SNS Crisis Communication Plan
North Carolina
Strategic National Stockpile
Crisis Communication Plan Templates
for
Local Health Departments

NC Public Health Preparedness and Response Branch
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North Carolina
Strategic National Stockpile
Crisis Communication Plan Templates
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The following crisis communication plan template is provided to local and district health departments to use for planning and responding to any public health emergency that requires medical items from the Strategic National Stockpile (SNS) be delivered to their communities. (This plan [pages 1-9] contains the essential elements of the state plan and should be adapted for local use as appropriate.)

GOAL
To establish guidance and information promoting public awareness of and use of SNS assets during six key phases of an SNS deployment and dispensing. The six phases are:
- Pre-event preparedness
- Directing residents to dispensing sites
- Informing residents about alternate sites
- Helping residents navigate dispensing sites
- Provide information to residents after leaving dispensing sites
- Provide follow up information to ensure medication compliance

SITUATION ANALYSIS
PHP&R recognizes the fact that there are 87 autonomous local public health agencies in North Carolina and that each of these entities must produce community-specific materials for their residents. The plans and templates provided in this document are modeled after those used by the PHP&R and designed to complement the state’s public awareness efforts.

This plan and all Pre-event, Event, and Post-event public information and promotional materials contained within are maintained on two websites: www.nchan.gov and https://webeoc.ncpublichealth.com/eoc7/

Managed by the federal Centers for Disease Control and Prevention (CDC), the SNS Program has built a response incorporating two response methods. The first method operates on the assumption that state or local authorities will identify a problem in the early hours of an emergency involving sickness and/or death, but may not know the cause of the illnesses. In this scenario, the first shipment of the SNS – known as a 12-hour Push Package – would arrive within 12 hours of the federal decision to deploy. The Push Package contains a broad range of materials, including pharmaceuticals, vaccines, medical supplies and medical equipment, that state and local authorities can use to protect and treat several hundred thousand people for an undefined causative agent.
Once the causative agent is identified, and if the incident requires additional pharmaceuticals and/or medical supplies, subsequent shipments would make use of the SNS Managed Inventory (MI). MI shipments contain quantities of pre-selected items of the SNS to combat specific agents and are delivered within 72 hours.

The second response method is employed in situations where the agent is well defined at the beginning of an event. In this case, the MI would act as the first option for immediate response from the SNS Program.

PHP&R can request that a team of technical advisors be deployed at the same time as the first SNS shipment. The CDC will transfer authority for the SNS material to the state authorities once it arrives at the designated receiving and storage site.

State and local authorities will then begin the breakdown of the 12-hour Push Package for distribution to local jurisdictions affected. If requested, CDC technical advisors will remain on site to assist and advise state and local officials in putting the SNS assets to prompt and effective use.

State and local authorities will then coordinate distribution of SNS assets to local Points of Dispensing (POD) sites and coordinate the promotion of those sites and treatment centers to the public. The North Carolina Public Health Preparedness and Response Branch (PHP&R) communication coordinator and county-level public information officers (PIOs) or media coordinators will follow the SNS Crisis Communication Checklist (see Appendix K), including coordinating public messages with PHP&R and designating a PIO staff person at each POD site.

**PRE-EVENT PREPAREDNESS**

While the primary audience is the general public, there are many other avenues that must be considered to ensure that the public is motivated and mobilized to go to POD sites to obtain lifesaving medications or vaccinations and to adhere to a treatment regimen for a period of time after the event. Note: PHP&R efforts to reach local audiences are complemented via the “North Carolina Strategic National Stockpile Crisis Communication Plan Templates for Local Health Departments” document.

**Target audiences include:**

- General public
- City and county officials
- Health care community (hospitals, doctors, nurses, etc.)
- Business and community leaders
- Media

**Stakeholders include:**
- PHP&R Regional Offices
- County PH Preparedness/SNS coordinator
- City and county residents
- Local health departments
- City/county elected leadership
- City and county administration
- City and county fire departments
- City and county law enforcement
- Health care community (hospitals, doctors, nurses, etc.)
- CDC
- Civic organizations and unions
- Business and community leaders
- Community-based organizations
- Homeless shelters
- Assisted living facilities
- School districts
- Local Parent Teacher Associations
- Ethnic organizations
- Regional and local general and ethnic media

Partners Include:
- PHP&R Regional Offices
- County PH Preparedness/SNS coordinator
- Adjacent local health departments
- Health care community (hospitals, doctors, nurses, etc.)
- City/county elected leadership
- City/county administration
- Local and regional EMS
- City and county fire departments
- City and county law enforcement
- Local Red Cross
- County Mental health

OBJECTIVES
- Effectively communicate public health information during the crisis event via media, hotline and website. In addition, provide educational material to the public at mass dispensing sites and treatment centers. These materials will be accompanied with direct verbal consultation.
- Ensure optimal coordination, decision-making and communication between PHP&R, local health departments in North Carolina, federal Health and Human Services (HHS) and the Department of Homeland Security (DHS) by activating the SNS protocol and maintaining regular communication with designated contacts.
- Empower the public to take appropriate actions to protect themselves by obtaining prophylaxis or vaccination at the POD sites and stress the importance of adhering to a treatment regimen for the prescribed period of time after the event.

STRATEGIES
- Develop culturally sensitive communication resources and educational materials in multiple languages for use in SNS media materials, hotline and website.
- Pre-establish internal resources and processes to ensure consistent messaging and the most efficient communication system possible during a crisis.
- Gain public confidence in PHP&R and LHDs by providing information that is timely, accurate, empathetic and credible to target audiences.
TACTICS/ACTIVITIES
The following tactics, which are the responsibility of the SNS crisis communication leads, are consistent with the NC DHHS Crisis Communication Plan.

Pre-Event Phase

☐ Identify and communicate with crisis communication partners, including:
  - State DHHS Public Affairs Director
  - State Homeland Security PIO
  - Governor’s Press Office
  - State DHHS CARE-LINE Coordinator
  - PHP&R Regional Offices
  - State Community Emergency Response Team (CERT) Coordinator
  - NC Emergency Management /Joint Information Center (NCEM/JIC)

☐ Establish communication with SNS coordinator at appropriate level (federal, state, or local).
  - Share crisis communication plan and discuss protocols for communicating if SNS is deployed.

☐ Ensure resources needed (including space, personnel and equipment) are in place at various locations including Emergency Operations Center; Joint Information Center; Receipt, Store and Stage (RSS) Warehouse site and POD sites.
  - See Appendix A for a complete list of resources needed in a crisis event for SNS deployment.

☐ Secure and develop SNS key messages. Place in Crisis and Emergency Risk Communication Tool Kit for future activation.
  - See Appendix B for key messages for SNS deployment.

☐ Ensure crisis protocol is in place and staff members are properly trained, including a semi-annual training exercise and annual review.
  - Utilize plans and protocols in exercises.

☐ Ensure SNS crisis hotline template is in place, including actions to take during a crisis event (at a minimum in both English and Spanish) with toll-free access to the North Carolina governor’s hotline (800-662-7952, TTY 877-877-1765) and the state DHHS CARE-LINE (800-662-7030, TTY 877-452-2514) and the CDC’s Public Hotline 770-488-7100.
  - Ensure that hotlines are maintained and monitored in a crisis event:
    - See Appendix C for SNS crisis hotline template script.
    - See Appendix M for complete hotline contact information.

☐ Populate the PHP&R website with pre-event public education materials regarding SNS.
  - See Appendix O for promotional pamphlet
☐ Ensure PHP&R crisis website template with SNS enhancements is in place, including actions to take during a crisis event (at a minimum in both English and Spanish) with links to additional resources, including PHP&R, North Carolina Emergency Management (NCEM) and the CDC.
  - Ensure web master is prepared to maintain and monitor the website in a crisis event.
  - See Appendix D for SNS enhancement to PHP&R crisis website template.

☐ Ensure PHP&R spokespersons are trained with an annual refresher and prepared to respond to an SNS crisis event, including coaching on key messages, interview techniques and probable Questions and Answers (Q&A).
  - PHP&R spokespersons include state Public Health Director and Office of Public Affairs Director.

☐ Develop and gather template media materials and media contact lists, including:
  - Press statement by the governor announcing the deployment of SNS and the federal government making the resources available to North Carolina and impacted areas
  - Template news release and media advisory (in English and Spanish)
  - SNS fact sheet
  - Agent fact sheets
  - Biography for spokespersons
  - Contact information for local media (https://weboc.ncpublichealth.com/eoc7/library) and how to communicate during power failure
  - Media call log to track inquiries during a crisis
  - See Appendices E-H for complete media materials

☐ Develop public education materials, including:
  - Template mass prophylaxis fact sheets and flyers (in English and Spanish)
  - B-roll for use at SNS POD sites (in English and Spanish)
  - Signage for SNS POD sites (in English and Spanish)
  - Consider securing Memorandum of Understanding (MOU) with vendor/partner agency for emergency printing of public information materials.
  - See Appendices I-K for complete public education materials

☐ Communicate with partners/stakeholders and community gatekeepers
  - Share public education materials and define roles of partners/stakeholders and community gatekeepers.

