

WHA Education



WHA Hospital Emergency Preparedness Conference: *Ready to Respond*

Wednesday, September 20, 2017
9:00 am - 4:00 pm

Sheraton Madison Hotel
706 John Nolen Drive, Madison, WI 53713
Phone: 608-251-2300

Program Description

This important, one-day conference will feature national experts who will share lessons learned from real world events and focus on current threats facing health care organizations, including workplace and community violence and highly infectious diseases. Attendees will have the opportunity to collect strategies to enhance emergency management programs and integrate those preparedness and communication strategies into daily operations.



Who Should Attend

This conference is designed for hospital emergency preparedness directors, regional partners, emergency department directors, emergency department physicians, infection prevention staff, public relations professionals and public information officers.



Program Agenda

WHA Hospital Emergency Preparedness Conference: *Ready to Respond*

9:00 – 9:05 am **Welcome**
Eric Borgerding, President/CEO, Wisconsin Hospital Association

9:05 – 9:30 am **The Role of State Government During an Emergency**
Stephanie Smiley, Director, Bureau of Communicable Diseases, Wisconsin Department of Health Services

Learn the role of state government, the Wisconsin Department of Health Services (DHS) and Wisconsin Department of Public Health (DPH) during an emergency, as well as the process the state of Wisconsin follows to officially declare an emergency and what triggers the declaration that would affect hospitals.

9:30 – 11:00 am **Risk, Emergency and Crisis Communication Skills: Ready to Respond**
Vincent Covello, PhD, Director, Center for Risk Communication

Dr. Vincent Covello, the leading international expert on crisis and risk communications, will discuss changes in how information is processed during emergency and crisis situations; share lessons learned from real world events; and describe how to employ response strategies that enhance trust and credibility.

11:00 – 11:15 am Break

11:15 am – 12:15 pm **New & Emerging Threats: From A to Zika**
*Peter Shult, PhD, Associate Director, Wisconsin State Laboratory of Hygiene; and
Director, Communicable Disease Division and Emergency Laboratory Response,
Wisconsin State Laboratory of Hygiene*

Learn about infectious disease outbreaks past, present and future, and ways hospitals can better prepare for these outbreaks.

12:15 – 1:15 pm Luncheon (provided)

1:15 – 4:00 pm **Concurrent Education Tracks:**

Principles, Strategies and Practical Tools for Communicating Effectively in High Concern, High Stress Situations
Vincent Covello, PhD, Director, Center for Risk Communication

This deep dive session is specifically for hospital public information officers or those responsible for managing communications during a crisis. Dr. Covello will share a variety of strategies and practical tools necessary to communicate effectively in crisis situations including how to choose a spokesperson; key talking points to be included in any good crisis communications response; key questions your organization's spokesperson should be ready to address; and how to craft and deliver messages responsive to audience concerns in high-concern and high-stress situations. Attendees will practice strategies learned through a variety of interactive exercises.

Active Shooter: Plan and Prepare
*Christopher Sonne, CHEC, Director of Emergency Management, HSS EM Solutions
William Castellano, Senior Tactical Instructor, Healthcare Active Shooter Program, HSS EM Solutions*

The events of an active shooter scenario, in which a person with a gun is inflicting or threatening to harm health care staff, patients and visitors, unfold quickly, leaving hospital staff with little time to respond and mitigate the situation. Active shooter scenarios present unique challenges to hospital planning, but having a plan in place is vital to facing such a situation in a safe and effective manner. During this session, attendees will learn about best practices and lessons learned from live active shooter scenarios, discuss and define staff roles and responsibilities, participate in tabletop exercises, and practice response tactics in a practical, scenario-based training exercise.

4:00 pm Adjourn



General Information

Registration Fee: \$225 per person

All registrations can be made online at: <http://www.cvent.com/d/b5qw08>

After you have registered online, you will receive a receipt, which you can print out and use to submit to your organization for payment, reimbursement or credit card charge validation.

Payment Information:

- **Payment by Credit Card:** Payment accepted online via MasterCard or VISA only
- **Payment by Check:** Payment is accepted via check payable to “Wisconsin Hospital Association.” Print the registration confirmation you receive via email and mail it, along with your payment check, to:

Wisconsin Hospital Association
Attn: 17EP
PO Box 259038
Madison, WI 53725-9038

Conference Cancellation Policy: Cancellations received in writing up to five business days prior to an event will be given a full refund less a \$50 processing fee. No refunds will be given for cancellations received less than five business days prior and day-of-program no-shows. Substitutions are accepted. Please note that hotel reservation cancellations must be made directly with the conference hotel.

Special Needs: In accordance with the Americans with Disabilities Act, the Wisconsin Hospital Association seeks to make this conference accessible to all. If you require any special accommodations or have any dietary restrictions, please email your needs to Kayla Chatterton at kchatterton@wha.org or call 608-274-1820 by September 13, 2017.

Questions: For questions about registration, contact Kayla Chatterton at 608-274-1820 or kchatterton@wha.org.



