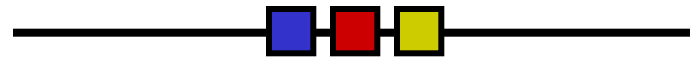
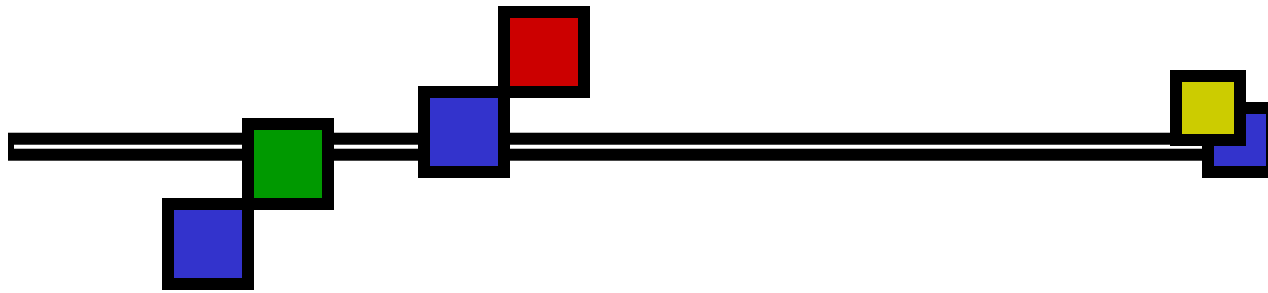


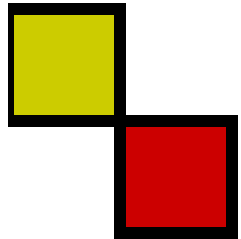
Expanding CERC Beyond Public Health: Sharing Best Practices with Healthcare Managers via Virtual Learning



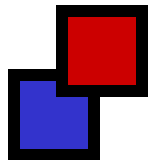
Anne M. Hewitt, PhD
Susan S. Spencer, PhD
Ramash Ramloll, PhD
Riad Twal, EdS



Presentation Overview

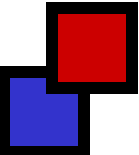
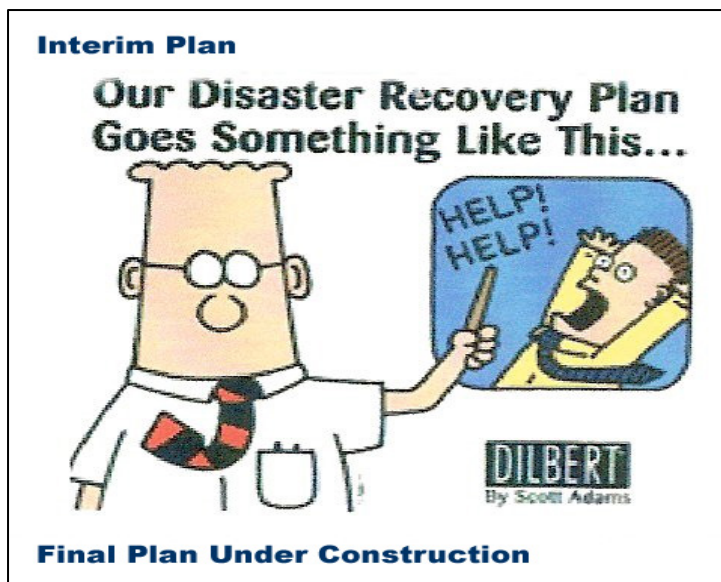


- Current EP Communication Guidelines for the Health Manager
- Sharing CERC Communication Best Practices
- Integrating CERC using an Innovative Technology
- Key Lessons for all Healthcare Professionals



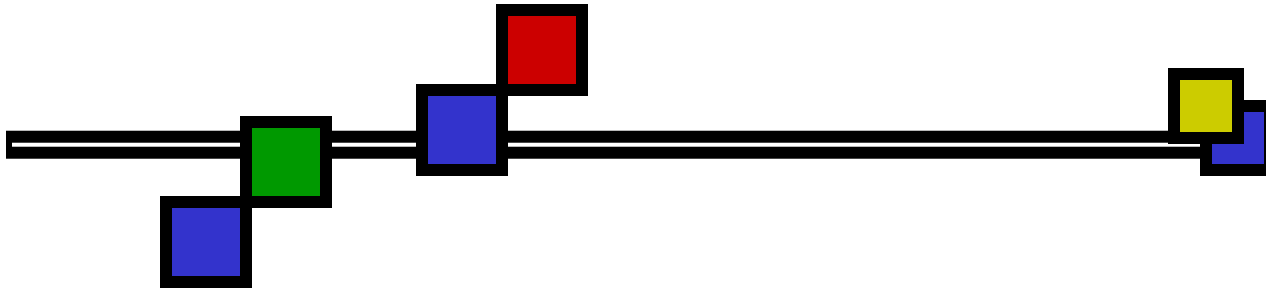


Emergency Preparedness!