☐ Ensure crisis communication staff participation in SNS-related exercises

Event Phase

Upon Recommendation to Governor to Request SNS
The activities in the event phase address the need to direct residents to dispensing sites, alternate sites, and the navigation of the sites when they arrive and are triggered upon notification of the emergency and activation of the NC SNS SOP. Once PHP&R requests the SNS through the governor’s office or authorized designee, the transition will be made from the NC DHHS Crisis Communication Plan to the SNS Crisis Communication Plan.

☐ Verify that the governor or authorized designee has sent recommendation to CDC to request deployment of SNS assets to a PHP&R designated location. Upon verification, transition to SNS Crisis Communication Plan and convey information to the NCEM JIC.
- Continue communication via communication protocol and call-down lists.
- Establish communication with SNS coordinator and confirm request for SNS assets, including:
  - What has been requested
  - Location (county) to be deployed
  - ETA for availability of assets to public
  - Location of POD sites
- Access demographics of affected areas and determine needs of special populations including translation, transportation and psychosocial. Use GIS mapping for visual characterization of affected area.
- Release pre-prepared SNS statement for the governor to share with the public.
- Confer with LHD PIO/media coordinator on communication actions and collaboration.
- Activate spokesperson(s) including State Health Director and Director of Office of Public Affairs. Provide spokesperson(s) with key messages.
- Continue media monitoring.
- Continue Internet monitoring.
- Continue communication with Crisis Communication Leads and County PIOs for coordination of public messages at state and local levels. Monitor roles including:
  - Ensure locals have access to SNS Crisis Communication Plan and are prepared to follow checklist.
  - Ensure locals have designated staff as liaisons at POD site(s).
- Continue collaboration/coordination with state and local Emergency Operations Centers (EOC) PIOs to facilitate coordination of information and support local needs.
  - Ensure locals are coordinating information through local EOC/JIC.
- See Appendix J for POD JIC communication schematic.
- See Appendix K for Crisis Communication Lead and County PIO checklist.
- Activate appropriate SNS related public information to the PHP&R crisis website.
- Update information on dispensing of medications/vaccines via local health departments to state hotlines with local contact information.
- Distribute approved materials and basic information on SNS.

Within Six Hours after Request for SNS
☐ With approval via pre-determined approval process and in collaboration with affected local health departments and EOC JIC, release initial information to media, public and partners/stakeholders on dispensing of prophylaxis and adherence to medication instructions through arranged channels and at POD sites.
– Distribute news release and B-roll to media contacts via E-mail or blast fax.
– Ensure hotlines are activated/staffed.
– Upload pre-produced media materials to the crisis website.
– Upload information to NCHAN.
– Ensure materials are available at POD sites.
– Ensure spokesperson(s) are alerted and prepared for potential media inquiries.
– Distribute media materials to partner/stakeholder organizations via blast fax or E-mail.
  Establish regular briefing schedule and protocols with them.
– Establish regular briefing schedule and protocols for working with the media.

☐ Update media with new information.
– Send follow-up release with additional incident information and details of any scheduled news conferences/media briefings.
– Create additional materials including fact sheet and media advisory for news conferences/media briefings, as necessary.

Upon Opening of POD Sites
☐ Conduct news conference with state and local collaboration.
  – Secure place and determine time.
  – Notify media of scheduled news conference.
  – Gather information addressing unanswered journalist questions.

During Dispensing of Assets at POD Sites and Prescribed Period of Follow-Up for Medicine
Before residents leave the dispensing sites they will given information regarding future steps and actions to take. Education and information messaging efforts will continue throughout and following the dispensing period to make sure residents continue medication compliance.

☐ Continue media outreach regarding Dispensing of prophylaxis to encourage attendance at POD sites and importance of adherence to medication instructions.

☐ Assist local JIC with implementation of mini public information campaign to stress medication adherence.
  – See Appendix L for mini public information campaign.

☐ Conduct periodic communication with media, partner/stakeholders and special population groups via E-mail, blast fax and/or conference calls to remind and encourage medication adherence in affected areas.

☐ Disseminate any additional information.
  – Send additional information to media, as available.
  – Continue to monitor media coverage and respond to rumors or inaccuracies.
Post-Event Phase

☐ Obtain feedback and conduct crisis evaluation.
   - Compile and analyze media coverage.
   - Conduct a “hot wash” within PHP&R and with response partners (an immediate review of what went right and what went wrong) to capture lessons learned.
   - Determine need for changes to the plan.
   - Determine need to improve policies and protocols.
   - Institutionalize changes with appropriate training.
   - Revise crisis plan, policies and procedures based on lessons learned.

☐ Continue communication with response partners and partner/stakeholders.
   - Continue working with state and local mental health providers to facilitate recovery.

☐ Conduct public education through revised messages.
   - Integrate mental health messages to assist community with recovery efforts.
   - Address specific needs of children, parents, seniors, disabled, non-English speakers and other affected special populations.
   - Integrate occupational safety into recovery messages.

☐ Continue efforts until the Public Health Coordination Center (PHCC) is de-activated.

MEASUREMENT
To determine if the goals and objectives of the plan were successfully met during the event, PHP&R will use the following measurement devices:

- Amount and quality of media coverage (i.e., were the messages consistent and did they come across in coverage?)
- Number of calls to the hotline
- Number of hits on the website
- Quality of documented feedback from target audience (i.e., were the majority of people informed and calm or ill-informed and panicked?)
- Number of stakeholders/partners communicated with and quality of relationship
Appendix A – List of Resources for SNS Deployment

During an SNS deployment, it is essential to quickly assemble supplies, staff, equipment and space as needed. Make sure that the Emergency Operations Center (EOC) plans specify the needed space, people, telephone lines, etc. Use the resources listed below as a guide.

**Space** (The first three rooms may be combined if space allows)
- A space where the communication team operates (separate from the EOC)
- A quiet space to quickly train spokespeople
- A space for team meetings
- A place to bring media on-site (separate from the EOC)
- A space for exclusive use of equipment (You cannot stand in line for the copier when crisis communication deadlines loom.)

**Staff**
- Designate and train people to either operate a 24/7 public and media information center or to support a JIC as part of a local EOC.
- Identify qualified people to take phone inquiries. Consider staff from throughout the health department, as well as from partner organizations.
- Consider recruiting volunteers from the medical community to help with phones, especially infectious disease specialists.
- You can never have too many support staff. They can help you accomplish more than you can do alone.

**Equipment and Other Resources**
- Telephone system and backup communications (radios)
- Computer/IT technician
- Translation services
- Portable Copier
- Fax Machine
- Television and VCR
- Tables
- Calendars, flow charts, easels and bulletin board
- Standard supplies (copy paper, pens, pencils, notebooks, organizers, staplers, folders, etc)
- Reference materials (i.e., equipment, contacts, policies, procedures, etc.)
Appendix B- Key Messages for Strategic National Stockpile (SNS) Deployment

1. Response

We are first and foremost concerned for the safety, health, and wellbeing of all residents.

- **Empathy**
  Our thoughts are with all North Carolinian residents who have been affected by this situation.

- **Scope**
  State and local officials are working with federal authorities to ensure that everyone in North Carolina who have been affected by the [insert crisis event] will receive appropriate treatment as soon as possible.

- **Health department actions**
  The governor has requested the deployment of additional medical supplies from the federal government, including pharmaceuticals, vaccines and equipment. The requested supplies are anticipated to arrive within the next XX hours. Once the supplies have been delivered, local officials will set up dispensing sites in all affected areas and will be notifying the public on the various locations of these dispensing sites.

2. Risk

The risk to residents in [insert area] is [insert information on risk].

3. Action

Residents should locate dispensing sites, receive appropriate medication and adhere to follow-up instructions.

- **Monitor information**
  North Carolinians are urged to monitor the local news, visit the North Carolina Public Health Preparedness and Response Branch website at http://epi.publichealth.nc.gov/phpr/ or the Governor’s Hotline at (800-662-7952, TTY 877-877-1765) for regular updates on the situation and where to go for treatment.

- **Receive medication**
  Health officials will be at each dispensing site to distribute medication and provide the public with instructions on how to best protect themselves and their loved ones.

- **Follow all instructions**
  It is essential that affected individuals take the medication as indicated.
Appendix C - Strategic National Stockpile Crisis Hotline Template Script

:60 SCRIPT

State and local officials are currently working with federal authorities to ensure that all who have been affected by the current health emergency in the state will receive the care they need as soon as possible. To meet the medical demands of those affected, additional supplies have been requested from the federal government.