Lodging Information

Hotel Reservation Cut-off Date: August 20, 2017

Hotel Accommodations:

Sheraton Madison Hotel, 706 John Nolen Drive, Madison, WI 53713; Phone: 608-251-2300

A small block of rooms has been reserved for the evening of Tuesday, September 19, at Sheraton Madison Hotel. Rate is \$139.00 per night, plus tax for single or double. Rooms at the group rate are limited and available on a first-come basis.

To make a reservation, call 608-251-2300 by August 20, 2017. When making a reservation, request a room in the Wisconsin Hospital Association group block.

Hotel Cancellation Policy:

- Please confirm the hotel's cancellation policy when making your reservation.
- Hotel cancellations must be made DIRECTLY with the hotel.



Featured Presenters

Vincent Covello, PhD

Dr. Vincent Covello is a nationally and internationally recognized trainer, researcher, consultant and expert in crisis communications, and founder of the Center for Risk Communication. His recent assignments include trainings, workshops and consultations related to communications about vaccine safety, hospital emergencies, airline accidents, active shooter situations, occupational safety, radioactive waste disposal, hazardous waste sites, air quality, water security, forest fires, terrorist bombings, operational disruptions, major budget cuts, hurricanes, earthquakes, pandemic influenza, Ebola and Zika. Prior to establishing the Center for Risk Communication, Dr. Covello was associate professor of environmental sciences and clinical medicine at Columbia University. He also serves as a senior advisor to the World Health Organization, the U.S. Department of Health and Human Services, the Environmental Protection Agency, the Department of Defense, and the Centers for Disease Control and Prevention. He has received numerous awards for his work, including an award for excellence from the National Council on Radiation Protection. Dr. Covello serves on the editorial board of several journals and is the past president of the Society for Risk Analysis, a professional association with over 3,000 members. Dr. Covello received his doctorate from Columbia University in 1976 and his B.A. with honors and M.A. from Cambridge University in England. He has authored or edited more than 25 books and over 150 published scientific articles on risk and crisis communications. One of his most recent books is titled: *“Effective Media Communication During Public Health Emergencies: A World Health Organization Handbook.”*

William Castellano

William “Billy” Castellano is a retired police officer from the Chicagoland area and a senior tactical instructor for HSS EM Solutions Healthcare Active Shooter Program. Castellano is also a former lead law enforcement instructor with the Northeastern Illinois Public Safety Training Academy for their entire force-on-force curriculum. His background in security and law enforcement began as a member of the U.S. Air Force Security Forces, where he was tasked with safe guarding nuclear weapons, codes and components. He was also deployed to the Middle East multiple times in a force protection role. Later, as a police officer, Castellano became an active law enforcement instructor and trainer in multiple disciplines including firearms, active shooter response and defensive tactics. In 2005, he deployed to New Orleans immediately following Hurricane Katrina to support rescue and recovery operations. He also deployed to Afghanistan as an International Police Mentor for the U.S. Department of State, where he spent a year embedded with the U.S. Army in the Ghazni province.

Peter Shult, PhD

Dr. Peter Shult is the associate director of the Wisconsin State Laboratory of Hygiene (WSLH) and director of the Communicable Disease Division and Emergency Laboratory Response for WSLH. He has over 30 years of experience in clinical and public health microbiology and is an affiliate clinical professor in the Department of Medical Microbiology and Immunology at the University of Wisconsin-Madison. Dr. Shult currently directs statewide emergency laboratory response during disease outbreaks and public health emergencies and oversees influenza and respiratory virologic surveillance. He serves on numerous local, state and national public health preparedness and response work groups with primary focus on pandemic influenza, influenza virologic surveillance, vaccine-preventable diseases, laboratory diagnostics, biosafety and laboratory network development. Dr. Shult holds a PhD in Medical Microbiology from the University of Wisconsin-Madison.

Christopher Sonne, CHEC

Christopher Sonne is the director of emergency management for HSS EM Solutions, experts in the delivery of emergency preparedness and management training, exercises and consulting across the United States. With over 15 years of industry experience, Sonne is a nationally renowned speaker and subject matter expert in emergency management. Before joining HSS, he spent more than a decade working at Advocate Lutheran General Hospital in suburban Chicago, where he gained clinical experience in the emergency department. In 2009, Sonne became a certified hospital emergency coordinator (CHEC) through the Office of Public Health & Hospital Emergency Management, Medical College of Georgia. In 2011, he earned certification as a Homeland Security Exercise and Evaluation Program (HSEEP) instructor through the Emergency Management Institute (EMI). Other certifications include FEMA instructor and Incident Command System trainer; instructor of the CDP’s HERT for Mass Casualty Incidents; Hazardous Materials Technician Level training; Advanced HazMat Life Support (AHLS); and the EMI’s Professional Development Series.

Stephanie Smiley

Stephanie Smiley is the director of the Bureau of Communicable Diseases for the Wisconsin Department of Health Services. Prior to her current role, Smiley was the communications director for the Wisconsin Department of Health Services. She holds a Bachelor of Science degree from the University of Wisconsin and is a Master’s degree candidate in homeland security studies at the Naval Postgraduate School.



P.O. Box 259038, Madison, WI 53725-9038

608-274-1820 / Fax 608-274-8554 / www.wha.org