

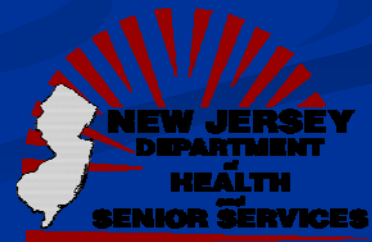
HEROES

Health Education Reaching Others and Ensuring Surge Capacity during Public Health Emergencies

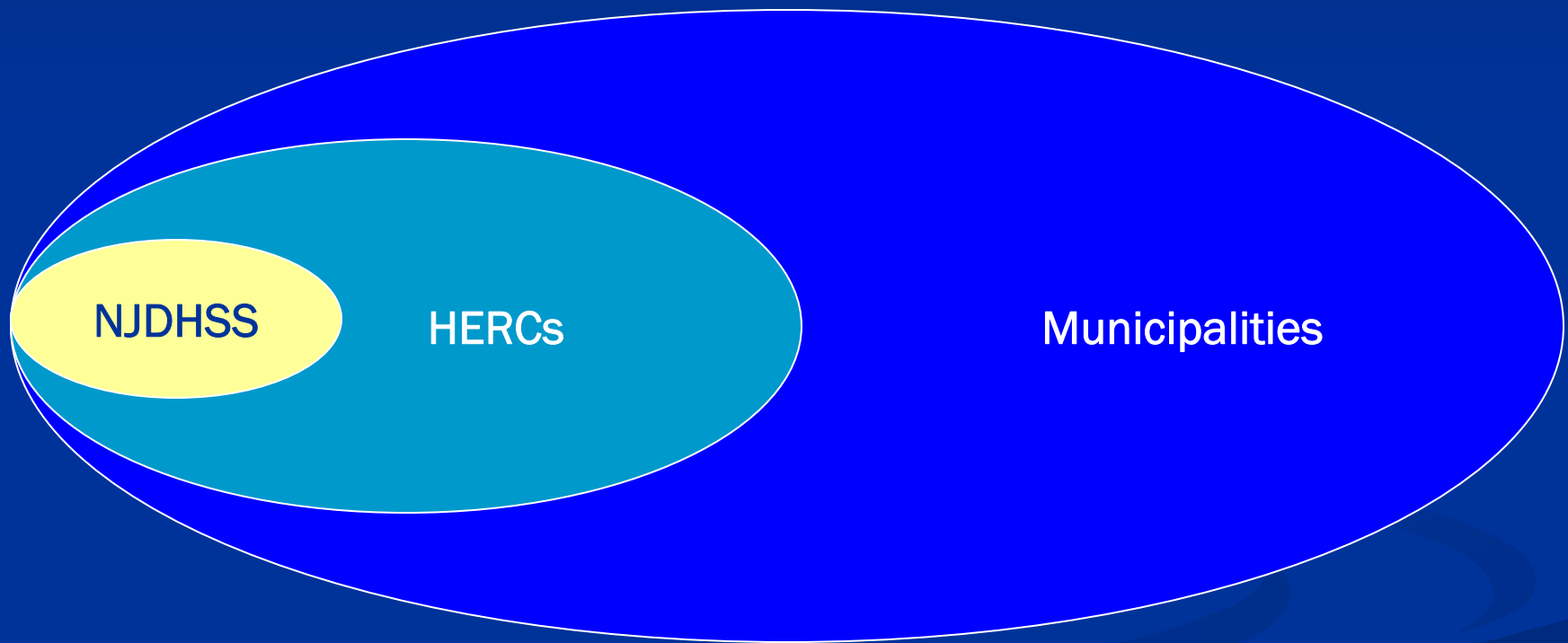
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January 15, 2009 – EPHE Network Call



NJ Health Education Infrastructure



Background

- Health Education Surge Capacity-HERC subcommittee
 - Developed a job description for emergency health educators
 - HERCs identified health educators in their counties
 - Built comprehensive list of NJ health educators in conjunction with NJSOPHE
 - Developed online training module - HEROes

HEROES

- On-line training module (23 slides with a text window on the side for reading commentary)
- Objectives:
 - Describe the importance of health education during a public health emergency
 - Explain the role of health educators during a public health emergency
 - Explain health education surge capacity and why it is important

Training Content

- Types of public health emergencies
- Importance of health education during public health emergencies
- How health education during an emergency is different than our daily work
- Characteristics of those affected by an emergency and why written educational materials alone are not effective

Training Content cont.

- Phases of an emergency and types of activities a health educator may undertake during each
- What is surge capacity and why is it needed
- How can you volunteer? (a plug for the Medical Reserve Corps) and Why join the MRC?

Demographics

- Demographic form at the end of the training
 - Name
 - Email address
 - Phone
 - CHES status
 - MRC volunteer status (and if a member, which unit)
 - How heard about the module
 - Request for more info on MRC

The Module Goes Live!

- Launched on November 7, 2008
 - <https://njlmn.rutgers.edu/cdr/jsp/index.jsp>
- Promotional activities included:
 - Electronic NJ LINCS system message
 - Email to HERCs
 - NJSOPHE listserv and newsletter
 - UMDNJ Phlash newsletter
 - Fliers distributed at NJSOPHE annual meeting
 - Article in CDS newsletter

Training Results

- Total # visits: 224 (130 unique visitors)
- All 21 counties in NJ have had participants
- 11 states have participated

Traffic Sources

- Direct traffic (68%) [user enters address directly]
- Referring sites (18%) [user accessed URL from another website]
- Search engine (14%) [user accessed URL from search engine using keywords]

Demographics

Number of users completing the demographic form	53
Number of users self-identified as MRC members	21
Number of users requesting information about MRC	7
Number of users who are CHES	16

Questions?

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