Once the supplies have been delivered, local officials will set up dispensing sites in all affected areas and will be notifying the public of the various locations of these dispensing sites. Please monitor the local news media for regular updates on the situation and where to go for medicines.

Health officials will be at each dispensing site to distribute medication and provide the public with instructions on how to best protect themselves and their loved ones. It is essential that affected individuals follow instructions from health officials for the entire time they take the medication.

Seek medical treatment in case of exposure. If you think you have been exposed to ____________, and are showing symptoms such as, ____________, ____________, or ____________, immediately contact your local health department, your doctor, or health clinic.

State and local officials will continue to provide updates as new information becomes available. For more information, please visit our website http://epi.publichealth.nc.gov/phpr/.
Appendix D – SNS Enhancements to PHP&R Crisis Website Template

[This enhancement is adapted from the Crisis Website Template and includes information to be added in the event of a request for SNS deployment. New sections have been noted with asterisks.]

Information About [Nature of the crisis]

This section should contain emergency information, referral numbers and a restatement of the emergency message points.

Message from the Director

[NAME AND TITLE]
[ORGANIZATION]

Our thoughts are with the victims of the [insert crisis event] and their family members. We know this is a difficult time for all North Carolinians. There is still a lot we do not know about [insert crisis event], but as we confirm the details, we will make them public. [The following sentence should be posted immediately and then updated after 24 hours:] Our understanding at this time is that approximately [number of victims] are known to have been exposed to [insert agent].

The North Carolina Public Health Preparedness and Response Branch is working with the [name of confirming agency] and the [name of affected county] Health Department to assess the situation, protect the general public and monitor the impact of the [insert crisis event]. As a precaution, we are recommending that residents of [name of affected area] [evacuate/seek safe shelter] until further notice. We are working with the [name of confirming agency] to determine when these residents will be able to [return to their homes/leave their homes].

State and local officials are working with federal authorities to ensure that all who have been affected by the [insert crisis event] are receiving appropriate treatment. To meet these demands, the governor has requested additional medical supplies from the federal government. The supplies, called the Strategic National Stockpile, will be arriving in the next XX hours to all affected communities. [Link to SNS fact sheet]**

Once the supplies have been delivered, local officials will set up dispensing sites in all affected areas and will be notifying the public on the various locations of these dispensing sites. Health officials will be at each dispensing site to distribute medicine and provide the public with instructions on how best to protect themselves and their loved ones. It is very important to not only receive your medicine at the dispensing site but also to follow all instructions regarding treatment.**

We will continue to provide you with updates as new information becomes available.
Facts About the Current Situation [Link to page with information on what happened and current danger]
Additional information about the current crisis.

Map of the Affected Area [Link to an appropriate map, including an outline of any evacuation/shelter in place/quarantine boundaries. This will be supplied by NCEM by PHP&R.]
A detailed map of the area affected by the current crisis.

Information for Local Residents [Link to page on where to go for medicine, medicine adherence and other local information]
Information for residents of [affected area].

Strategic National Stockpile [Link to SNS fact sheet]**
The Strategic National Stockpile (SNS) provides essential medical items to states and communities during an emergency.

Resources [Link to resources page, which should include the following items:
North Carolina-specific fact sheets, links to specific documents generated by pre-approved partners, etc.]
Additional information including web links to other sites.

Links to Emergency Services [Links to other pre-approved web resources]
Links to websites providing emergency information and services.

News Releases [Link to all news releases issued by the department and pertaining to the emergency]
News releases and updates on the current situation.

For more information visit the CDC site at [Link to appropriate CDC web page]

[End of Home Page]
What Happened
State and local officials are working with federal authorities to ensure that all who have been affected by the current health emergency in the state are receiving appropriate treatment. To meet these demands, we have requested additional medical supplies from the federal government. These supplies will be arriving in the next XX hours to all affected communities. Once the supplies have been delivered, local officials will set up dispensing sites in all affected areas and will be notifying the public on the various locations of these dispensing sites. Please monitor the local news for regular updates on the situation and where to go for treatment.

Current Danger [Include appropriate information such as fact sheets on agents and immediate action residents should take]
Individuals who [were exposed to someone with the illness or were outside during the period of the explosion] may [be at risk of contracting the disease or may have been exposed to harmful materials.] There is no risk to [residents outside of the blast location or the attack site.]

[Insert Agent] Fact Sheet [Link to appropriate fact sheet]**

For More Information
For additional information in English and Spanish, call the Governor's Hotline at 800-662-7952, TTY 877-877-1765.
Information for Local Residents

This information last updated on [date] at [time]
The following are some of the possible subjects that should be covered for those in the affected area, depending on the nature of the emergency.

Where to Go for Medicine [Link to mass prophylaxis fact sheet/list of dispensing sites and/or local health department site]**
To receive medicine and instructions on how to protect yourself and your family, go to [location] on [date] at [time].

Follow-Up Instructions for Medicine [Link to mass prophylaxis flyer on dosage and side effects and/or local health department site]**
Important: Take all of the medicine you receive at the dispensing site. Taking the medicine, the way you were told by local officials, even if it makes you feel sick, may save your life.

Safe Shelter [or Evacuation] [Link to Shelter-In-Place fact sheet]
In an emergency, local officials may tell you to seek safe shelter or “shelter-in-place.” Shelter-in-place means to stay inside or go in the nearest building and make a shelter when a disaster strikes. It is a way for you to make the building as safe as possible until the emergency is over.

Children and Pets

Isolation and Quarantine

Home Gardens [Include information on whether or not it is safe to eat homegrown fruits, vegetables or herbs]

Food and Water Safety [Include information on if any precautions need to be taken regarding food and if any boil water orders are in effect]

Air Safety [Include specific information on where air is safe or precautions that should be taken]

Anticipated Duration of the Emergency
The anticipated duration of the [insert crisis event] is expected to be [insert time frame or “unknown” if appropriate.]

Please Stay Out of Restricted Areas [Include information on restricted areas]

Up-to-Date Information
As information is updated, it will be broadcast on [name of radio or televisions stations carrying live updates]. It will also be posted on the home page of this website. For additional information in English and Spanish, call the Governor’s Hotline at 800-662-7952, TTY 877-877-1765.
Appendix E - Strategic National Stockpile (SNS) Fact Sheet

Situation

• The North Carolina Public Health Preparedness and Response Branch (PHP&R) is actively working with federal authorities to resolve the [emergency situation] and ensure that all who have been affected receive appropriate protection or treatment.

• To meet the medical demands of those affected by the [emergency situation], the governor has requested the deployment of the SNS.

• The SNS is designed to provide a back-up and continuous supply of large quantities of essential medical items during an emergency. It will arrive within 72 hours of the federal decision to deploy.

• Once the supplies have been delivered, local officials will set up dispensing sites in [areas] and will notify the public on the various locations of these dispensing sites via [specific information sources].

Action

• North Carolinians should locate dispensing sites via [specific information sources], receive [appropriate treatment] and adhere to follow-up instructions.

• North Carolinians are urged to monitor the local news, North Carolina Public Health Preparedness and Response Branch website http://epi.publichealth.nc.gov/phpr/ or call the Governor's Hotline at 800-662-7952, TTY 877-877-1765 for regular updates on the situation and where to go for treatment.

• Health officials will be at each dispensing site to distribute medication and provide the public with instructions on how to best protect themselves and their loved ones.

• It is essential that affected individuals follow instructions from health officials for the entire duration of the treatment.

Follow Up

• North Carolina’s health officials will continue to work diligently to resolve the situation, respond to public health needs and ensure public safety statewide.

• State and local officials will continue to provide updates as new information becomes available.
Appendix F - Media Call Log

It is important to track all the media inquiries you receive. During an SNS deployment, make additional copies of this form so you can use one form for every call.

Deadline:

___ 2 hours ___ Today a.m. ___ Today p.m. ___ ASAP ___ Other

Media Outlet:
- Local
- Regional
- National

___ TV ___ Daily/Wire ___ Radio ___ Magazine ___ Other

Caller’s Name: ____________________________________________
Organization: ____________________________________________
Caller’s contact information: Phone(s):
Fax: ______________________________________________________
E-mail: __________________________________________________

Action Needed: __________________________________________
Return call expected from press officer
Return call with E-mail or fax
Other ___________________________________________________

Action Completed:
Action Completed:
Date and time __________________________________________
Date and time __________________________________________
Date and time __________________________________________

No action needed; call closed by:
- Question answered
- Referred to Internet
- Referred to subject matter experts
- Other __________________________________________________

Comments: ____________________________________________
________________________________________________________
________________________________________________________
________________________________________________________
________________________________________________________

Taken by: ______________________________________________
Time: a.m. ______ p.m. ______
Date: __________________________________________________
Appendix G - Template Mass Prophylaxis Fact Sheet and Sample Fact Sheet
[CITY OR COUNTY], NORTH CAROLINA

There has been a confirmed case of [insert agent] exposure in [name of location]. We are working with federal, state and local authorities to ensure that all who have been affected are receiving the appropriate medicine. We are working diligently to ensure public safety statewide and will continue in these efforts until the situation is resolved.

