



Alert

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Ebola anxiety prompts preparedness reviews

Emergency managers ready for unlikely scenario

Few issues have captured the public's attention as has the surge of Ebola cases in West Africa.

Though only a handful of Americans have contracted the [disease](#) — mostly through contact with victims in Africa — near-panic has surfaced in many areas of the country, including Arkansas, where rumors of Ebola patients have quickly spread through social media and some news media outlets, though such rumors have tapered off in recent days.

To tamp down anxiety and bolster preparedness within the emergency management community, ADEM Director David Maxwell coordinated a conference call with county coordinators and others on Oct. 23.

"If you do have an incident that occurs in your county, we would look to you to treat it like any other emergency that you would have," he ex-



Director David Maxwell conducts a conference call with county coordinators and other officials to discuss issues related to Ebola preparedness on Oct. 23 as Deputy Director Tina Owens takes notes before briefing ADEM staff.

plained. "If you need resources that are above and beyond what you have locally, the county judge would declare an emergency. You would let us know at ADEM what you need, and we would start to look at that."

Maxwell encouraged the emergency management coordinators to maintain open lines of communication with local health care professionals, including those in hospitals and clinics, and first-responders to ensure consistent actions.

See EBOLA on page 2

In this issue



Colleagues

Oklahoma emergency management officials visit their counterparts at ADEM. **Page 11**



Shakeout 2014

ADEM staffers join more than 65,000 Arkansans in this year's earthquake exercise. **Page 6**



Didn't hurt a bit

LeeAnn Smith feigns pain while getting a flu shot during an ADEM clinic. **Page 8**

EBOLA

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The director also encouraged those who would potentially come into contact with a patient to review personal protective equipment procedures. He noted that rather than quickly study new PPE protocols, health care professionals and first-responders should maintain PPE procedures with which they are already familiar.

“There is no reason to use something they are not trained in using,” Maxwell said.

Dr. Dirk Haselow, state epidemiologist with the Health Department, answered several questions from conference call participants, with the majority of the questions having to do with PPE procedures and hazardous material handling.

Updates

In the days leading up to the call, ADEM leaders met with representatives from the Health Department to share information and updates in regard to preparedness around the state.

Much of the discussion focused on three areas — screening and exposure training within health care facilities, availability of PPE and collecting/disposing of hazardous material waste. The officials reported that training for health care workers has ramped up significantly but that stockpiles of PPE are in short supply with little chance of sup-

“The chances of Ebola spreading within the community

— outside of the health care community, based on the information I have received — is very small but not zero. So, we need to be prepared but just the same as we would for any biological.”

**—Sheila Annable
ADEM Preparedness
Division director**

To see Annable’s video interview on Ebola preparedness, click [here](#).



plies growing in coming months. Regarding disposing of hazardous materials, such as used PPE and body fluids, the health officials noted that procedures are in place along key points of the system and with wastewater operators to ensure safety of health care workers and the public.

Sheila Annable, ADEM Preparedness Division director, noted that preparing for a potential Ebola presence is already part of ADEM’s ongoing training. She said that pandemic preparedness and exercising has long been a key component of ADEM’s readiness.

In November

HazMat Training

3 — HazMat Awareness and Hazmat Technician Refresher Courses, Faulkner, Johnson and Benton Counties

10 — HazMat Operations Course, Montgomery County.

15 — HazMat Operations Course, Faulkner County.

17 — Terrorism Awareness Course, Saline County.

EM Training

4 — Jurisdictional Threat and Hazard Identification and Risk Assessment Course, Washington County.

14 — Post-Earthquake Safety Evaluation of Buildings Course, Washington County.

17-19 — ICS 300 and 400 Courses, Benton County.

Exercises

7 — NW Arkansas Table Top, Benton County.

18 — Boone County Table Top.

19 — ADEM State Emergency Operations Center Exercise.

Extracurricular

6 — ADEM Thanksgiving potluck; 11:30 a.m. in the ADEM kitchen. BBQ and fixin’s; employees may bring a side/dessert.



