



[ruralhealthinfo.org](http://ruralhealthinfo.org)

Thank you for joining today's webinar. We will begin promptly at 12:00 pm Central.

**Accessing Emergency Preparedness and Response Resources for Rural Communities**

1



[ruralhealthinfo.org](http://ruralhealthinfo.org)

Your *First STOP* for  
*Rural Health*  
**INFORMATION**



**Accessing Emergency Preparedness and Response Resources for Rural Communities**

2



The [Rural Emergency Preparedness and Response Toolkit](#) and this webinar were supported with funding from the Centers for Disease Control and Prevention (CDC).

3

## Housekeeping

- Slides are available at [www.ruralhealthinfo.org/webinars/accessing-emergency-preparedness-resources](http://www.ruralhealthinfo.org/webinars/accessing-emergency-preparedness-resources)
- Technical difficulties please visit the Zoom Help Center at [support.zoom.us](http://support.zoom.us)

4

If you have questions...

The image shows a Zoom meeting slide on the left and a question box on the right. The slide features the RHIhub logo (Rural Health Information Hub) and the website ruralhealthinfo.org. The main text on the slide reads: "Your *First STOP* for *Rural Health INFORMATION*". Below this is a map of the United States filled with various rural health-related images. At the bottom of the slide, a red arrow points to the text: "Examining Rural Cancer Prevention and Control Efforts from the National Advisory Committee on Rural Health and Human Services". The question box on the right is titled "Question and Answer" and contains the text: "Welcome. Feel free to ask the host and panelists questions." Below this text is a text input field with the placeholder "Type your question here..." and a red arrow pointing to it.

5

## 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

6




# 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)



**TEXAS**  
Health and Human Services

Texas Department of State Health Services

7



# 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**  
Health and Human Services

Texas Department of State Health Services

7/18/2023

8

8

# Texas Numbers



TEXAS  
Health and Human Services  
Texas Department of State  
Health Services

- 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



9

# Texas Statistics



TEXAS  
Health and Human Services  
Texas Department of State  
Health Services



- 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

10

## 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  
Health and Human Services  
Texas Department of State  
Health Services

11

## 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  
Health and Human Services  
Texas Department of State  
Health Services

12

# Texas Resources



TEXAS  
Health and Human Services  
Texas Department of State  
Health Services



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

13

## 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



TEXAS  
Health and Human Services  
Texas Department of State  
Health Services

14

## 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



TEXAS  
Health and Human  
Services

Texas Department of State  
Health Services

15

## Partnerships



TEXAS  
Health and Human Services  
Texas Department of State  
Health Services

- 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



16





# Thank you!

---

**Jeff Hoogheem**  
[jeff.Hoogheem@dshs.texas.gov](mailto:jeff.Hoogheem@dshs.texas.gov)  
Director, Center for Health  
Emergency Preparedness &  
Response (CHEPR)  
Texas Department of State Health  
Services (DSHS)

