



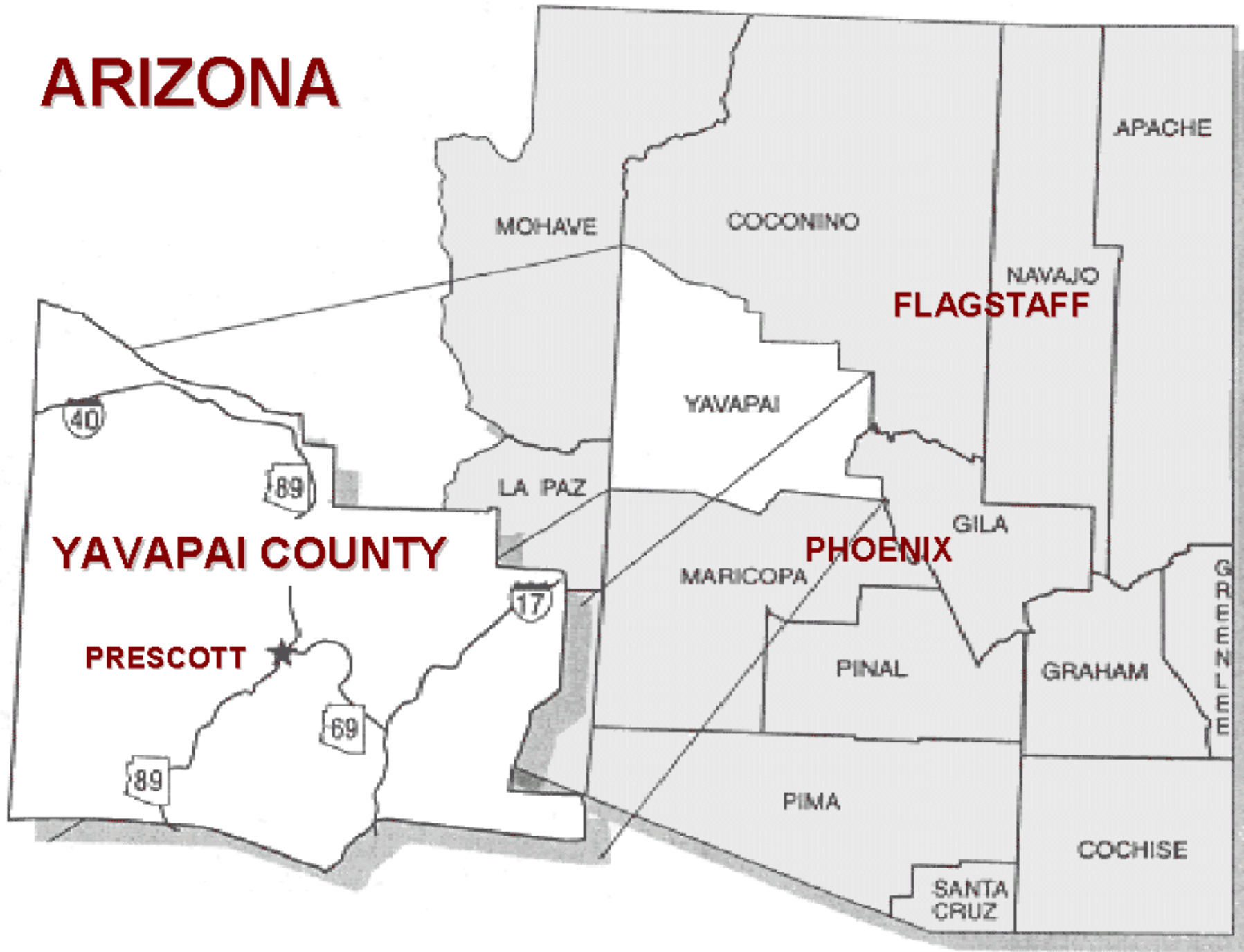
# **VOLUNTEERS ARE CUSTOMERS TOO!**

**Medical Reserve Corps**



**Chris Mayo, BS**  
**Medical Reserve Corps Coordinator**  
**Yavapai County Community Health Services**

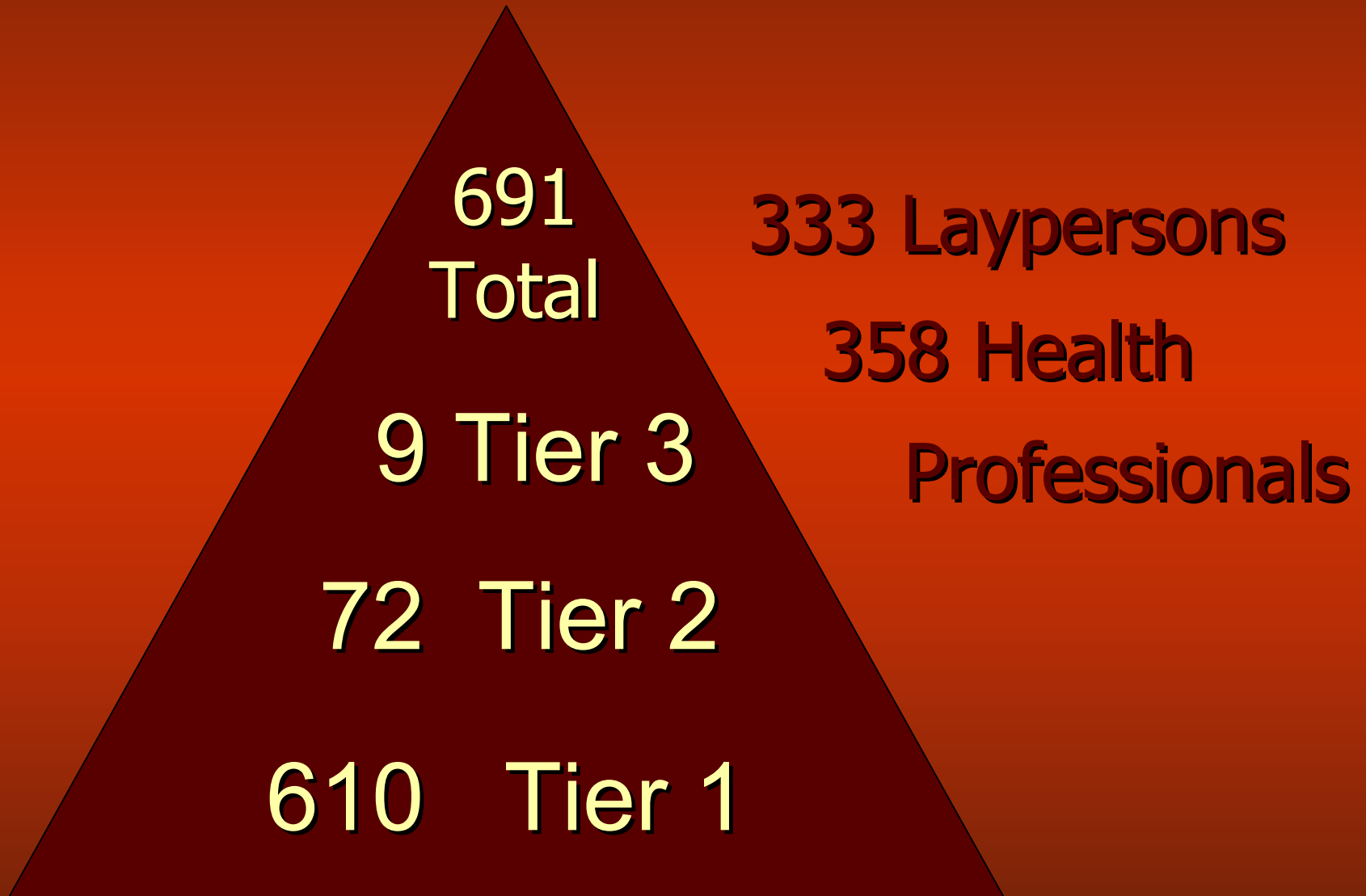
# ARIZONA



# VOLUNTEER “TIER” SYSTEM

- ✦ **Tier One:** available only in the event of a large-scale emergency.
- ✦ **Tier Two:** attends training and may also participate in exercises.
- ✦ **Tier Three:** accepts a leadership role in a community chapter, or as part of the department’s ICS-based response. Will participate in training and exercises.