Risk
Given current information, those at risk are [insert criteria for risk.]

If You Think You Have Been Exposed
If you live in or were in the [name of location] area on [date of attack] or after, to receive medicine and instructions on how to protect yourself and your family, come to:

[Location predetermined by your SNS plan] on [date] at [time]

Parking is limited and the location may be crowded. We recommend you use the [local transportation service] available to you. [If transportation is being provided, include times and pick-up points on the following map.]

If you are using your own car, the following map will direct you to the dispensing location and available parking. Be prepared to wait for a parking space.

Medical professionals will decide if you have received exposure and may need treatment.

Bring a list of all medications, vitamins and/or homeopathic supplements you may be taking.

If You Need Medicine for Someone Else
Patients who wish to pick up medicine for children and family members who are homebound or are unable to come to dispensing sites must have enough information about the medical history to complete a form for each person and must know the weight of all children under five years.

Before arriving at the dispensing site, family members must have the following information for all members of their household:

- Names of all household members
- Address and phone number (home, work and/or cell phone)
- Weights of all persons under 90 pounds
- Medications, vitamins and/or homeopathic supplements they may be taking
- Medication allergies
- Known health conditions, such as epilepsy, liver or kidney disease, or if someone is pregnant or breast-feeding

What You Can Do
The public can play a key role in helping authorities to be alert for further acts of terrorism.

- Be alert

If you see an unattended or suspicious package or believe you have come in contact with a possible biological threat, call 911 or local law enforcement for additional instructions.

- Be informed

For more information on bioterrorism and other public health emergencies, go to http://epi.pulicalehealt.hnc.gov/phptr/ or www.bt.cdc.gov/

For treatment, come to [LOCATION] on [DATE] at [TIME].
[CITY OR COUNTY], NORTH CAROLINA

The dispensing site for [city or county], North Carolina is [name of location] at [address]. Please be aware that parking is limited. Do not block the front or the back of the building. [Insert designated parking areas.]

For treatment, come to [LOCATION] on [DATE] at [TIME].
There has been a confirmed case of anthrax exposure in [name of location]. We are working with federal, state and local authorities to ensure that all who have been affected are receiving the appropriate treatment. We are working diligently to ensure public safety statewide and will continue in these efforts until the situation is resolved.

Risk
Given current information, the risk of contracting anthrax is limited to those individuals who were in [location of attack and date.] Anthrax cannot be spread from person to person.

There is a very low risk of contracting anthrax through the mail. Since the [insert agent] attacks on the U.S. Mail in 2001, new structures and policies have been put into place to help protect the public from potentially contaminated materials.

If You Think You Have Been Exposed
If you live in or were in the [name of location] area on [date of attack] or after, to receive treatment and instructions on how to protect yourself and your family, come to:

[Location predetermined by SNS plan] on [date] at [time]

Parking is limited and the location may be crowded. We recommend you use the [local transportation service] available to you. [If transportation is being provided, include times and pick-up points on the following map.]

If you are using your own car, the following map will direct you to the dispensing location and available parking. Be prepared to wait for a parking space.

Medical professionals will decide if you have received exposure and may need antibiotics.

Bring a list of all medications, vitamins and/or homeopathic supplements you may be taking.

If You Need Medicine for Someone Else
Patients who wish to pick up medication for children and family members who are homebound or unable to come to dispensing sites must have enough of their medical history to complete a form for each person and must know the weight of all children under five years.

Before arriving at the dispensing site, family members must have the following information for all members of their household:

- Names of all household members
- Address and phone number (home, work and/or cell phone)
- Social security card and identification
- Weights of all persons under 90 pounds
- Medications, vitamins and/or homeopathic supplements they may be taking
- Medication allergies
- Known health conditions, such as epilepsy, liver or kidney disease, or if someone is pregnant or breast-feeding

What You Can Do
The public can play a key role in helping authorities to be alert for further acts of terrorism.

- Be alert

If you see a package or envelope that you believe may contain [insert agent], do not open it. Leave the area, close any doors and take actions to prevent others from entering the area. Immediately wash your hands with soap and water. Call 911 or local law enforcement for additional instructions.

- Be informed

For information on bioterrorism and public health emergencies, go to http://epi.publichealth.nc.gov/php/index.htm or www.bt.cdc.gov.

For medication, come to [LOCATION] on [DATE] at [TIME].
The dispensing site for [city or county], North Carolina is [name of location] at [address].

You are encouraged to contact the [local transportation authority] by calling [phone number].

[Name of Local Health Department] will pay for your bus ticket. When you call [local transportation authority], tell them where you are going and why.

If you decide to drive, be aware that parking is limited. Do not block the front or the back of the building. [Insert designated parking areas.]

For treatment, come to [LOCATION] on [DATE] at [TIME].
Ejemplo de Hoja de Datos sobre Profilaxis Masiva y Ejemplo de Hoja Informativa

[CIUDAD o CONDADO], CAROLINA DEL NORTE

Ha habido un caso confirmado de exposición a [inserta agente] en [nombre del lugar]. Estamos colaborando con las autoridades federales, estatales, y locales para asegurar que toda persona afectada reciba los medicamentos apropiados. Estamos trabajando diligentemente para mantener la seguridad pública por todo el estado y continuaremos estos esfuerzos hasta que se resuelva la situación.

Riesgo
Dada la información actual, aquellos que corren riesgo son [inserta criterio de riesgo]

Si Usted Piensa que ha Sido Expuesto a Contaminante
Si usted vive o estaba en el área de [nombre de lugar] durante [fecha de ataque] o posteriormente, venga al siguiente sitio para recibir medicamentos e instrucciones sobre cómo protegerse y a su familia:

[Ubicación predeterminada por el plan SNS] el [fecha] a las [hora]

Puede que haya poco estacionamiento y el lugar pudiera estar lleno de personas. Le recomendamos que use [el sistema de transporte público] disponible. [Si se está proveyendo transporte, incluya horas de operación, e indíque en un mapa los lugares de recoger personas.]

Si está utilizando su propio automóvil, el siguiente mapa le indicará el sitio de despacho de medicamentos junto con información sobre estacionamiento. Puede que tenga que esperar por un espacio de estacionamiento.

Los profesionales del cuidado de salud decidirán si ha sido expuesto y si necesita tratamiento.

Traiga consigo una lista de todos los medicamentos, vitaminas, y/o suplementos naturales (homeopáticos) que esté tomando.

Si Necesita Medicina para Otra Persona
Los pacientes que desean recoger medicamentos para niños y familiares que no pueden salir de sus hogares o quienes no pueden ir personalmente a uno de los sitios de despacho deben traer suficiente información sobre el historial médico para llenar un formulario por cada uno de los familiares; también deben saber el peso de cada niño menor de 5 años de edad.

Antes de llegar al sitio de despacho, los familiares deben saber toda la información a continuación para cada miembro de su hogar:

- El nombre de cada miembro de su hogar
- Dirección y número de teléfono (casa, trabajo, y/o teléfono celular)
- El peso de cada persona pesando menos de 90 libras
- Medicamentos, vitaminas, y/o suplementos naturales (homeopáticos) que esté tomando
- Alergias a medicinas
- Información sobre cualquier condición de salud que se conozca, tal como epilepsia, enfermedad del hígado o riñón, o si alguien está embarazada o está amamantando

Lo que Usted Puede Hacer
El público puede jugar un papel muy importante en ayudar a las autoridades estar alertas a otros actos terroristas

- Esté alerto
Si ve un paquete o estuche desatendido o que luzca sospechoso, o si cree que ha tenido contacto con una posible amenaza biológica—llame al 911 o las autoridades locales para más información.

- Esté informado
Para más información sobre el bioterrorismo y otras emergencias de salud pública, vaya a

http://epi.publichealth.nc.gov/phpr/ o
www.bt.cdc.gov.

Para Tratamiento, venga a [LUGAR] el [FECHA] a las [HORA].

Strategic National Stockpile Crisis Communication Plan
Appendix H – Template Mass Prophylaxis Flyer and Sample Flyer

What You Can Do to Help Protect Yourself and Your Family

Remember to keep taking the medicine you were given at the Dispensing Site!