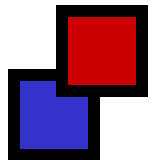
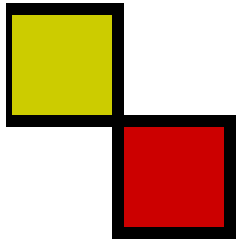
■ Traditional Learning Sequence

- Tabletop Exercise
- Internal Hospital Practice
- Community wide drills
- **New Option**
Play2Train



The Joint Commission Standards

- Recognize role of Hospital as provider of health information during a crisis
- Mandate a “Scalable approach” to Emergency Management
- Requirements to establish emergency communications strategies
- Identification of community planning partners





Public Health and Health Management Communication Perspectives

Public Health Perspective

Best Practices

Health Management Perspective

Public as a priority audience

Optimal health for all is primary goal

Individual as a priority audience

Sophisticated national system (website, call centers, etc.)

Meeting the needs of priority audience

Single health organization/ agency

Multiple messages and topics

Practicing successful communication strategies

Few general announcements

Established media relationships at local, regional and national levels

Using appropriate resources

Ad hoc relationship with local media

National Disaster Medical System (NDMS)

Incident Command System

Hospital Emergency Incident Command System (HEICS)

Saturation messaging consistent with Freedom of Information Act

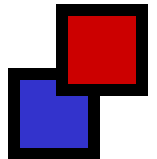
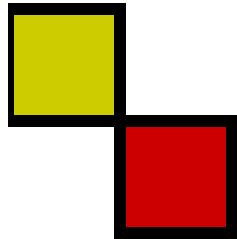
Solid communication plan (STARCC concepts)

Confidentiality/Privacy focus/HIPAA considerations

Reliance on specifically trained health educators as spokespersons

Competency based training
Information exchange

Use of single chief communications officer

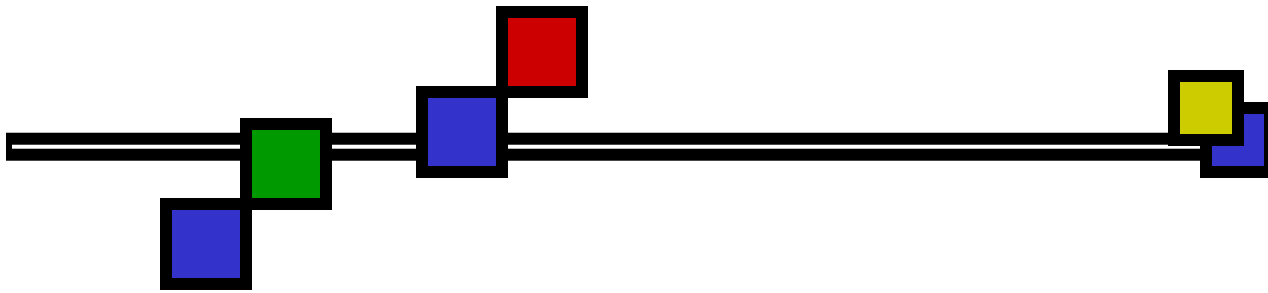




SETONWORLDWIDE
SETON HALL UNIVERSITY

MHA Student Occupations

Category/	Position	State/Country
Administration/ Management	Medical Group Administrator	California
	Medical Center Administrator	New Jersey
	Office Manager/ Psychiatric Center	New Jersey
	Administrative Manager & Consultant	New York
	Medical Billing Manager	New Jersey
Clinical	Clinical Research Associate	New Jersey
	Aviation Optometry/Head of Ancillary Services & Senior Medical Officer	Maine
	Director of Nursing Behavior Health Hospital	Indiana
	Assistant Director Nursing / Nursing Home	Georgia
	Clinical Manager/Health Family Clinic	Arkansas
	Cell Culture Scientist	Pennsylvania
Finance	CFO Healthcare System	Pennsylvania
	Budget Analyst	New Jersey
	CPA	North Carolina
	Financial Management	Tennessee
Services	Systems Director of Food/Nutrition	Washington, D.C.
	Materials Management	New Jersey
Business/ Marketing/ Consulting	Business Development	Virginia
	Adoption & Change Management Lead/ Chronic Disease Mgt. Project	Vancouver, Canada
	Senior Analyst	New York