# VOLUNTEER “TIER” SYSTEM



# VOLUNTEER MANAGEMENT



Recruitment



Orientation



Training



Customer Service



# RECRUITMENT

- ◆ Partnerships with existing volunteer agencies
  - ◆ DOVIA (Directors of Volunteers in Agencies)
  - ◆ Red Cross
  - ◆ Hospitals
  - ◆ Citizens Council
  - ◆ CERT – Community Emergency Response
  - ◆ VIPS – Volunteers in Police Service
  - ◆ Healthcare professionals
    - ◆ Physicians and PA's
    - ◆ Nurse Practitioners and RN's
    - ◆ EMT P's and others



# RECRUITMENT

- ◆ Mass mailings and presentations to community organizations
  - ◆ Homeowners Associations
  - ◆ Veterans groups
  - ◆ Kiwanis, Elks, Lions, Moose and others

## Yavapai County Community Health Services

Marla Jacobson  
Director

Pat McCarver  
Director of Administrative Services

Peggy A. Nies  
Director of Clinical Services

Sandra G. Halldorson  
Director of Public Health Services

Our Mission: "Yavapai County Community Health Services will provide leadership, information, and services that contribute to improving the health of Yavapai County residents through quality clinic services, home visiting programs, community and public health education and protection activities."

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March 17, 2004

Dear <FIRST NAME><LAST NAME>

Yavapai County needs you to help respond in the event of a public health emergency.

As part of Homeland Security preparedness, the county health department is developing plans to receive, stage, and dispense medication contained in the Strategic National Stockpile. The Stockpile is a federal resource that contains pharmaceuticals, among other medical materials. Basic information about the Stockpile can be accessed at the Centers for Disease Control website (<http://www.bt.cdc.gov/stockpile/index.asp>).

It is vital that Yavapai County identify pharmacists and other volunteers who would assist with a mass prophylactic dispensing operation in the event of a large-scale public health emergency. While many responders would be public health employees and trained medical volunteers, there is a critical need for pharmacists and pharmacy staff to provide professional skill and oversight. It is important that we organize now and train together before an actual public health emergency response is necessary in our communities.

We currently have 6 Pharmacists and 5 Pharmacy Techs who are members of our local Medical Reserve Corps. They have volunteered their services in the event of a large-scale public health threat or emergency, but more help is needed. Our current Pharmacy professional volunteers are almost all concentrated in the Sedona and Cottonwood areas of the county. If you or someone you know would also be interested in participating, please contact Yavapai County Community Health Services. We will provide important information and training opportunities. Included in this mailing is an application that can be completed and sent to our department. Your information will remain confidential. Please encourage your staff to consider volunteering as well.

Sincerely,

Brian Supalla  
Director, Preparedness  
& Response Division  
(928) 771-3123

Chris Mayo  
Coordinator, Medical Reserve Corps  
(928) 442-5487

Please mail application to:  
Yavapai County Community Health Services  
1090 Commerce Drive  
Prescott, AZ 86305



# COMMUNITY PRESENTATIONS



# RECRUITMENT

- ◆ Mass mailings and presentations to community organizations
  - ◆ Homeowners Associations
  - ◆ Veterans groups
  - ◆ Kiwanis, Elks, Lions, Moose and others
- ◆ Press releases
  - ◆ Newspapers and community newsletters
  - ◆ Radio and television



## Yavapai County Health Department

Marcia Moran Jacobson, *Director*  
Sandra G. Huldorson, *Director of Nursing*  
Chris Sexton, *E. H. Administrator*

*"Yavapai County Health Department will provide leadership, information, and services that contribute to improving the health of Yavapai County residents through quality clinic services, home visiting programs, community and public health education and protection activities."*

### NEWS RELEASE

FOR IMMEDIATE RELEASE – January 3, 2003

Contacts: Andrea Love, Information Coordinator, Yavapai County Health Department: (928) 771-3123  
Brian Supalla, BT Coordinator, Yavapai County Health Department: (928) 771-3123

### **Health Department In Need of Smallpox Clinic Volunteers**

The Yavapai County Health Department is asking for the community's help with smallpox vaccination clinics in case of an emergency. Volunteers, both medical and non-medical, are needed to carry out mass vaccination clinics in case of a smallpox outbreak.

Although the President is not recommending that states or local health officials offer vaccine to the general public at this time, Yavapai County must be prepared for the unlikely, but possible, event of a smallpox outbreak. If even one smallpox case is identified anywhere in the country, an outbreak would likely be declared and Yavapai County residents would be offered vaccination.

"If there were one case of smallpox in the U.S., Yavapai County Health Department would be responsible for offering vaccination to the county's population, approximately 175,000 people, within five to ten days," said Brian Supalla, coordinator for the Preparedness and Response Division at the Health Department. The number of people increases when tourists are factored in.