17

17



18

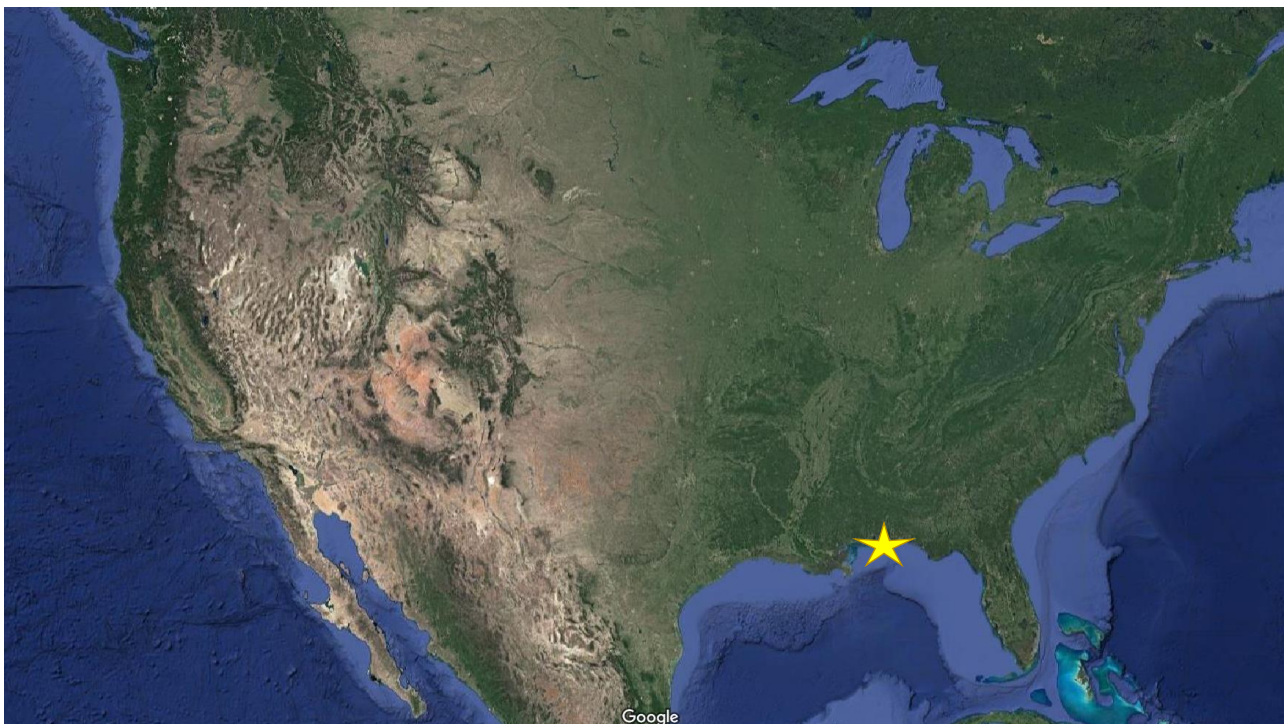
# Grant Brown

Director of Recreation & Cultural Affairs

Public Information Officer



19



20



21



22

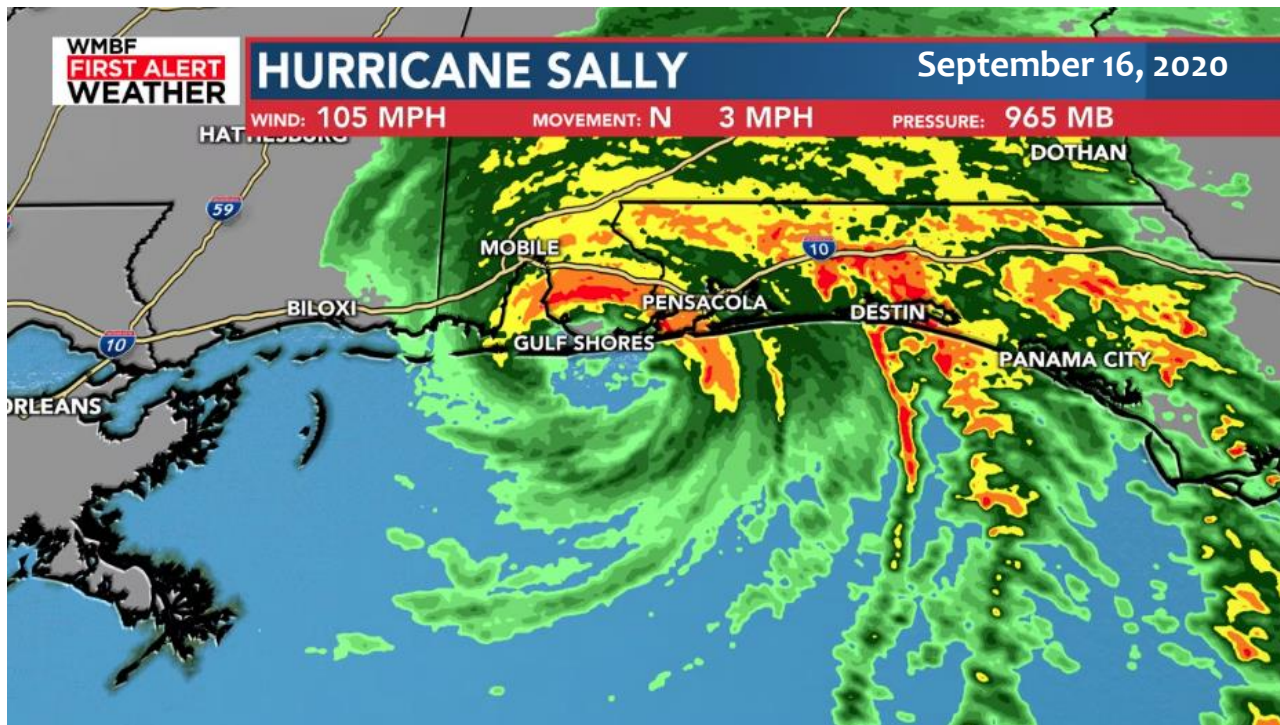
17,966 full time residents in 2022  
8M visitors in 2022  
Tourism injects \$7.3B in visitor spending  
More than 63K travel related jobs  
City Operating Budget \$63.9M