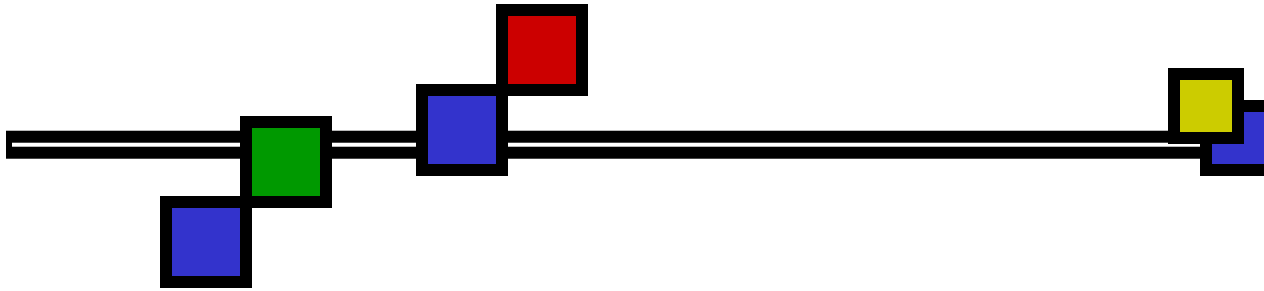




Why Virtual Learning?

- Offers a real world (unscripted) activity for students
- Permits collaboration of students from various geographical locations
- Applies basic course concepts using problem based learning
- Introduces complex systems in a systematic way

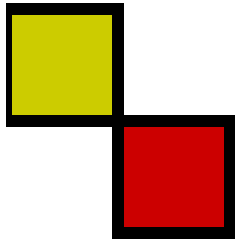




Play2Train

Play2Train is a virtual training space in Second Life

- <http://video.google.com/videoplay?docid=8182785842131047047&ei=4Q8XSaapJleQrALg3sDKBQ&q=Second+Life+Play2Train>



Training in virtual environments

File Edit View History Bookmarks Window Help
http://irhbt.typepad.com/play2train/ RSS

Training in virtual environments



PLAY2TRAIN^{TM/SM}
where people play to learn
www.play2train.org


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What is Play2Train?

[listen now](#)

Play2Train is a virtual training space in SecondLife designed to support Strategic National Stockpile (SNS), Simple Triage Rapid Transportation (START), Risk Communication and Incident Command System (ICS) Training. This virtual environment which currently comprise a town and two hospitals spreads over three Islands Asterix, Obelix and Getafix(66536 x 3 sq. meters). Play2Train provides opportunities for training through interactive role playing. This project implements one of the distance learning methodologies proposed by the IBAPP project.

Contact person: ramirame@isu.edu
An overview of Play2Train (16 minutes):



Subscribe to this blog's feed

Opinion Polls & Market Research

Which platform(s) are you using/or thinking of using for supporting your training applications in virtual worlds?

Please select up to 4 answers.

- Project Wonderland
- There
- Second Life
- Other

Cast Your Vote

Recent Posts

Bingham Memorial Hospital Pandemic Flu Exercise in Play2Train

Second Life and Public Health: A University of Michigan video clip

Overview of virtual worlds

Exploring Google's Library

A web front end and custom user orientation coming to Play2Train soon

Searching Second Life Grid from a Google Gadget

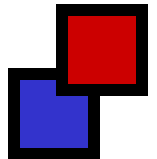
A brief look at current "state of the art" of commercial games

Which spectrum of applications is likely to adopt virtual world technology first?