ADEM Alert is an unofficial publication of Arkansas Department of Emergency Management Public Affairs.

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501.683.6700**

Rick Fahr, PIO • Krista Guthrie, Deputy PIO

Federal Surplus Property



'Uncle Sam's club'

[Federal Surplus Property](#) Division Director Arthur Woods explains how FSP works during an interview with SSN/WeTV on Oct. 28. Woods characterized the organization as something akin to a federally stocked and state-maintained shopping outlet for qualified entities.



Disaster Management

Storms brewing

ADEM personnel were on standby twice in October, as severe weather whipped across the state. One round saw several tornadoes kill one, injure several and damage homes and businesses in all corners of the state, while the other resulted mainly in significant rainfall. For an overview of how ADEM managers prepare in advance of potentially severe weather, watch this [interview](#) with Scott Bass, Disaster Management division director. *Photo courtesy of Teresa Smith.*

Around Arkansas

Autism classes set in Malvern

LT Chris Gains of Malvern Fire Department, will host two “Autism for First-Responders” classes at the College of the Ouachitas on Nov. 6 at 1 p.m. and 7 p.m.

This course has been approved by the Arkansas Fire Academy, Law Enforcement Standards and Emergency Medical Services for Continuing Education Unit (CEU) credits.

CPT Bill Cannata, Instructor, will provide first responders with an overview of Autism Spectrum Disorder (ASD), growth rates, theories, common characteristics, effective communication methods, behavioral symptoms, sensory issues and some practical skills on how to effectively interact and respond to an emergency involving a person with ASD.

All emergency responders may attend. To sign up, contact Gains at cgaines@hotspringdem.org (501-282-6881) with name and agency, which session you plan to attend and how many from your agency will be joining. There is no cost for attendees, but the information is needed to secure the appropriate size of classroom.

Baxter event highlights safety

Tina Cole, Baxter County safety coordinator, hosted the Third Annual North Central Arkansas Preparedness Fair at Baxter County Fairgrounds on Oct. 25 in Mountain Home.

The fair was attended by more than 1,000 people from across North-Central Arkansas, and 47 different vendors set up displays and handed out informational pamphlets.

The Local Emergency Planning Committee and Citizen Corps Council sponsored the event.

Vendors included private-sector companies, non-profit organizations and public service agencies. Home Depot and Servpro, The American Red Cross, The Salvation Army and the Mountain Home Food Basket set up display booths in the main hall. Buford and Mountain Home Fire Departments staged vehicles and a smoke house for the children to explore and Air Evac Lifeteam staged a helicopter in the nearby field.

Emergency Management was represented by multiple agencies from Baxter County and Mountain Home as well as other surrounding agencies.

Plans are already being made for next year’s event, to be held on Oct. 31. [Baxter County OEM](#) or [Baxter County CERT](#) will announce the event.

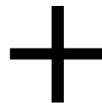
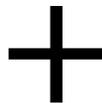
PIO training draws crowd

Kenny Harmon, training section lead, and Steve Moore, training instructor, conducted the Basic Public Information Officer (PIO) course, hosted by the Eureka Springs Fire Department, in early October. Thirty-one students from 17 agencies across the state attended.

The course emphasized the basic skills and knowledge needed to serve as an emergency management PIO. It covered topics such as the PIO’s role, conducting awareness and outreach campaigns, writing news releases and the basics of television interviews. Students submit a mock news release and record a mock television interview as part of the training.

The course is scheduled two more times in the 2015 calendar: Feb. 23-25 it will be hosted by White County OEM in Searcy; Sept. 28-30 it will be hosted by Garland County OEM in Hot Springs.

Register for the courses [here](#).



Follow ADEM on social media for real-time news and information!

Programs make response more efficient

No one ever wants or plans to call 911 emergency dispatchers, but if that time comes, the more accurate information emergency responders have, the more effective they can be in protecting you and your loved ones.

Smart911, SmartPrepare and Guardian programs, created by [Rave Mobile Safety](#), are programs that provide important detailed information to emergency personnel before a crisis situation arises.