☑ Adults should take [insert medicine and usage]

☑ Do NOT take medicine with [insert any substances that could counteract the medicine]

☑ Side effects may include:
  - [Insert common side effects]

Risk

- [Insert risk of contracting illness]
- You have the medicine needed to fight off any sickness caused by [insert agent] to which you may have been exposed.
- We understand it may seem like taking the medicine is interrupting your life. However, it is important to remember the medicine can be life saving.
- Taking the medicine, the way you were told, even if it makes you feel sick, may save your life.
- We recommend taking the papers you received at the Dispensing Site to your local doctor. All doctors in the area have been trained to give you the care you need.

Action

We are working with federal, state and local authorities to ensure that all who have been affected are receiving the appropriate treatment.

We are working diligently to ensure public safety statewide and will continue in these efforts until the situation is resolved.

For more information on bioterrorism and other public health emergencies, go to http://epi.publichealth.nc.gov/phpr/ or www.bt.cdc.gov.
Remember to keep taking the medicine you were given at the Dispensing Site!

 Adults should take Ciprofloxacin by mouth 2 times a day for ALL 60 days, once in the morning and once at night, with a full glass of water

 Ciprofloxacin should not be given to anyone less than 18 years old

 Do NOT take medicine with milk or milk products, vitamins or iron pills, or any over-the-counter medicine

 Side effects may include:
  - pain in your ankles*
  - upset stomach
  - vomiting
  - stomach pain
  - indigestion
  - headache
  - nervousness
  - agitation
  - anxiety
  - difficulty falling or staying asleep
  - nightmares or abnormal dreams

 *Call your doctor immediately!

Risk

- Anthrax cannot be spread from person to person.
- You have the medicine needed to fight off any anthrax-caused sickness to which you may have been exposed.
- We understand it may seem like taking the medicine is interrupting your life. However, it is important to remember the medicine can be life saving.
- Taking the medicine, the way you were told, even if it makes you feel sick, may save your life. Contact your health care provider if you have questions or concerns.
- We recommend taking the papers you received at the Dispensing Site to your local doctor. All doctors in the area have been trained to give you the care you need.

Action

We are working with federal, state and local authorities to ensure that all who have been affected are receiving the appropriate treatment.

We are working diligently to ensure public safety statewide and will continue in these efforts until the situation is resolved.

For more information on bioterrorism and other public health emergencies, go to http://epi.publichealth.nc.gov/phpr/ or www.bt.cdc.gov/.
## Appendix I - Signage for SNS Dispensing Sites

All signs are two colors unless otherwise noted with a # sign. In order seen:

<table>
<thead>
<tr>
<th>Sign#</th>
<th>Verbiage</th>
<th>Size</th>
<th>Holder*</th>
<th>Qty.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Medication Center (banner*)</td>
<td>3’ x 8’ Vinyl One sided</td>
<td>Banner mounts Four grommets (or clips)</td>
<td>1</td>
</tr>
<tr>
<td>2.</td>
<td>Emergency Preparedness Drill (banner*)</td>
<td>3’ x 8’ Vinyl One sided</td>
<td>Banner mounts Four grommets (or clips)</td>
<td>1</td>
</tr>
</tbody>
</table>
| 3.    | FRONT: Medication Center  
* Free medicine – large supply  
* Four simple steps  
* We are here to help  
BACK: Thank you for your cooperation  
1. Read and follow your medication handout.  
2. Regularly check for updates (radio, TV, newspaper, Internet).  
3. Call area hotlines for more information. | 22” x 28” Two sided Two prints (of back for sign 27) | A-frame holder (mount on PVC/two grommets) | 1    |
| 4.    | Prohibited  
Photography  
Weapons  
Video or sound recording  
Pets (service animals allowed)  
Smoking | 22” x 28” One sided | A-frame holder (mount on PVC/two grommets) Possibly tape to wall | 1    |
| 5.    | This is a medical services facility.  
Patient privacy is protected by state and federal law.  
Authorized personnel and patients only.  
The procedures inside this facility are private; no video/sound recording and no photography are allowed. | 22” x 28” One sided | Metal stanchion Possibly tape to wall | 1    |
| 6.    | Anthrax Symptoms  
If you have recently developed the following symptoms, go to the hospital now: fever, cough, headache, chills, weakness, difficulty breathing, and chest discomfort.  
Botulism Symptoms  
If you have recently developed the following symptoms, go to the hospital now: double or blurred vision, drooping eyelids, slurred speech, difficulty swallowing, dry mouth, and muscle weakness (starts with shoulders and descends through body).  
Plague Symptoms  
If you have recently developed the following symptoms, go to the hospital now: fever, headache, weakness and a bloody or watery cough due to infection of the lungs (pneumonia).  
Smallpox Symptoms  
If you have recently developed the following symptoms, go to the hospital now: high fever, fatigue, headache, and backache, followed by a rash on face, arms, and legs. | 22” x 28” One sided | A-frame holder (mount on PVC/two grommets) | 1    |