"Even if every Health Department employee dropped what they were doing for a week to help with smallpox vaccination during an outbreak, we would have less than 10 percent of the manpower needed to get county residents vaccinated on-time," Supalla said. "In order to offer vaccination in a timely fashion, we need volunteers standing by."

Smallpox vaccination would provide protection during an outbreak to people who may later come in contact with infected individuals. Even if given to a person three to four days *after* an actual exposure to smallpox, the vaccine would provide some protection from disease, and prevent death in most cases.

In the case of an outbreak, the Health Department has tentatively planned five vaccination clinics, one in Prescott, Prescott Valley, Chino Valley, Sedona, and Cottonwood. Each clinic would require about 234 volunteers in order to operate 24 hours a day until all county residents have been offered vaccination.

**-More-**

**PRESCOTT**  
530 Division Street  
Prescott, AZ 86301-3866  
(928) 771-3115 Appointments  
(928) 771-5122 Administration  
(928) 771-5349 FAX

**PRESCOTT VALLEY**  
7112 N. Winslow  
Prescott Valley, AZ 86314  
(928) 771-3127  
(928) 771-3379 FAX

**COTTONWOOD**  
11 South 6th St., Rm. C  
Cottonwood, AZ 86030  
(928) 679-8128 Environmental Health  
(928) 679-8130 Nursing  
(928) 635-8179 FAX



# RECRUITMENT

- ◆ Mass mailings and presentations to community organizations
  - ◆ Homeowners Associations
  - ◆ Veterans groups
  - ◆ Kiwanis, Elks, Lions, Moose and others
- ◆ Press releases
  - ◆ Newspapers and community newsletters
  - ◆ Radio and television
- ◆ Public Service Announcements
  - ◆ Radio and television PSAs
  - ◆ Recognizable spokespersons/celebrities



# RECRUITMENT

- ◆ TV and Radio Interviews
  - ◆ Radio and television PSAs
  - ◆ Recognizable spokespersons/celebrities

# PUBLIC HEALTH TALK SHOW

*Bi-monthly, beginning in June 2004 with three segments per one-hour episode*

- ◆ 30 min main topic – West Nile Virus, Influenza, Emergency Planning, etc.
- ◆ Personal emergency preparedness
- ◆ Community-level preparedness and local volunteer opportunities, and recruitment

# RECRUITMENT

- ◆ TV and Radio Interviews
  - ◆ Radio and television PSAs
  - ◆ Recognizable spokespersons/celebrities
- ◆ Theater advertising (not very successful)
  - ◆ \$50 to \$75 per screen/per month

# Do Your Part For Homeland Security

**Yavapai County Community  
Health Services Needs You!**

**Non-Medical Volunteers**

**Medical Volunteers**

**Medical Reserve Corps**



**For more information, call  
(928) 442-5487**







# RECRUITMENT

- ◆ TV and Radio Interviews
  - ◆ Radio and television PSAs
  - ◆ Recognizable spokespersons/celebrities
- ◆ Theater advertising (not very successful)
  - ◆ \$50 to \$75 per screen/per month
- ◆ Website

# PUBLIC HEALTH PREPAREDNESS AND RESPONSE

[Home](#) : [Departments](#) : [Health](#) : Public Health Preparedness and Response

[Health Department Prescott](#)

930 Division Street

Prescott, AZ 86301



(928) 771-3122



(928) 771-3369

## DIVISION INDEX OF SERVICES & INFORMATION

- [PHPR - Home](#)
- [Bioterrorism Overview](#)
- [What the County is Doing](#)
- [What the Public Can Do](#)
- [Info for Medical/Clinical Professionals](#)
- [Contact Public Health Preparedness and Response](#)
- [Volunteer Information](#)
  - [Health Care Professional Form](#)
  - [Non-Medical Form](#)
  - [Comment/Suggestion Form](#)
  - [Education Survey](#)
  - [Volunteer Newsletters](#)

**HOMELAND SECURITY  
ADVISORY SYSTEM**

THREAT CONDITION

**ELEVATED**

Significant risk of terrorist attack

[National Homeland Security](#)

**RELATED**

**Links & More**

## Overview

The Public Health Preparedness and Response (PHPR) division was created to prepare and respond to public health threats and emergencies from various sources, such as:

# RECRUITMENT

- ◆ TV and Radio Interviews
  - ◆ Radio and television PSAs
  - ◆ Recognizable spokespersons/celebrities
- ◆ Theater advertising (not very successful)
  - ◆ \$50 to \$75 per screen/per month
- ◆ Website
- ◆ Newsletter (to volunteers & community leaders)



