Thank you for joining today’s webinar. We will begin promptly at 12:00 pm Central.
The Rural Emergency Preparedness and Response Toolkit and this webinar were supported with funding from the Centers for Disease Control and Prevention (CDC).

Housekeeping

• Slides are available at www.ruralhealthinfo.org/webinars/accessing-emergency-preparedness-resources
• Technical difficulties please visit the Zoom Help Center at support.zoom.us
If you have questions...

Featured Speakers

**Daniel Green**, Region 8 Resilience Analyst, National Preparedness Division, Federal Emergency Management Agency (FEMA)

**Jeff Hoogheem**, Director of the Center for Health Emergency Preparedness and Response (CHEPR), Texas Department of State Health Services

**Grant Brown**, Director of Recreation and Cultural Affairs and Public Information Officer (PIO) for the City of Gulf Shores, Alabama
Preparedness & Response for Rural Communities

Accessing Health and Medical Resources During Disasters

Jeff Hoogheem
Director, Center for Health Emergency Preparedness & Response (CHEPR)
Texas Department of State Health Services (DSHS)

Agenda

1. Texas
2. Roles of the State
3. Disaster Experience
   a. Examples
   b. Resources
4. Resource Requests
   a. Request flow process
   b. Tips for success
5. Partnerships
Texas Numbers

• 254 Counties (177 Rural)
• 1,216 Cities
• Six of the most populated US cities
  1. #4 Houston
  2. #7 San Antonio
  3. #9 Dallas
  4. #11 Austin
  5. #16 Fort Worth
  6. #20 El Paso

Texas Statistics

• 267,000 square miles
• At least one major disaster is declared nearly every calendar year
• Tornadoes, floods, wildfires, drought, disease and regular coastal hurricanes
• 368 major disasters from 1953 through 2022 (and climbing)
• 1,254 mile international border
### Roles of the State

1. Provide technical assistance and guidance
2. Maintain contingency capabilities
3. Coordinate statewide response
4. Information sharing
5. Provide resources when needs exceed local capacity/capability
6. Submit requests for federal resources
7. Cost documentation/reimbursement
8. Declarations

### Texas Responses

- **June 21, 2023**
  EF3 Tornado - Matador, TX
- **June 15, 2023**
  EF3 Tornado - Perryton, TX
- **June 8, 2023**
  Historic Flooding – Amarillo, TX
- **June/July 2023**
  Wildland Fire – Statewide
- **2020-2023**
  COVID19 - Statewide
Texas Resources

• Ambulance/AMBUS
• Medical Personnel
• Medical Supplies
• Mortuary Resources
• Zoonosis Support
• Mosquito Abatement Assistance
• Vaccine & Supplies
• Durable Medical Equipment
• Medical Shelter/ACS Support

Resource Requests

1. Leverage local and regional resources first:
   a. Local Resources
   b. Nearby Jurisdictions (mutual aid)
   c. Partnerships & Contracts

2. Resource requests to state via established mechanisms
   a. 213RR
   b. STAR/WebEOC (Texas)
   c. Other systems

All states have unique/different processes
Tips for Requests

- Avoid jargon & acronyms
- Describe requirements
- Describe the need
- Be specific (technical specs)
- Contact phone number
- Accurate delivery location
- Realistic expectations
- Quantities
- Arrival Date
- Release Date

Partnerships

- Partnerships are key
- Establish relationships early
- Formal agreements/contracts
- Potential partners include:
  - Oxygen Delivery Service
  - Mortuary Services
  - Medical Sheltering
  - Mental Health Experts
  - Vector Control
  - Durable Medical Equipment
  - Volunteer Organizations
Thank you!

Jeff Hoogheem  
jeff.Hoogheem@dshs.texas.gov  
Director, Center for Health Emergency Preparedness & Response (CHEPR)  
Texas Department of State Health Services (DSHS)
Grant Brown

Director of Recreation & Cultural Affairs

Public Information Officer
• Population has Increased 61.5% Since 2010
  • 9,741 in 2010
  • 15,736 in 2021

• Fastest Growing City in Alabama
  According to the 2020 Census
17,966 full time residents in 2022
8M visitors in 2022
Tourism injects $7.3B in visitor spending
More than 63K travel related jobs
City Operating Budget $63.9M
Hurricane Sally made landfall on the 16th anniversary of Hurricane Ivan's landfall.
Off-Season Planning
Off-Season Planning

Pre-approve contracts with:

- Debris removal contractor
- Emergency Management Consulting firm - Hagerty Consultants (FEMA will reimburse up to 5% of claim value to pay consultant)

- Identify a location to store and process debris
- Revise Hurricane Preparedness Plan
  - Update list of employees and contact info
  - Verify plan is valid
- Prepare message templates for various scenarios

500,000 cubic yards of vegetative debris
✓ Declare a Local State of Emergency
✓ Activate our City’s Emergency Operation Plan
✓ Mayor is Incident Commander
✓ Conduct emergency briefings with essential City personnel including outside agencies:
  Utilities
  Water/sewer
  Power
  Gas
  Cable/Fiber
  Tourism officials
  State Park Officials
  Chamber Officials
  Volunteer agencies
✓ Putting information out to the public
  Social media
  News media
✓ Coordinate anticipated relief materials and need with county and State EMA
✓ Utilize a single point of contact for requests using EMITS (Emergency Management Initiation Terminal) Number

BEGIN RECOVERY

Initial Damage Assessment (windshield survey)
  a. Necessary to quantify damage to meet FEMA threshold
  c. Communicate with the public through all channels
Funding recovery/Financial Reserves
  a. Reserves necessary to cash flow recovery
  b. Gulf Shores spent $26 million before receiving any FEMA reimbursement
Lessons Learned

- NEVER underestimate a storm
  - it can quickly Intensify
  - it can change direction
- TIME is your best friend!
- Managing fatigue
  - Recovery will last days/months/years
  - Plan for back-up people
  - Other work must still get done after the initial recovery push

“A challenge for a City is that a fine line exists between proper caution and “cry wolf syndrome”

Thank You

Grant Brown
gbrown@gulfshoresal.gov
251.968.1848

www.GulfShoresAL.gov
If you have questions...

Thank you!

- Contact us at ruralhealthinfo.org with any questions
- Please complete webinar survey
- Recording and transcript will be available on RHIhub website