[Smart911](#) allows users to create a profile – involving as much or as little information as they want to provide – that tells emergency dispatchers who may be in a residence,

what medical conditions they have, how a residence lays out, if there are pets around and other information that can help speed life-saving care.

Randie Jones, ADEM 911 coordinator, noted that information regarding children can be especially helpful in case a child is missing.

“Law enforcement and first-responders can already have all the information they need about a child, including a photo, so that the only question dispatchers need to ask is, ‘What was the child last seen wearing?’” she said. “This type

of early response is especially important to families with children with autism or those in the deaf and blind community. Anyone with difficulty communicating would benefit from using this advance-information program.”

SmartPrepare is a program that allows residents to answer similar questions to the Smart911 profile, but the purpose of that information is to allow emergency managers to then use that data to better plan for emergencies.

“Local OEM coordinators can go into the site and do a query.

How many people need a sign-language interpreter? How many pets are in the county? How many people have medical devices that require electricity? It helps them plan for an emergency response,” Jones explained. “But it doesn’t help if we don’t have the people signing up with the information.”

The [Guardian](#) mobile application, used mainly on college and university campuses but also available for use outside those communities, allows users to schedule their time and alert friends or family in the event they don’t arrive at iden-

Directorate

“The information only displays to the people who are supposed to have it. They don’t sell your phone number or give out your email address. You can input as much or as little as you want.”

**—Randie Jones,
ADEM 911 coordinator**

tified locations within expected timeframes. For example, a college freshman could input that she will be leaving a class at 7 p.m. and expects to arrive at her dorm room at 7:45. If she fails to note her arrival under the app’s parameters, an alert goes to emergency officials and others she designates.

These programs are relatively new and require residents to voluntarily use them. Jones said that fears of sharing too much personal data have hindered acceptance.

“It’s secure. It’s safe. The information only displays to the people who are supposed to have it. They don’t sell your phone number or give out your email address,” she continued. “You can input as much or as little as you want.”



Smart911™

Preparedness

Shakeout stirs 65,000 in state

More than 65,000 Arkansans joined in this year's [Central U.S. Shakeout](#) event, aimed at raising awareness of earthquake preparedness activities.

Katie Belknap, ADEM natural hazards planner, said the event reached nearly 60,000 students and several thousand residents in day care centers and health care facilities in the state and more than 2.7 million in the central part of the country.

The event, which took place at 10:16 a.m. on Oct. 16, involved a one-minute drill in which participants followed the earthquake response of "Stop, drop and hold on".

Looking ahead to next year's event, Belknap noted that she plans to focus on involving the state's college and university students.

"I would like to see more participation in different areas," she said. "I want to try to get those people who didn't participate this year."

While the northeast region of the state would



Clay Bewley, ADEM public assistance officer, participates in the Central U.S. Shakeout on Oct. 16. The event heightens earthquake preparedness.

likely be the most affected by a severe earthquake along the New Madrid Fault, other areas are also at risk.

"We want to focus up there, since that would be the highest impact area, but I think it's important across the state," Belknap said.

Next year's Shakeout will be Oct. 15.

Duo introduces ADEM to ROTC cadets



Katie Belknap, ADEM natural hazards planner, speaks to ROTC students at Ouachita Baptist University. Belknap explained common threats, such as ice storms and floods.

Natural hazards planners Dustin Davis and Katie Belknap spoke to nearly two dozen Army Reserve Officer Training Corps (ROTC) students from both Henderson State University and Ouachita Baptist University.

Their presentation covered Individual and Community Preparedness, specifically including Hazard Identification, Hazard Specific Planning (like earthquakes), Collaborative Planning (the ESF structure) and how the students themselves could get involved in their communities.

The skills of hazard identification, analysis and mitigation are emphasized by ROTC instructors as ones that will serve students well throughout their entire military career.

Communications



An AIR 25 Automatic Inflation Tower can host antennas, cameras, lights and other equipment. Its compact design and mobility offer versatility and ease of use. Deploying the tower (below) are ADEM communications staff Ray Bennett (left) and John Spann. Working with the fully inflated tower are Spann, Bennett, Kiara Bennett (right) and Susan King. To see the tower in action, click [here](#).