YAVAPAI COUNTY COMMUNITY HEALTH SERVICES

HOMELAND SECURITY MEDICAL RESERVE CORPS

**We're 692 strong — thank you for volunteering!**

*"Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen."  
— John Steinbeck*

Many of you are aware that we had scheduled a smallpox Mass Vaccination exercise in June. When we really began the planning, we realized that the best exercises closely mirror reality. A key question arose: why simulate vaccinating people when we could do it for real? In the process of exercising a mass vaccination clinic, shouldn't we benefit the citizens of Yavapai County as much as possible? If an exercise is supposed to look and feel as much like the real McCoy as possible, wouldn't it be better to *really* give vaccinations? We thought so.

# Volunteer Orientations

We will be holding meetings for all volunteers in June. The main purpose is to issue photo ID badges. We ask that everyone make an effort to attend one of the meetings. If you've already attended one of last year's volunteer orientations, you may choose to come in just for your photo, and then leave. All volunteers are encouraged to stay for the full meeting, which will include bioterrorism information and the emergency response plan. Everyone will also receive a high-quality color window decal of our MRC logo.

## Meetings are scheduled in Cottonwood & Prescott:

**Cottonwood—Yavapai County Building**  
10 South 6<sup>th</sup> Street, Board of Supervisors Room  
**Wednesday, June 9<sup>th</sup> 3:00 PM – 4:30 PM**  
**Wednesday, June 9<sup>th</sup> 6:00 PM – 7:30 PM**

**Prescott—Yavapai County Building**  
1015 Fair Street, Board of Supervisors Room  
**Thursday, June 10<sup>th</sup> 3:00 PM – 4:30 PM**  
**Thursday, June 10<sup>th</sup> 6:00 PM – 7:30 PM**

Photo/check-in time begins 1 hour prior to meeting. Late-comers can still get their photos taken. If you're unable to attend, please call Chris Mayo at (928)442-5487 to make alternate arrangements for your ID.



MRC Volunteer A.J. Viardo receives the first ID Badge

## Mass Vaccination Exercise Re-scheduled

There are two times during the year when there is heavy demand for routine vaccinations: back to school time and flu season. This provides an opportunity to kill two birds with one stone. Our new plan is to re-schedule the mass vaccination exercise that was originally scheduled for late June, to October. We will offer flu shots as part of the exercise. We believe this will provide a more realistic test of our mass vaccination capabilities.

