the significant barriers to preparation that vulnerable populations face and provide them with the resources they need to create a plan that is right for them.

✓ **Unique Challenges**

People with chronic illnesses have unique health needs. Establishing support networks will help the individuals get through a health emergency. Whether a person suffers from asthma, high blood pressure or cancer, it is important to consider the unique preparations needed to confront a serious public health threat.

✓ **Among the questions people living with chronic conditions must consider:**

- **Communications** - *How will I communicate with my support network in the event of an emergency? Is there a designated person who will check up on me if a public health threat strike?*
- **Nutrition** - *Do I have the appropriate food to address specific nutritional and dietary concerns? Is there a supply to last for up to a week?*
- **Medicine** - *Do I have a first aid kit? Do I have extra supplies, required prescription drugs or other medication on hand?*
- **Logistics** - *If I require specific medical equipment or treatment, are there alternate locations where I can access these services? Have I made accommodations if my normal living situation is no longer safe?*

✓ **APHA's Recommendations - First Steps**

APHA will use NPHW 2007 to urge people living with chronic illnesses to take the first step toward developing a comprehensive plan so that they are prepared for a public health threat. APHA will provide those with chronic health conditions with customized recommendations, tools and strategies to effectively prepare for any unique public health threats they may face.

✓ **What Public Health Departments and Other Organizations Can Do for NPHW**

Public health organizations and APHA members can create and distribute disease-specific fact sheets to organizations serving people with chronic illnesses. Public health departments can set up meetings with local chapters of these groups to see how they can help enhance their existing plans. Potential partners may include local chapters of the American Dietetic Association, American Diabetes Association, American Cancer Society and the Allergy and Asthma Network/Mothers of Asthmatics.

✓ **For more information, visit: www.apha.org/NPHW**

TAKE THE FIRST STEP!

Get Involved... Become a Partner!



National Public Health Week 2007 will raise awareness and stimulate action to encourage some of our Nation's most vulnerable populations to "Take the First Step" to prepare for a public health emergency.

The success of NPHW depends on grassroots efforts! Last year, hundreds of events took place in every state across the country. Please join us in making Americans aware of this very important public health issue.

Go to the NPHW Website Today to

- ✓ Become a partner
- ✓ Sign-up for NPHW newsletters
- ✓ Download materials that can be used to educate your community

What You Can Do

- ✓ Connect to the NPHW Website
- ✓ Organize events in your community
- ✓ Bring together the key players who work with these populations to create a local awareness campaign on "Taking the First Step"
- ✓ Contact local media using approved campaign templates
- ✓ Post your events on the NPHW calendar
- ✓ Educate your policy makers on the impact public health threats and emergencies can have on vulnerable populations

PARTNER VISIBILITY

✓ National Partners

A national partner commits to mobilizing their members and affiliate organizations during NPHW. "Take the First Step" to prepare for a public health threat or emergency.

National partners can expect visibility and participation in the following ways:

- ✓ Name and a link on the NPHW web site.
- ✓ Access to materials that can be used to educate members about the campaign and taking the first step to be prepared.
- ✓ Access to materials to help plan and implement organization activities during the week.
- ✓ Access to materials that can be used at meetings and conferences to educate members about the campaign.
- ✓ The opportunity to conduct media outreach using approved campaign templates.
- ✓ Recognition in *The Nation's Health*.

✓ Local Partners

The success of NPHW depends on the efforts of local partners such as state and local government agencies and other organizations that are coming together to encourage Americans to "Take the First Step" to prepare for a public health emergency.

Local partners can expect visibility and participation in the following ways:

- ✓ Access to materials to help plan and implement activities.
- ✓ Access to materials that can be used at meetings and conferences to educate members about the campaign.
- ✓ Funding where applicable in targeted markets to help implement NPHW campaigns around the issue of preparedness.
- ✓ The opportunity to conduct media outreach using approved campaign templates.
- ✓ Name and a link on the NPHW website
- ✓ Recognition in *The Nation's Health*.



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