



H1N1 Response: Highlights and Lessons Learned

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H1N1 Response: Highlights and Lessons Learned

- Current Status of Virus
- Vaccine Distribution
- Statewide Planning and Response Activities
- Federal Policy Barriers
- Strengths and Areas for Improvement

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Current Status of Virus

- Currently at “sporadic activity level”
- Arizona has had
 - 149 deaths since April 2009
 - 8,720 lab-confirmed cases (since April 2009); 4 in previous week



Vaccine Distribution

- States were asked to provide vaccine using a mixed model of public/private distribution
- ADHS facilitated this distribution to private healthcare facilities, local health departments, and providers.
- Actual end-user distribution was prioritized by the county health departments.
- Decreased demand for the vaccine from the general population = excess vaccine.



Statewide Planning & Response Activities

- Health Emergency Operations Center (HEOC)
- Strategic National Stockpile
- Public Information Activities
- Outreach Activities
- School Preparedness



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Statewide Planning & Response Activities

- Health Emergency Operations Center (HEOC)
 - Activated the HEOC in the spring and fall 2009 and early 2010 for H1N1 Response
 - Fully operational until January (and have been operating virtually since)

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Strategic National Stockpile

- For the first time, federal medical assets from the SNS were deployed to Arizona
- Shipments included antivirals, pediatric suspension, and PPE
- ADHS relied on county health departments to redistribute these assets



Strategic National Stockpile

- As lead state agency, ADHS coordinated with state, county, and tribal partners such as:
 - ADEM
 - ADPS
 - Arizona State Forestry
 - ACTIC
 - ADOT
 - Local Public Health
 - Local Emergency Management
 - Hospitals and Clinics



Statewide Planning & Response Activities

- Crisis Communication and Social Media Activities
 - Produced weekly key messaging discussion points
 - Established and coordinated a Speakers Bureau
 - Utilized new social media outlets such as Twitter, Facebook, You Tube, and blogging
 - Established statewide call center
 - Administered Google Flu Shot Finder application
 - Held weekly conference calls with public information officers from counties, tribes, medical associations, etc.

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Statewide Planning & Response Activities

- Outreach Activities
 - “Stop the Spread AZ” campaign established
 - Developed hygiene-related messages (vaccine not widely available)
 - Message = Stay home when sick & wash hands
 - Transitioned to vaccine promotion messaging (vaccinate everyone)
 - Message = vaccine: Everyone can get it; It’s your turn
 - Campaign included: TV, radio, newspaper, bus stops/sides, billboards, Internet, movie theatre, flyers, etc.



Statewide Planning & Response Activities

- School Preparedness
 - ADHS is continuing to work with the Arizona Department of Education on pandemic planning gaps
 - Through the H1N1 supplemental funding, ADE is providing funds to the recipients of the FY 2010 Education for Homeless Children and Youth Grant.
 - Funds will be used to provide hand sanitizer and forehead temperature strips to schools.



Federal Policy Barriers

- Misalignment of federal agency expectations
 - USDA/HHS
 - EPA/HHS
- H1N1 Supplemental Grants
 - Allowable expenses too restrictive
- Tribal sovereignty and coordinating with states
- HHS Compatibility with State Systems (HAvBED)
- Federal licensing waivers (1135 CMS Waiver) incongruent with state licensing waivers



H1N1 Response: Strengths

- Leveraged key relationships with professional associations, state boards, and nongovernmental organizations to develop and implement high level policy decisions
- In absence of a state declaration, healthcare institutions able to utilize existing state licensing flexibilities to alleviate hospital surge



H1N1 Response: Strengths

- ADHS and Maricopa County Public Health Spokesmen
 - The public face of H1N1 response
 - Trusted source of information (public and media)
- As lead state agency, public health's role was legitimized among emergency management community

H1N1 Response: Strengths

- Quickly received and distributed large amounts of federal medical assets
- ADHS State Laboratory was first in country to conduct confirmatory testing of H1N1 samples
 - Validated private lab testing methodologies and results
- Epidemiology and disease surveillance systems quickly identified and tracked key trends such as
 - hospital admission data
 - morbidity and mortality
 - School absenteeism



H1N1 Response: Areas for Improvement

- Communication between key internal functional groups
- Electronic laboratory reporting
- Health Alert Network messaging templates
- Asset inventory tracking system
- Tracking vaccine deliveries to from CDC to providers



H1N1 Response: Areas for Improvement

- Increase consistent use of incident management tools
- Communications plans need updating to include social media outlets and message development
- Communications for SNS delivery operations were not previously developed

Thank You!



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