Our invited presentation for the Virtual Worlds Health Day @ Games for Health 2008 (Baltimore)

A recent contribution from the Second Life community, which is very relevant to our activities: virtual tornadoes

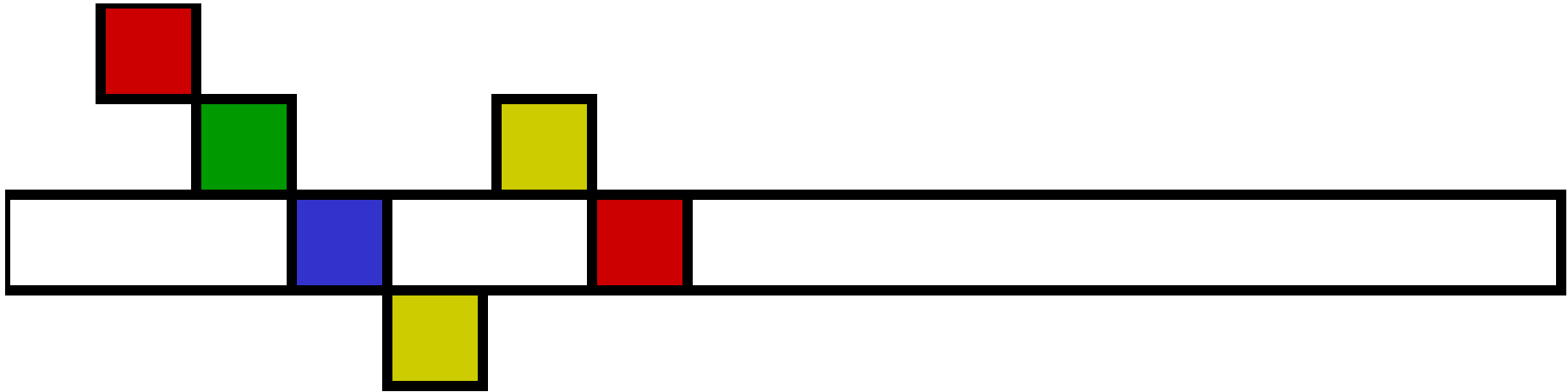
Webstatistics



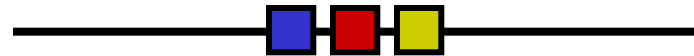


Play2Train Scenario & Avatars





CDC's Crisis and Emergency Risk Communication Participant's Manual



[www.cdc.gov/print.do?url=
http://www.bt.cdc.gov/erc/](http://www.cdc.gov/print.do?url=http://www.bt.cdc.gov/erc/)





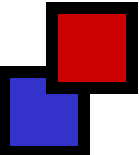
Scenario & Chat

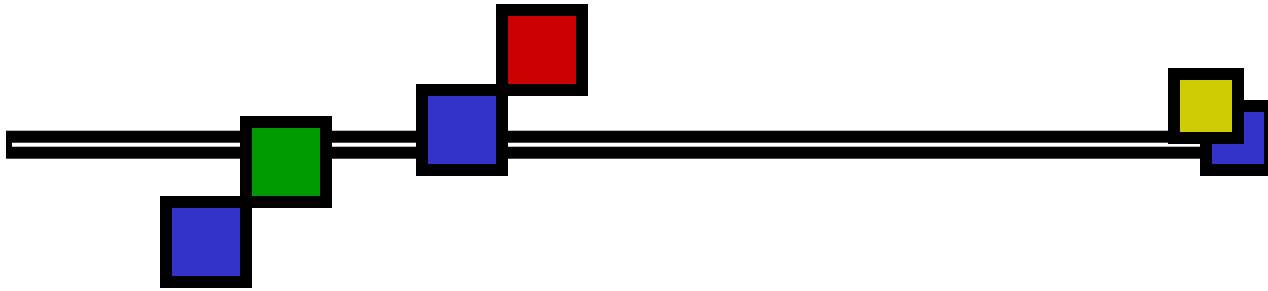


[10:37] Riad Trafalgar:
DISPATCH - Rescue
2

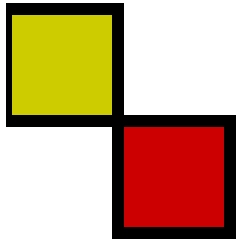
[10:38] Riad Trafalgar:
DISPATCH - I need
a second company
and an EMS
Supervisor for a
level 1 response

