

National
Business
Group
on Health



Research Priorities in Emergency Preparedness and Response for Public Health Systems

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National Business Group on Health



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- **Nonprofit organization devoted to representing large employers' perspectives on health issues**
- **Primarily Fortune 500 companies and large public sector employers**
- **Members come from: Human Resources, Occupational Health, Health Promotion**
- **Pandemic Planning Workgroup formed in October 2005—meets by monthly workgroup calls**



Session Objective

To identify research opportunities and evaluate characteristics of effective risk communication in emergency settings and system enhancements to **improve effective information exchange across diverse partners** and populations under emergency conditions



Top Priority

- **What are the best practices for developing collaborations between public health and business that will serve as a strong foundation for:**
 - **emergency communications**
 - **other responses necessary for community continuity**



Gaps

- **Business and public health departments have not been natural collaborators, nor may either side know much about the other.**
- **Pandemic planning guides emphasize the importance of private-public partnerships but the methods are unclear.**
- **To achieve business and community continuity that is supported by accurate and timely communications, a well developed (and exercised) working relationship is required.**
- **How do public health and business go about developing such working relationships?**



Building the roadmap for effective information exchange across diverse partners

- **Organizational structure of public health vs. business at local, state, national levels—what are similarities and differences?**
- **Who is the best point of contact for a large employer in the locality/state?**
- **What are the starting points for a dialogue with public health?**
- **How can employers with operations in multiple states interface effectively with local departments of public health? What are models and best practices that enable a cohesive corporate continuity plan while also meeting local needs?**



Building the roadmap for effective information exchange across diverse partners

- **Is there adequate bandwidth in the public health system to engage in collaborations with numerous stakeholders (e.g. business, schools, other community groups)? If not, what are other models?**
- **What are common vulnerabilities and what are the assets that public health and business bring to the table?**
- **What are suggested guidelines for leveraging those assets (e.g. use of employer screening and tracking tools to aid public health surveillance)?**
- **How can business drive coherent communications to employees if those communications originate with many local departments of public health?**



Building the roadmap for effective information exchange across diverse partners

- **Development of communication templates has been suggested as a way to assist the communication effort ahead of a crisis. To the extent it hasn't been done to date, cross disciplinary research in this area would be useful.**
- **What elements comprise the gold standard for collaboration between public health and business (or other private enterprise)?**



Evaluating the Roadmap

- **Cross sector operational briefing mechanisms that can be exercised:**
 - Who drives the communication?
 - How?
 - For what purpose (s)?
- **Key spokespersons and their effectiveness for different audiences**
- **Roadmap might include a quality improvement template to guide better accuracy and timeliness of communications**



**Thank you for this
opportunity!**