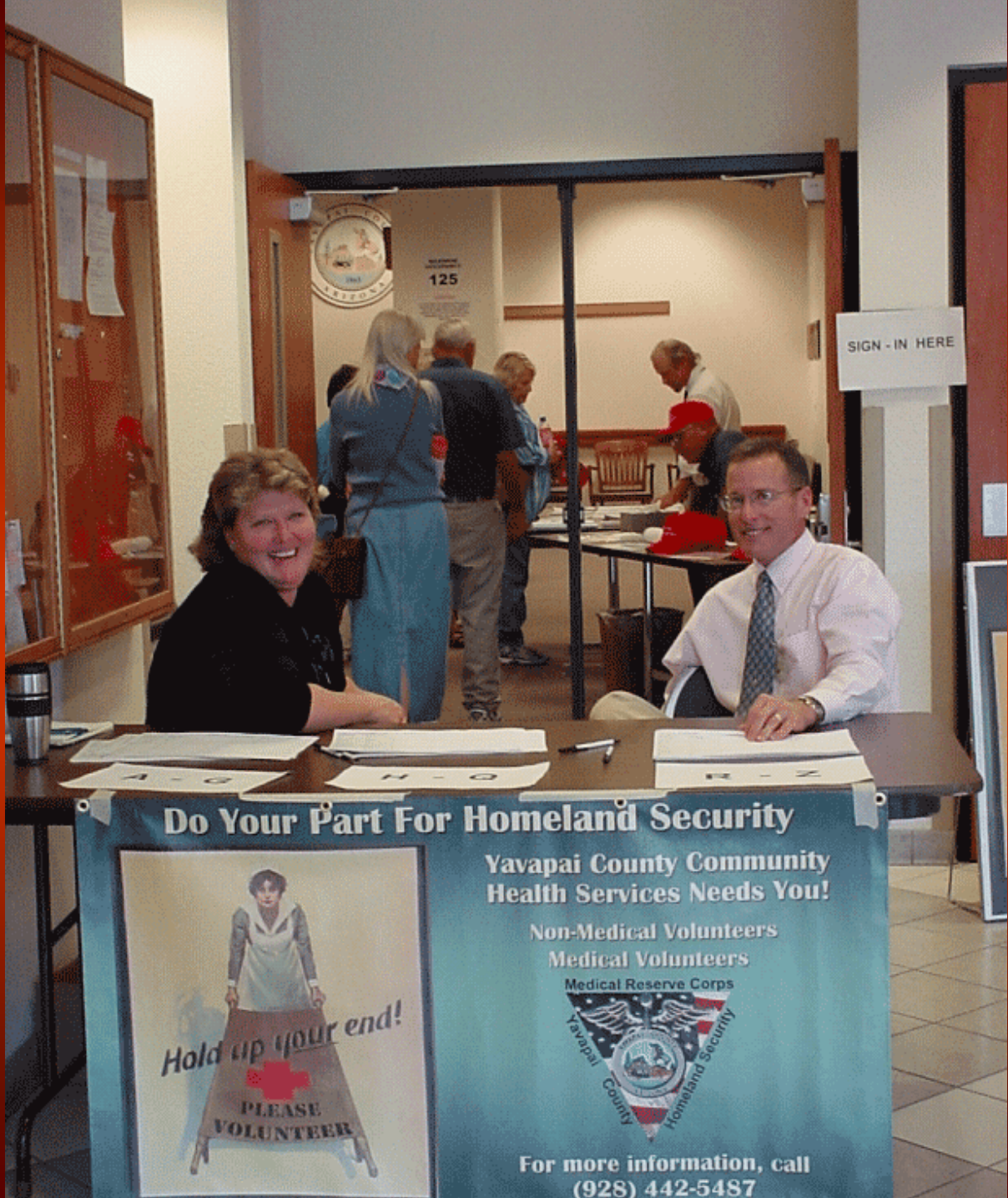
Providing flu shots during the exercise will enable us to test much more than our ability to manage the flow of many citizens through a clinic. We're hoping that those of you who were looking forward to participating in a June exercise are able to participate in October.

# Volunteer Newsletter



# ORIENTATION

- ◆ Administrative processing
- ◆ Issue identification
- ◆ BT education
- ◆ Health department response
- ◆ Recall and use of volunteers
- ◆ Clinic operations



**Do Your Part For Homeland Security**

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**Non-Medical Volunteers  
Medical Volunteers  
Medical Reserve Corps**



**For more information, call  
(928) 442-5487**

SIGN - IN HERE



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# TRAINING

- ◆ Smallpox vaccination
- ◆ Incident Command System
- ◆ Educational Partnerships
  - ◆ Community Colleges
  - ◆ Local hospitals
  - ◆ American Red Cross
- ◆ “Just in Time” modules
- ◆ Database Management



# CUSTOMER SERVICE



***“the critical care and feeding of volunteers”***



# APPRECIATE

## CERTIFICATE OF APPRECIATION

This certificate is awarded to

*John Q. Public*

In appreciation of your contribution to local Homeland Security efforts demonstrated by your willingness to volunteer and assist in meeting Yavapai County emergency needs.

Medical Reserve Corps



Yavapai County Community Health Services

*Marcia Moran Jacobson*

Marcia Moran Jacobson, Director

Public Health Preparedness and Response Division

*Brian Supalla*

Brian Supalla, Coordinator

# REWARD

Medical Reserve Corps



# RECOGNIZE

## Volunteer of the Year

Sedona resident Bill Roper was recently honored as the MRC Volunteer of the Year at the annual DOVIA Volunteer Appreciation Dinner. Bill has been with us since the inception of our volunteer program. He holds leadership positions within the Corps and he's always ready to attend training. Bill also devotes volunteer time to the Sedona Cultural Park, Sedona



**MRC Coordinator Chris Mayo and  
Volunteer of the Year Bill Roper**

Arts Center, Sedona Adult Center, National Park Service, National Forest Service, Arizona State Parks and United way. He provides input and advice whenever asked and is always willing to participate in organizational discussions.

**Thank you Bill, and  
Congratulations!**



# CUSTOMER SERVICE

- ◆ Keep it simple
- ◆ Communicate
  - ◆ Return phone calls and E-mails
  - ◆ Personalize all written communications
  - ◆ Be consistent
  - ◆ Be honest
  - ◆ Only make promises you can keep