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Strategic National Stockpile Crisis Communication Plan  Page A17
<table>
<thead>
<tr>
<th>Sign#</th>
<th>Verbiage</th>
<th>Size</th>
<th>Holder*</th>
<th>Qty.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Tularemia Symptoms</strong>&lt;br&gt;If you have recently developed the following symptoms, go to the hospital now: fever, chills, headaches, body aches, and weakness.</td>
<td>22” x 28”&lt;br&gt;One sided</td>
<td>Top sign holder</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>Hemorrhagic Fever Symptoms</strong>&lt;br&gt;If you have recently developed the following symptoms, go to the hospital now: marked fever, fatigue, dizziness, muscle aches, loss of strength, and exhaustion.</td>
<td>22” x 28”&lt;br&gt;One sided</td>
<td>Top sign holder</td>
<td>1</td>
</tr>
<tr>
<td>7.</td>
<td>Any staff person wearing a vest can assist you.</td>
<td>14” x 11”&lt;br&gt;One sided</td>
<td>A-frame holder&lt;br&gt;(mount on PVC/two grommets)</td>
<td>2</td>
</tr>
<tr>
<td>8.</td>
<td><strong>FRONT:</strong>&lt;br&gt;Entrance</td>
<td>22” x 28”&lt;br&gt;Two sided duplicate image</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>BACK:</strong>&lt;br&gt;Entrance</td>
<td></td>
<td>Top sign holder</td>
<td>1</td>
</tr>
<tr>
<td>9.</td>
<td>Four Simple Steps&lt;br&gt;1. Fill Out Form&lt;br&gt;2. Show Form&lt;br&gt;3. Pick Up Medicine&lt;br&gt;4. Turn In Form &amp; Exit</td>
<td>22” x 28”&lt;br&gt;One sided</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td>10.</td>
<td>Anthrax is not passed from person to person. You cannot catch it from someone else.</td>
<td>22” x 28”&lt;br&gt;One sided</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Botulism is not passed from person to person. You cannot catch it from someone else.</td>
<td>22” x 28”&lt;br&gt;One sided</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Plague can be passed from face-to-face contact when an infected person coughs or sneezes. Pick up a mask here!</td>
<td>22” x 28”&lt;br&gt;One sided</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Smallpox can be passed from face-to-face contact when an infected person coughs or sneezes. Pick up a mask here!</td>
<td>22” x 28”&lt;br&gt;One sided</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Tularemia is not passed from person to person. You cannot catch it from someone else.</td>
<td>22” x 28”&lt;br&gt;One sided</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Hemorrhagic fever can be passed from face-to-face contact when an infected person coughs or sneezes. Pick up a mask here!</td>
<td>22” x 28”&lt;br&gt;One sided</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td>11.</td>
<td>Step 1: Fill In Form</td>
<td>36” x 48”&lt;br&gt;Two sided</td>
<td>Ceiling mounts&lt;br&gt;Two grommets</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>22” x 28”&lt;br&gt;Two sided</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td>12.</td>
<td>Step 2: Show Form #</td>
<td>36” x 48”&lt;br&gt;Two sided&lt;br&gt;Three colors</td>
<td>Ceiling mounts&lt;br&gt;Two grommets</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>22” x 28”&lt;br&gt;Two sided&lt;br&gt;Three colors</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td>13.</td>
<td>Help line</td>
<td>14” x 11”&lt;br&gt;One sided</td>
<td>Top sign holder</td>
<td>1</td>
</tr>
<tr>
<td>14.</td>
<td>Family line</td>
<td>14” x 11”&lt;br&gt;One sided</td>
<td>Top sign holder</td>
<td>1</td>
</tr>
<tr>
<td>Sign#</td>
<td>Verbiage</td>
<td>Size</td>
<td>Holder*</td>
<td>Qty.</td>
</tr>
<tr>
<td>------</td>
<td>----------------------------------------------</td>
<td>-----------------------</td>
<td>--------------------------</td>
<td>------</td>
</tr>
<tr>
<td>15.</td>
<td>Adult line</td>
<td>14” x 11” One sided</td>
<td>Top sign holder</td>
<td>1</td>
</tr>
<tr>
<td>16.</td>
<td>Please Wait</td>
<td>14” x 11” One sided</td>
<td>Top sign holder</td>
<td>3</td>
</tr>
<tr>
<td>17.</td>
<td>Step 3: Pick Up Medicine #</td>
<td>36” x 48” Two sided</td>
<td>Ceiling mounts Two grommets</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Three colors</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>22” x 28” Two sided</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Three colors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>Step 4: Turn In Form &amp; Exit</td>
<td>36” x 48” Two sided</td>
<td>Ceiling mounts Two grommets</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Two sided</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>22” x 28” Two sided</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>One sided</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>Thank you for your cooperation</td>
<td>22” x 28” One sided</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1. Read and follow your medication handout.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Regularly check for updates (radio, TV, newspaper, Internet).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Call area hotlines for more information.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.</td>
<td>Medical Evaluation</td>
<td>14” x 11” One sided</td>
<td>Top sign holder</td>
<td>1</td>
</tr>
<tr>
<td>21.</td>
<td>Ambulance</td>
<td>14” x 11” One sided</td>
<td>Mount only on PVC stock</td>
<td>1</td>
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<tr>
<td>22.</td>
<td>First Aid (*)</td>
<td>14” x 11” One sided</td>
<td>Mount on foam core (no stand)</td>
<td>1</td>
</tr>
<tr>
<td>23.</td>
<td>Exit</td>
<td>14” x 11” One sided</td>
<td>Top sign holder or Tape on door</td>
<td>2</td>
</tr>
<tr>
<td>24.</td>
<td>No Exit</td>
<td>14” x 11” One sided</td>
<td>Mount on foam core (no stand)</td>
<td>2</td>
</tr>
<tr>
<td>25.</td>
<td>Sign language/assisted hearing device symbols (no text)</td>
<td>8.5” x 11” One sided</td>
<td>Acrylic</td>
<td>4</td>
</tr>
<tr>
<td>26.</td>
<td>Incident Command Post (*)</td>
<td>14” x 11” One sided</td>
<td>Mount on foam core (no stand)</td>
<td>1</td>
</tr>
<tr>
<td>27.</td>
<td>Break/Staging Room – Staff Only (*)</td>
<td>14” x 11” One sided</td>
<td>Mount on foam core (no stand)</td>
<td>1</td>
</tr>
<tr>
<td>28.</td>
<td>No entrance</td>
<td>14” x 11” One sided</td>
<td>Top sign holder or Tape on door</td>
<td>2</td>
</tr>
<tr>
<td>29.</td>
<td>Arrows</td>
<td>10.5” x 10.5” One sided</td>
<td>Top sign holder</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30.</td>
<td>Interpreter - Spanish</td>
<td>8.5” x 11” One sided</td>
<td>Acrylic</td>
<td>1</td>
</tr>
<tr>
<td>Sign#</td>
<td>Verbiage</td>
<td>Size</td>
<td>Holder*</td>
<td>Qty.</td>
</tr>
<tr>
<td>-------</td>
<td>----------------------</td>
<td>--------------</td>
<td>---------</td>
<td>------</td>
</tr>
<tr>
<td>31.</td>
<td>Interpreter - Russian</td>
<td>8.5&quot; x 11&quot;</td>
<td>Acrylic</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>One sided</td>
<td></td>
<td></td>
</tr>
<tr>
<td>32.</td>
<td>Interpreter - Vietnamese</td>
<td>8.5&quot; x 11&quot;</td>
<td>Acrylic</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>One sided</td>
<td></td>
<td></td>
</tr>
<tr>
<td>33.</td>
<td>Interpreter - Chinese</td>
<td>8.5&quot; x 11&quot;</td>
<td>Acrylic</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>One sided</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* No translations

**Main languages**
- Russian
- Spanish
- Vietnamese
- Chinese

**Additional languages**
- Korean
- Japanese
- Tagalog
**Hardware needs**

(Items can be purchased from hardware and home improvement stores.)

