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School of Public Health
Center for Public Health
Preparedness**

Grand Rounds Series

Center for the Advancement of Collaborative Strategies in Health

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**For more information please contact us
at 518-486-7921 or email:**

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**Redefining Readiness: Terrorism
Planning Through the
Eyes of the Public**

Roz Lasker, M.D.

Available at www.cacsh.org

Warm-Up Reflections

- Assumptions about the public
- Consequences of flawed plans
- Trust and confidence

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Components of the Study

- In-depth conversations with government and private-sector planners
- Extensive literature review
- 14 group discussions with diverse community residents around the country
- Telephone survey of 2,545 randomly selected adults in the continental U.S.
 - English and Spanish
 - Oversampling: NYC; DC; African Americans

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Situation-Based Scenarios

- Smallpox
- Dirty bomb

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Far Fewer People Than Needed Would Follow Protective Instructions

- 43% in smallpox situation
- 59% in dirty bomb situation
- Why? Plans don't account for all the risks people would face

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Risk/Concerns in the Smallpox Situation

- 31% seriously concerned about catching smallpox
- 41% seriously concerned about official instructions/actions
- 61% seriously concerned about the vaccine

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Going to a public vaccination site violates people's inclination toward protective isolation.

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What would be done to protect unexposed people who could get sick from the vaccine?

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Investigational Status of The Vaccine

- **Serious concern for:**
 - **48% of Americans**
 - **68% of African Americans**

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Vaccine worries are the trump card.

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Risk/Concerns in the Dirty Bomb Situation

- **Trust in official instructions**
- **Responsibility for others**

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Keys to Cooperation

- **Ability to communicate**
- **Confidence in shelter-in-place plans**

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These Conditions Are Not Met Now

- **58% don't know what would happen in the place they would be**
- **62% don't know what would happen in the places their loved ones would be**

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What Planners Can Do to Protect More People

- **Smallpox:** protect people at risk of developing serious complications from the vaccine
- **Dirty bomb:** promote the development of safe haven plans

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Provide the Public With Decision-making Support

- **People are looking for more than facts**
- **Best source:** knowledgeable person who wants what is best for them
- **Need to start now**

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Applicability of the Study's Findings

- **Rigorous methodology**
- **Most findings are generalizable**
- **Some findings/strategies are applicable to other situations**

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Public Perceptions About Current Preparedness Planning

- **97% not informed about plans**
- **55% community not prepared**
- **44% planners don't know my concerns**
- **41% can't influence plans**
- **47% not confident about receiving needed help**

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Public Interest in Community/Organizational Preparedness Planning

- **61 % planning can reduce harms a lot**
- **62 % people like me need to be involved in planning**
- **34 % strong personal interest in participating in planning**

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Redefining Planning

- **Public role in planning**
- **Communication**
- **Troubleshooting**
- **Engagement strategies**
- **Trust and confidence**

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Unique Opportunity for Public Health

- Build public trust, confidence, cooperation
- Protect millions more people than would otherwise be possible

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Contact Information

- www.cacsh.org
entire Redefining Readiness report, survey instrument and testimony
- To order copies of this broadcast (VHS) or view on the website, go to www.ualbanycphp.org

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Panelists

- Dr. Glenn Paulson, Director,
New Jersey Center for Public Health Preparedness, School of Public Health, University of Medicine and Dentistry of New Jersey
- Dr. Stephen Morse, Founding Director,
Columbia University Center for Public Health Preparedness, Mailman School of Public Health, Columbia University

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