ADEM staffers face the flu shot needle



ADEM staffers faced the preventive flu shot needle on Oct. 20, with more than two dozen employees receiving the vaccine. Other preventive measures, including one for pneumonia and Tetanus, were available during the on-site clinic. Personnel from Kroger administered the vaccines. Pictured receiving vaccinations are (clockwise from top left): Layce Blake, LeeAnn Smith (doing her best imitation of a pained patient), Bill Cantrell, Brenda Wilson and Northeast Area Coordinator Anthony Coy. To see more photos from the clinic, click [here](#). To search for state Department of Health flu clinics upcoming in your area, check the department's [website](#).



Administration

Townsend named personnel manager

Erin Townsend has been named personnel manager at ADEM.

Townsend is no stranger to the department, having most recently served as assistant personnel manager within the agency.

In a video interview, Townsend noted that employee retention will be a top priority.

View the complete interview [here](#).

Disabled veterans may take paid days for treatments

Employees who have been rated by the U.S. Department of Veterans Affairs to have incurred a military service-connected disability and have been scheduled to be reexamined or treated for the disability shall be entitled to a leave of absence with pay.

The employee shall be entitled to their regular salary during the time they are away from their duties. The leave with pay may not exceed six days for the purpose specified in this law during any one calendar year.

The leave of absence shall be in addition to the regular annual leave and sick leave allowed to the employee.

Documentation from Veterans Affairs indicating the effective date of the disability status must be given to the Human Resources branch to be kept in the employee personnel file.

Full text can be found on page 6 of the [ADEM Leave Policy](#).



Cleaning day

Administration staff spend time cleaning, sorting and organizing files and supplies in the ADEM warehouse — (above) Kendell Snyder and Linda Crow go through files; (below) Michael Young moves a row of cabinets to widen a walking aisle.



**Have news to share?
Contact ADEM PIO
publicaffairs@
adem.arkansas.gov**



Stuttgart firefighters (above) try to put out a fire at the Arkansas County Courthouse Annex facility in late September. Damage from the fire (right) was a total loss. Photos courtesy Shanda Harris.



Arson suspected in Stuttgart fire

In the early morning hours of Sept. 23, the Arkansas County Courthouse Annex in Stuttgart [caught fire and was destroyed](#). No one was in the building at the time of the fire. Officials with the insurance company and the Bureau of Alcohol, Tobacco, Fire-

arms and Explosives are continuing the investigation, but preliminary results indicate arson. The complex contained all the county's 911 equipment, emergency operations center and radio equipment, and it was all declared a total loss. Shanda Harris,

Arkansas County emergency management coordinator, had the emergency calls transferred to Stuttgart police dispatch within minutes. New 911 equipment is already on-site and being installed should be functioning soon.

Friends from the west



Officials with Oklahoma's Department of Emergency management visited ADEM on Oct. 31 to tour the department's facility and meet with their Arkansas counterparts. Deputy Director Tina Owens (above, left) said the meetings allowed the group to learn from each other and build relationships that will benefit the organizations in future emergency situations.



Public Information Officer Keli Cain (above, right) discusses media procedures with Kathy Wright and Kendell Snyder, members of ADEM's PIO support team.



Ken Gibson, ADEM Communications Division director, tells members of the Oklahoma group about "Daisy Mae", ADEM's mobile command vehicle.

Public Affairs

Planning ahead for a slow news day

**By Rick Fahr
ADEM PIO**

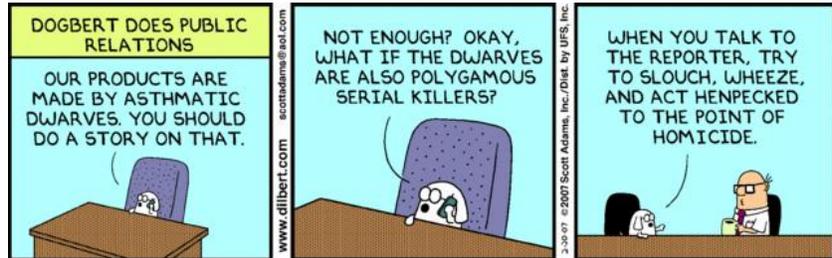
Many reporters, editors and producers in the news business don't like holidays.