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Approx. Cost (each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PVC pipe holder</td>
<td>5</td>
<td>$30</td>
</tr>
<tr>
<td>96” high x 54” wide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign: 36” x 48”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metal stanchions</td>
<td>8</td>
<td>$47</td>
</tr>
<tr>
<td>A-Frame holder</td>
<td>5</td>
<td>$56</td>
</tr>
<tr>
<td></td>
<td></td>
<td>if by twos</td>
</tr>
<tr>
<td>Alternate Top Sign Holder</td>
<td>13</td>
<td>$19</td>
</tr>
<tr>
<td>Acrylic holders</td>
<td>10</td>
<td>$5</td>
</tr>
<tr>
<td>Ceiling mounts</td>
<td>5 sets</td>
<td>$0.48</td>
</tr>
<tr>
<td>Banner mounts</td>
<td>4 sets</td>
<td>$2</td>
</tr>
<tr>
<td>11” cable ties</td>
<td>5 sets</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>For $100</td>
</tr>
<tr>
<td>Sign#</td>
<td>Verbiage</td>
<td>Size</td>
</tr>
<tr>
<td>------</td>
<td>--------------------------------------------------------------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>34.</td>
<td>Centro de Medicación (estandarte*)</td>
<td>3' x 8' Vinyl</td>
</tr>
<tr>
<td></td>
<td></td>
<td>One sided</td>
</tr>
<tr>
<td>35.</td>
<td>Simulacro de Preparación de Emergencia (estandarte*)</td>
<td>3' x 8' Vinyl</td>
</tr>
<tr>
<td></td>
<td></td>
<td>One sided</td>
</tr>
<tr>
<td>36.</td>
<td><strong>FRENTE:</strong> Centro de Medicación</td>
<td>22'' x 28''</td>
</tr>
<tr>
<td></td>
<td>• Medicina gratis – provisiones grandes</td>
<td>Two sided</td>
</tr>
<tr>
<td></td>
<td>• Cuatro pasos simples</td>
<td>Two prints (of back for sign 27)</td>
</tr>
<tr>
<td></td>
<td>• Estamos aquí para ayudarle</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>ATRAS:</strong> Gracias por su cooperación</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Lea y siga las instrucciones de su hoja de medicina.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Esté constantemente revisando los avances noticiosos (radio, televisión, Internet).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6. Llame a las líneas de teléfono gratuitas para obtener más información.</td>
<td></td>
</tr>
<tr>
<td>37.</td>
<td><strong>Prohibido</strong></td>
<td>22'' x 28''</td>
</tr>
<tr>
<td></td>
<td><strong>Fotos</strong></td>
<td>One sided</td>
</tr>
<tr>
<td></td>
<td><strong>Fumar</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Armas</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Alcohol</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Video o grabación de sonido</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Mascotas (animales de servicio permitidos)</strong></td>
<td></td>
</tr>
<tr>
<td>38.</td>
<td>Esta es una instalación de servicios médicos.</td>
<td>22'' x 28''</td>
</tr>
<tr>
<td></td>
<td>La privacidad del paciente está protegida por la ley estatal y federal.</td>
<td>One sided</td>
</tr>
<tr>
<td></td>
<td>Sólo personal autorizado y pacientes.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Los procedimientos dentro de estas instalaciones son confidenciales, no se permite grabar video, sonido o tomar fotografías.</td>
<td></td>
</tr>
<tr>
<td>39.</td>
<td><strong>Síntomas del ántrax</strong></td>
<td>22'' x 28''</td>
</tr>
<tr>
<td></td>
<td>Si usted ha desarrollado los siguientes síntomas recientemente vaya al hospital inmediatamente: fiebre, tos, dolor de cabeza, escalofríos, debilidad, dificultad para respirar y molestias en el pecho.</td>
<td>One sided</td>
</tr>
<tr>
<td></td>
<td><strong>Síntomas del botulismo</strong></td>
<td>22'' x 28''</td>
</tr>
<tr>
<td></td>
<td>Si usted ha desarrollado los siguientes síntomas recientemente vaya al hospital inmediatamente: visión doble o borrosa, parpados caídos, problemas para hablar, dificultad para tragar o comer, boca seca, y debilidad en los músculos (empezando con los hombros que baja por todo el cuerpo).</td>
<td>One sided</td>
</tr>
<tr>
<td></td>
<td><strong>Síntomas de la plaga</strong></td>
<td>22'' x 28''</td>
</tr>
<tr>
<td></td>
<td>Si usted ha desarrollado los siguientes síntomas recientemente vaya al hospital inmediatamente: fiebre, dolor de cabeza, debilidad y tos con sangre o flujo debido a una infección de los pulmones (pulmonía).</td>
<td>One sided</td>
</tr>
<tr>
<td>Sign#</td>
<td>Verbiage</td>
<td>Size</td>
</tr>
<tr>
<td>------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>40.</td>
<td>Cualquier persona que tenga puesto un chaleco puede ayudarle.</td>
<td>14” x 11”</td>
</tr>
</tbody>
</table>
| 41.  | **FRENTE:**  
Entrada  
**ATRÁS:**  
Entrada                                                                                                                                     | 22” x 28”     | A-frame holder (mount on PVC/two grommets)                              | 2    |
| 42.  | **Cuatro Pasos Simples**  
1. Llene la forma  
2. Muestre la forma  
3. Recuerde la medicina  
4. Entregue la forma y salga                                                                                                     | 22” x 28”     | Metal stanchion                                                        | 1    |
| 43.  | **El Ántrax no se contagia a persona a persona.**  
Usted no puede contagiarse de otra persona.                                                                                                    | 22” x 28”     | Metal stanchion                                                        | 1    |
|      | **El Botulismo no se contagia a persona a persona.**  
Usted no puede contagiarse de otra persona.                                                                                                   | 22” x 28”     |                                                                        |      |
|      | **La Plaga se puede contagiar con el contacto de persona a persona. Cuando una persona tose o estornuda.**  
Tome una máscara aquí.                                                                                                             | 22” x 28”     |                                                                        |      |
|      | **La varicela se puede contagiar con el contacto de persona a persona. Cuando una persona tose o estornuda.**  
Tome una máscara aquí.                                                                                                              | 22” x 28”     |                                                                        |      |
|      | **La Tularemia no se contagia a persona a persona.**  
Usted no puede contagiarse de otra persona.                                                                                                   | 22” x 28”     |                                                                        |      |
|      | **La Fiebre Hemorrágica se puede contagiar con el contacto de persona a persona. Cuando una persona tose o estornuda.**  
Tome una máscara aquí.                                                                                                               | 22” x 28”     |                                                                        |      |
<p>| 44.  | Paso 1. Llene la forma                                                                                                                                                                                 | 36” x 48”     | Ceiling mounts                                                          | 1    |
|      | Two sided                                                                                                                                                                                            |               | Two grommets                                                           |      |
| 45.  | Paso 2. Muestre la forma                                                                                                                                                                               | 36” x 48”     | Ceiling mounts                                                          | 1    |
|      | Two sided                                                                                                                                                                                            |               | Two grommets                                                           |      |
|      | Three colors                                                                                                                                                                                          |               |                                                                        |      |</p>
<table>
<thead>
<tr>
<th>Sign#</th>
<th>Verbiage</th>
<th>Size</th>
<th>Holder*</th>
<th>Qty.</th>
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<tr>
<td>46.</td>
<td>Línea de Ayuda</td>
<td>14&quot; x 11&quot;</td>
<td>Top sign holder</td>
<td>1</td>
</tr>
<tr>
<td>47.</td>
<td>Línea Familiar</td>
<td>14&quot; x 11&quot;</td>
<td>Top sign holder</td>
<td>1</td>
</tr>
<tr>
<td>48.</td>
<td>Línea para Adultos</td>
<td>14&quot; x 11&quot;</td>
<td>Top sign holder</td>
<td>1</td>
</tr>
<tr>
<td>49.</td>
<td>Por Favor Espere</td>
<td>14&quot; x 11&quot;</td>
<td>Top sign holder</td>
<td>3</td>
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<tr>
<td>50.</td>
<td>Paso 3. Recoja la medicina</td>
<td>36&quot; x 48&quot;</td>
<td>Ceiling mounts</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Two sided</td>
<td></td>
<td>Two grommets</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Three colors</td>
<td></td>
<td>Metal stanchion</td>
<td></td>
</tr>
<tr>
<td>51.</td>
<td>Paso 4. Entregue la forma y salga</td>
<td>36&quot; x 48&quot;</td>
<td>Ceiling mounts</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Two sided</td>
<td></td>
<td>Two grommets</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Three colors</td>
<td></td>
<td>Metal stanchion</td>
<td></td>
</tr>
<tr>
<td>52.</td>
<td>Gracias por su cooperación</td>
<td>22&quot; x 28&quot;</td>
<td>Metal stanchion</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1. Lea y siga las instrucciones de su hoja de medicina.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Este constantemente revisando los avances noticiosos (radio, televisión, Internet).</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>3. Llame a las líneas de teléfono gratuitas para obtener más información</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>53.</td>
<td>Evaluación Médica</td>
<td>14&quot; x 11&quot;</td>
<td>Top sign holder</td>
<td>1</td>
</tr>
<tr>
<td>54.</td>
<td>Ambulancia</td>
<td>14&quot; x 11&quot;</td>
<td>Mount only on PVC stock</td>
<td>1</td>
</tr>
<tr>
<td>55.</td>
<td>Primeros Auxilios (*)</td>
<td>14&quot; x 11&quot;</td>
<td>Mount on foam core (no stand)</td>
<td>1</td>
</tr>
<tr>
<td>56.</td>
<td>Salida</td>
<td>14&quot; x 11&quot;</td>
<td>Top sign holder or Tape on door</td>
<td>2</td>
</tr>
<tr>
<td>57.</td>
<td>No Hay Salida</td>
<td>14&quot; x 11&quot;</td>
<td>Mount on foam core (no stand)</td>
<td>2</td>
</tr>
<tr>
<td>58.</td>
<td>Lenguaje de Señas/ símbolos asistidos del dispositivo de la audición (sin texto)</td>
<td>8.5&quot; x 11&quot;</td>
<td>Acrylic</td>
<td>4</td>
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<tr>
<td>59.</td>
<td>Puesto del Comando del Incidente (*)</td>
<td>14&quot; x 11&quot;</td>
<td>Mount on foam core (no stand)</td>
<td>1</td>
</tr>
<tr>
<td>60.</td>
<td>Cuarto de Descanso/Parada - Solamente Empelados (*)</td>
<td>14&quot; x 11&quot;</td>
<td>Mount on foam core (no stand)</td>
<td>1</td>
</tr>
<tr>
<td>Sign#</td>
<td>Verbiage</td>
<td>Size</td>
<td>Holder*</td>
<td>Qty.</td>
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</tr>
<tr>
<td>61.</td>
<td>No Hay Entrada</td>
<td>14&quot; x 11&quot; One sided</td>
<td>Top sign holder or Tape on door</td>
<td>2</td>
</tr>
<tr>
<td>62.</td>
<td>Flechas</td>
<td>10.5&quot; x 10.5&quot; One sided</td>
<td>Top sign holder</td>
<td>10</td>
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</tbody>
</table>
Appendix J – POD JIC Communication Schematic

SNS COMMUNICATIONS OPTION 1
(Local)

Point of Dispensing
(POD)

Point of Dispensing
(POD)

COMMUNICATION LIAISON

COMMUNICATION LIAISON

County EOC
JIC

COMMUNICATION LIAISON

COMMUNICATION LIAISON

Point of Dispensing
(POD)

Point of Dispensing
(POD)
SNS COMMUNICATIONS OPTION 2

POINT OF DISPENSING (POD)

COMMUNICATION LIAISON

County EOC JIC

COMMUNICATION LIAISON

POINT OF DISPENSING (POD)
Appendix K - Strategic National Stockpile (SNS) Crisis Communication Lead and County Public Information Officers (PIO) Checklist

In the event of a crisis event requiring deployment of the SNS, use the checklist below as a guide to ensure that all necessary activities are completed. The activities in the checklist are based on prior notification of the emergency and implementation of the local crisis communication plan. Once the request for an SNS deployment has been made, the transition will be made from the local crisis communication plan to the SNS Crisis Communication Plan.

Upon PHP&R Recommendation to Governor to Request SNS

1. Transition to SNS Crisis Communication Plan.
   □ Continue communication via communication protocol and call-down lists.
   □ Establish contact with the Regional Office and local SNS coordinator to determine:
     o Location (county) to be deployed
     o ETA for availability of assets to public
     o Location of Points of Dispensing (POD) sites
     o Location of Treatment Centers
   □ Coordinate information between local Emergency Operations Center (EOC) and state EOC to support local needs.
     o Ensure state and local messages regarding SNS are consistent.
     o Coordinate all information through Joint Information Center (JIC).
   □ Coordinate with PHP&R to access demographics of affected areas and determine needs of special populations including translation, transportation and psychosocial. Utilize GIS mapping for visual characterization of affected area.
   □ Coordinate with PHP&R to release pre-prepared SNS statement for the governor to share with the public.
   □ Determine staff to be liaisons at dispensing site(s).
   □ Activate local SNS crisis website, hotlines and approved materials.
   □ Activate designated spokesperson(s) and provide each with key messages.
   □ Continue media monitoring.
   □ Continue Internet monitoring.