[10:38] Riad Trafalgar:
this is now an MCI,
I'm assuming
Incident Command

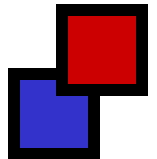




Video of Scenario

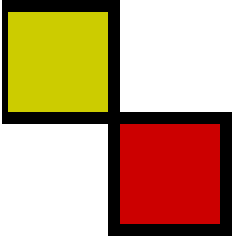


- <http://www.youtube.com/watch?v=AHlajeElcIk>

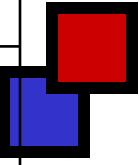




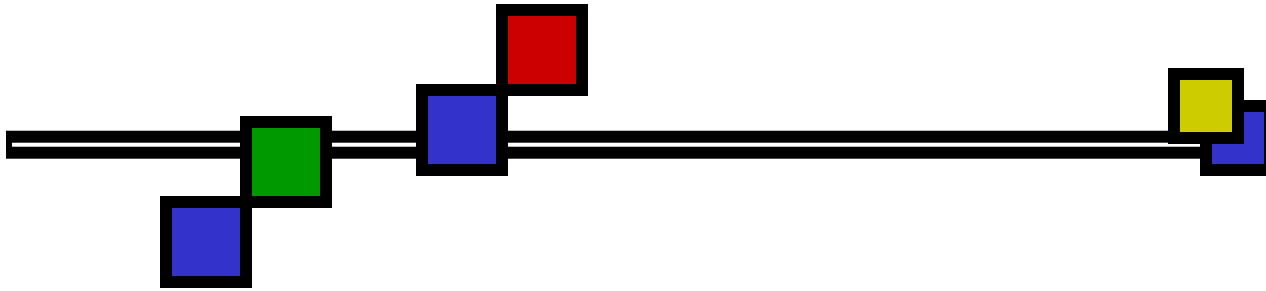
Evaluation Components/ Results



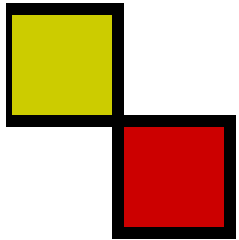
	After Activity	After Course
	Mean	Mean
1. Overall, I felt the virtual learning experience enhanced this particular unit.	4.25	5.00
2. I would recommend that this scenario continue to be part of the course.	4.50	4.40
3. I would like to see additional virtual learning experiences integrated into appropriate units and courses as part of my MHA experience.	4.75	4.80



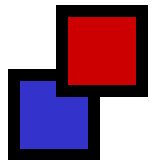
- Debriefing Questions
- Post Activity Questionnaire
- Post-Course Survey

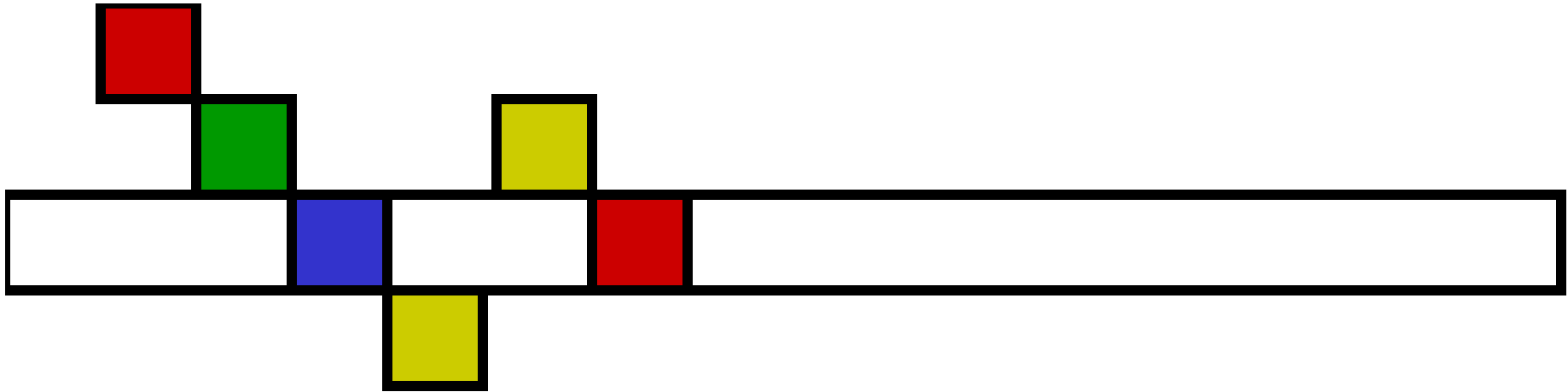


Key Lessons

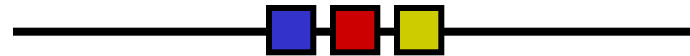


- **Emergency situation** requirements– access, plan, implement and evaluate your target audience and do it in a quick timeframe to facilitate crisis communication
- **Interdependency** of community partners for accurate information
- **CERC** offers a simple template that guides message development
- **Stick to “what you know”** – medical conditions/ situation only!





Questions and Answers



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hewittan@shu.edu