One, they often have to work on them. Two, they have to scrounge to find content for their newsprint and air time. Three, the good restaurants are usually closed. But for organizations with lots of news and information to share, holidays are a wonderful thing.

Neither ADEM nor local coordinators have any problem finding the front page of a newspaper or the first minutes of a broadcast when an emergency arises. It's those slow-news times, though, that offer a chance for us to spread our word on a large scale.

Because news folks need content during these slow times, they may well be more receptive to our pitches for coverage.

A bit of advance planning —



along with our relationship-building that we all need to be doing — can lead to expanded coverage at a time when we don't have to share the stage with too much else going on and when the public has a bit of time to spend on consuming news.

For example, contacting your area media folks the week before Thanksgiving with an idea for a Smart911 story could result in a feature piece that prints or airs over that weekend and gets a bit more “play” than it might otherwise when battling more pressing “hard” news.

Keep these tips in mind when trying to get media cov-

erage of emergency management programs, personnel or activities:

- Be aware of the media outlet's content deadline. Be sure to give the reporter/editor/producer enough time to package the information.

- Have visual suggestions in mind. Print publications need pictures. Broadcast outlets need video. Be ready with an option or three (beyond someone pointing at a map).

- Remember that working with media partners is a two-way street. They need our information, and we need their audience to potentially save lives and mitigate damage to property.

ADEM Alert user's guide

Content

Each month's newsletter will contain information about ADEM personnel, programs and activities; news from coordinators around the state; and updates on legislative, policy and other important matters.

Submissions

To submit information to ADEM public affairs or request public affairs support, call 501-683-6700 or email publicaffairs@adem.arkansas.gov.

Hyperlinks

Throughout each issue, embedded “hyperlinks” will allow users to click on an image and/or [blue text](#) to view additional information on an external website, such as Facebook or www.ready.arkansas.gov.

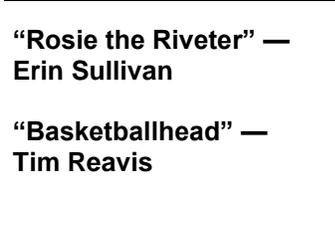
These hyperlinks will include links to photo galleries, video interviews, more information about a given subject and/or other types of multimedia content.

Halloween 2014



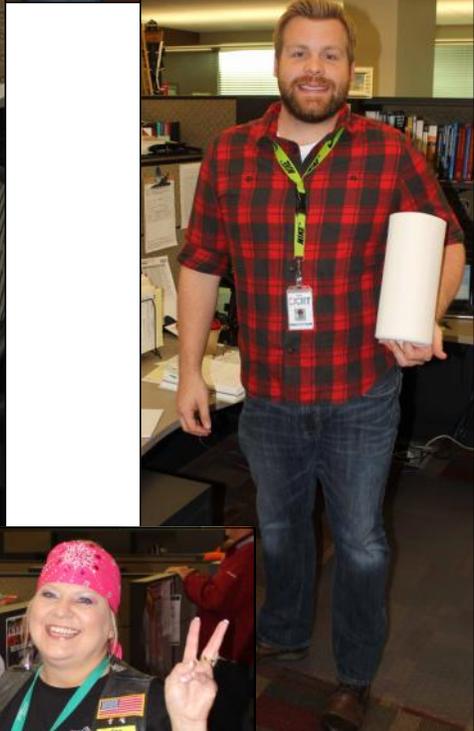
“Pumpkin” —
Jennifer Oakley

“Denver Bronco” —
Tammy Shadwick



“Rosie the Riveter” —
Erin Sullivan

“Basketballhead” —
Tim Reavis



“Brawny
Man” — Trey
Gray



“Alien Toy” — Ali Rye

“Scarecrow” — Layce Blake

“Minnie Mouse” — Christie Minner



“Biker” —
Charlie
Dodds