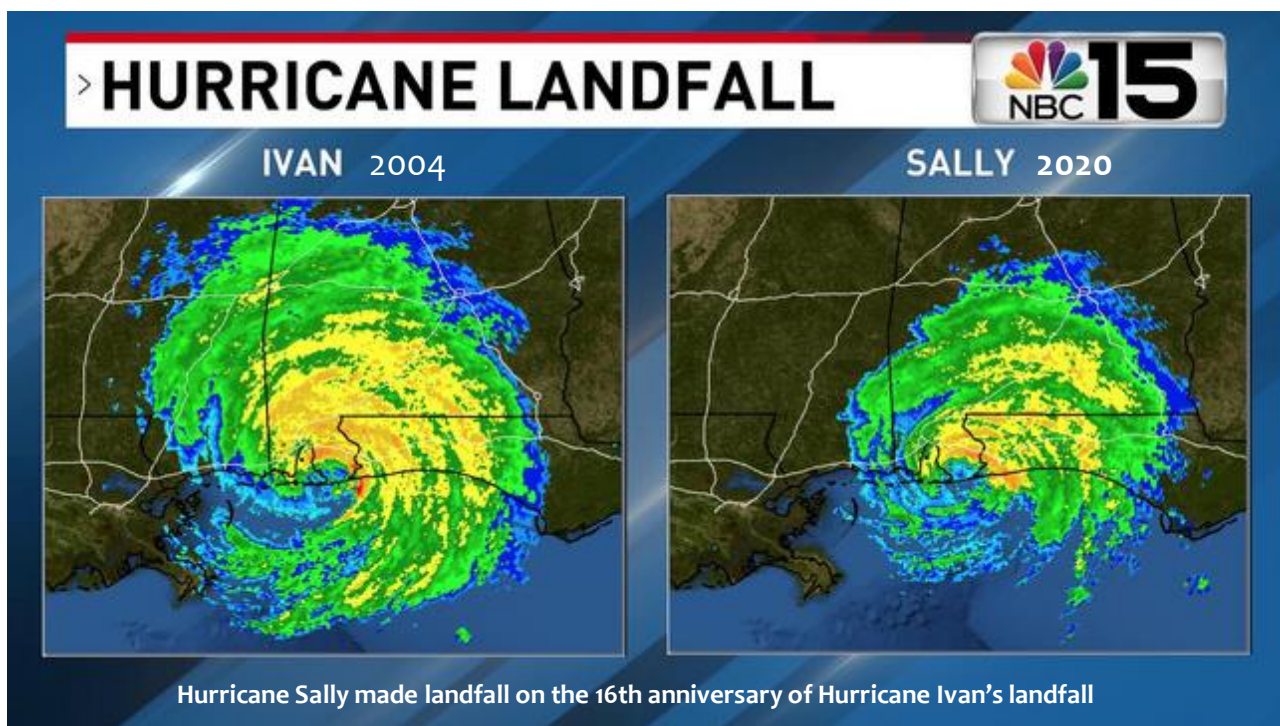
23



24



25



26



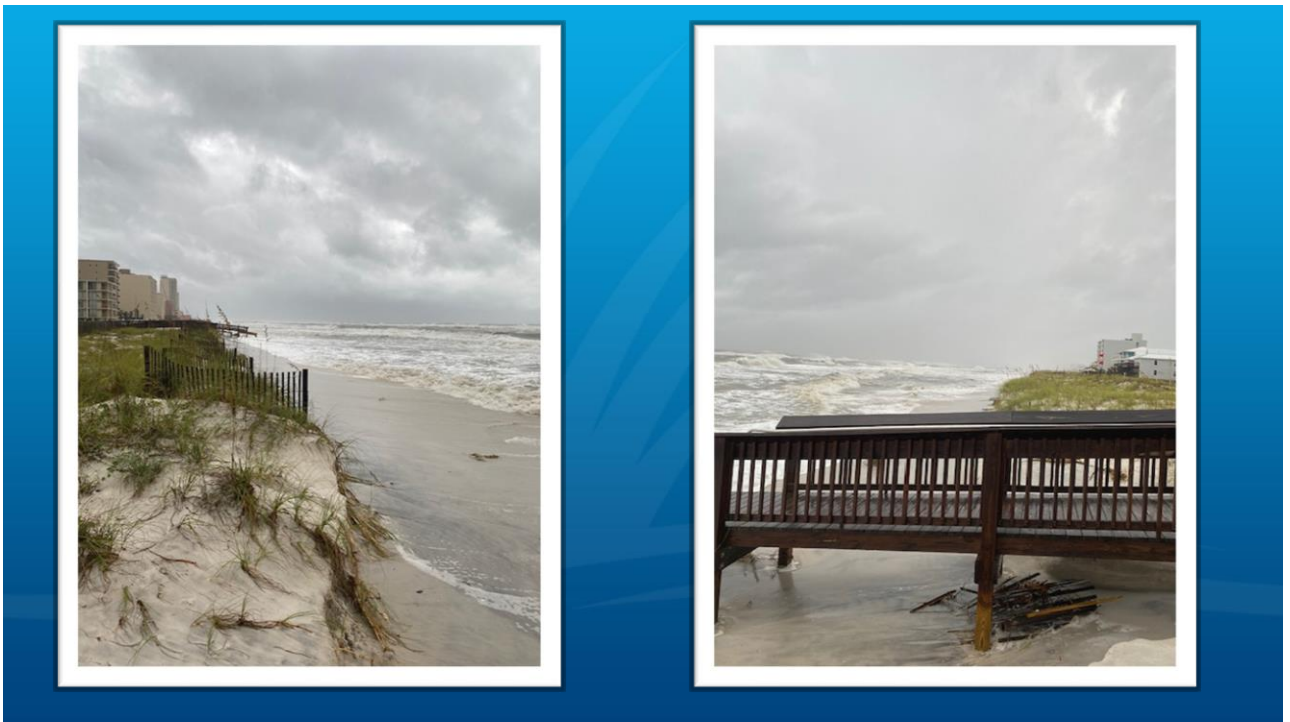
27



28



29



30



31

# Off-Season Planning



32



## 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



33

500,000 cubic yards of vegetative debris

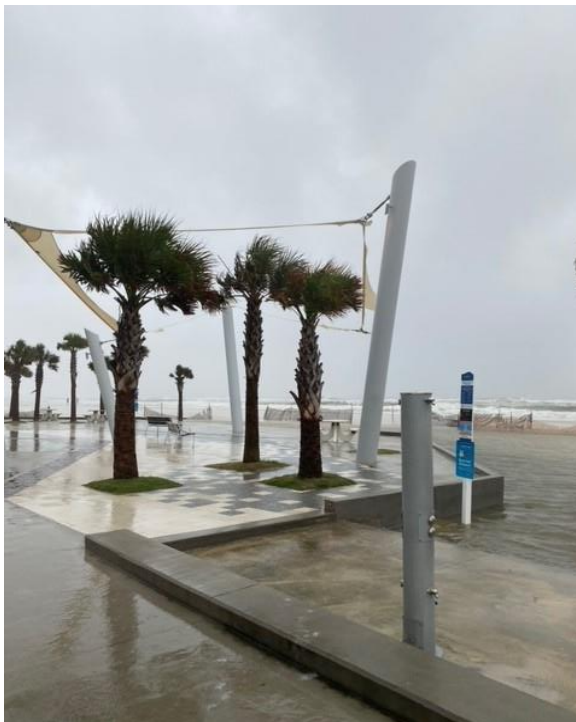


34

- ✓ 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



35



## BEGIN RECOVERY

### Initial Damage Assessment (windshield survey)

- a. Necessary to quantify damage to meet FEMA threshold
- b. Document! Document! Document!
- 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

36

## 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”

37

# Thank You

Grant Brown  
gbrown@gulfshoresal.gov  
251.968.1848

[www.GulfShoresAL.gov](http://www.GulfShoresAL.gov)



38

If you have questions...

The image shows a webinar slide on the left and a question-and-answer window on the right. The slide features the RHIhub logo (Rural Health Information Hub) and the website ruralhealthinfo.org. The main text on the slide reads: "Your *First STOP* for *Rural Health INFORMATION*". Below this is a map of the United States filled with various rural health-related images. At the bottom of the slide, a red arrow points to the text: "Examining Rural Cancer Prevention and Control Efforts from the National Advisory Committee on Rural Health and Human Services". The question-and-answer window on the right has a title bar "Question and Answer" and contains the text: "Welcome", "Feel free to ask the host and panelists questions", and a text input field with the placeholder "Type your question here--".

39

Thank you!

- Contact us at [ruralhealthinfo.org](https://ruralhealthinfo.org) with any questions
- Please complete webinar survey
- Recording and transcript will be available on RHIhub website

40