One Hour After Request for SNS

2. With approval via pre-determined approval process and in conjunction with PHP&R, release initial information to media, public and partners/stakeholders on Dispensing of prophylaxis and adherence to medication instructions through arranged channels and at POD sites.
   □ Distribute news release and B-roll to media contacts via E-mail or blast fax.
   □ Upload pre-prepared media materials to local SNS crisis website.
   □ Make sure signs and public information materials are available at POD sites.
   □ Ensure spokesperson(s) are alerted and prepared for potential media inquiries.
   □ Distribute media materials to partner/stakeholder organizations via blast fax or E-mail and establish regular briefing schedule and protocols with them.
   □ Establish regular briefing schedule and protocols for working with the media.
   □ Send follow-up release with additional incident information and details of any scheduled news conferences/media briefings.
   □ Ensure materials are available at POD sites.
   □ Create additional materials including fact sheet and media advisory for news conferences/media briefings, as necessary.

Upon Opening of POD Sites
4. Conduct news conference in collaboration with PHP&R.
   □ Secure place and determine time.
   □ Notify media of scheduled news conference.
   □ Gather information addressing unanswered journalist questions.

During Dispensing of Assets at POD Sites and Prescribed Period of Follow-Up for Medicine
5. Continue coordinating outreach efforts with PHP&R/PHR&R Regional Offices.
   □ Continue media outreach regarding dispensing of prophylaxis to encourage attendance at dispensing sites and adherence to medication instructions.
   □ Conduct periodic communication with media, partner/stakeholders and special population groups via E-mail, blast fax and/or town hall meetings to remind and encourage medication adherence in affected areas.
   □ Disseminate additional information.
      ○ Send additional information to media, as available.
      ○ Continue to monitor media coverage.
      ○ Provide the public with instructions on adverse drug reactions and contacts for necessary follow-up.

Post-Event Phase
6. Obtain feedback and conduct crisis evaluation with PHP&R.
   □ Compile and analyze media coverage.
   □ Conduct a “hot wash” (an immediate review of what went right and what went wrong) to capture lessons learned.
   □ Determine need for changes to the crisis communication plan.
   □ Determine need to improve policies and processes.
   □ Institutionalize changes with appropriate training.
   □ Revise crisis plan policies and procedures based on lessons learned.
   □ Share findings with PHP&R.

7. Continue communication with response partners and partner/stakeholders.
   □ Continue collaboration with state and local mental providers to facilitate recovery efforts.

8. Conduct ongoing public education through updated messages.
   □ Integrate mental health messages to assist community with recovery efforts.
   □ Address special needs of children, parents, seniors, disabled, non-English speakers and other affected specific populations.
☐ Integrate occupational safety into recovery messages.

9. Continue efforts until state and local EOCs and the PHCC are de-activated.
Appendix L – Mini Public Education Campaign Overview

Objective
The objective of the mini public education campaign – coordinated by the local PIO, media coordinator or JIC – is to limit the outbreak by encouraging proper medication adherence following the community dispensing of vaccinations and prophylaxis.

Timeframe
The campaign should begin during the initiation of dispensing of medication at the impacted community and should not end until all sectors of the population have completed taking the medication.

Strategies
- To frequently and periodically stage encouraging media and public messages during the course of treatment to encourage adherence.
- Messages should correspond to length of prescribed treatment (10 days, 30 days, 60 days, multiple vaccinations)
- Messages should correspond to stage of treatment (early in treatment focus on event, importance of prescribed treatment, symptoms of complications; mid treatment focus on making it this far and continuation of adherence; end of treatment should focus on how far they have come – no new cases and importance of finishing to protect self and family).
- For vaccinations requiring more than one series of shots, utilize strategies to ensure impacted community returns for additional series.
- Use community spokespeople and respected leaders, including ethnic leaders, to publicly model desired behavior.

Sample Campaign Methods
- Hand out mass prophylaxis flyer at POD sites in English and Spanish.
- Ask local businesses, community centers, schools and faith-based organizations to make announcements, post flyers and campaign messages in their establishments, on signs, or in other creative ways such as the church bulletin or on receipts and bills.
- Ask any local outlets covering the situation to stress medication adherence to ensure the message is conveyed to the public.
- Develop talking points, stressing medication adherence, for local spokespeople to use during media interviews.
- Create script radio PSAs based on the key messages and distribute to local stations for on-air announcers and identified spokespeople to read.
- Partner with local newspapers and ask them to include reminders to their readers regarding proper use of the medication and the importance of adherence.
While developing your campaign materials, be sure to include the following:

- Stress that medicine from the dispensing site will fight off any sickness caused by the agent to which individuals may have been exposed.
- Highlight the frequency and dosage that should be followed to ensure proper use of the medicine.
- Note what side effects may occur with the medicine and that it is imperative that individuals continue to take the medicine, even if it is an inconvenience.
- Emphasize that taking the medicine, the way officials instruct, even if it makes individuals feel sick, may be life saving.
- List what foods or drugs may interact with the medicine and urge individuals to be strict about their intake in order for the medicine to work properly or consult a designated hotline.
Appendix M – Complete Hotline Contact Information

N.C. Governor’s Information Hotline

1-800-662-7952
TTY 1-877-877-1765

The DHHS Office of Citizen Services

Mailing Address:
2012 Mail Service Center
Raleigh, NC 27699-2012

Physical Address:
Royster Building
1020 Richardson Dr.
Raleigh, NC 27603

Phone/Fax/TTY:
1-800-662-7030 (Toll Free/CARE-LINE)
919-855-4400 (CARE-LINE)
1-877-452-2514 (Toll Free TTY Accessible only by deaf and hard of hearing)
919-733-4851 (TTY- Accessible only by deaf and hard of hearing)
919-855-4401 (Administrative Lines)
919-715-8174 (Fax)
care.line@ncmail.net

CDC Emergency Response Hotline (24 hours)

The CDC Emergency Response Hotline can be used by health departments and healthcare providers to receive emergency information from subject matter experts in bioterrorism, chemical emergency, and natural disasters.

1-770-488-7100 (Not toll free)
Appendix N – Sample PIO Job Action Sheet

Site: __________________________
Position assigned to: __________________________
Shift: __________________________
Report To: Clinic Site Commander
Mission: Provide information to the public through the news media and other mechanisms.
Oversees: Phone Bank Leader, Data Gathering Assistant, News Release & Inquiries Assistant

Qualifications:
- Familiar with Crisis Communications Protocol
- Familiar with local media resources
- Communications and public speaking skills
- Required training, required vaccine/prophylaxis

Equipment:
- Cell phone and contact numbers
- Vest/ID Badge
- Computer with printer
- Fax machine
- Media packets

Immediate Duties:
- Meet with Clinic Site Commander for initial incident briefing
- Put on vest and clinic identification
- Read this entire Job Action Sheet
- Establish a work location that is accessible, has adequate space away from clinic operations.
- Acquire necessary work materials
- Inform the media of the clinic operations and media protocols
- Prepare media packets

Ongoing Duties:
- Document all actions and decisions in an Activity Log.
- Insure all Section Chiefs have your contact information and media protocol
- Conduct press briefings
- Maintain contact with the Incident Commander and the Clinic Site Commander
- Notify media of important information
- Expose and correct rumors and incorrect information
- Monitor media outlets for accuracy of information being reported

Extended Duties:
- Conduct follow-up press briefings and releases
- Notify media of clinic closing
- Turn all documents into the Documentation Unit
- Complete an After Action Report
- Participate in the debriefing.
Appendix O – Pre-event Promotional Pamphlet

Ready to print pdf versions of this pamphlet are located at on two websites: www.rchan.gov and https://webeoc.nchpp.nc.gov/eoc7/.

Outside View

Know Your POD!

An essential part of the Public Health Region System, the Point of Dispensing (POD) is an area designated for administering emergency medical supplies and services. Every POD is unique and designed to meet the needs of the community it serves. It is critical to know your POD location so you can respond quickly in the event of an emergency.

Inside View

The nation of North Carolina's public health system is designed to ensure that the nation can respond to public health emergencies in a timely and effective manner.

The Strategic National Stockpile (SNS) is a collection of medical supplies and medical equipment that can be used to treat and manage the effects of chemical, biological, radiological, and nuclear weapons and their related materials. The SNS is managed by the U.S. Department of Health and Human Services (HHS) and is available to support federal and non-federal public health and medical response efforts.

Outside View

Public Health Region Surveillance Team by Regions

Inside View

When Disaster Strikes

North Carolina Resides

and the Strategic National Stockpile

STRATEGIC NATIONAL STOCKPILE

Crisis Communication Plan

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