



Union County Office of Health Management Zika Community Outreach and Education Program Plan

Zika Ambassador Program

Participating Entities: Union County Office of Health Management
Union County Medical Reserve Corps

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I. Project Description

Mission

The Union County Office of Health Management (UCOHM) is a component of the emergency preparedness and response system. The Office is tasked with the responsibility to plan and manage the health related aspects for community response to all natural and man-made emergencies or disasters. Within the Office is the Union County Medical Reserve Corps (UCMRC), a group of volunteers who contribute their time and expertise to prepare community for and respond to emergencies and promote healthy living throughout the year. Utilization of trained MRC volunteers will enhance and strengthen the public health infrastructure of their communities.

Goal

1. The Union County Office of Health Management in partnership with the Union County Medical Reserve Corps would like to enhance the public health work force and strengthen emergency preparedness efforts within the community by training UC MRC volunteers to conduct community presentations on emergency preparedness and Zika prevention activities to small groups. The selected group of UC MRC volunteers will be trained and provided with support and skill building activities to accomplish this goal.
2. Increase community awareness of Zika transmission prevention and mosquito source reduction activities
3. Establish communications with health providers with emphasis on prevention of Zika transmission.

Objectives

- Union County OHM will develop banner “Avoid the bite” in English and Spanish
- Union County OHM will develop door hangers identical to banners (one side in English and one in Spanish)
- Union County OHM will develop resource folder on Zika prevention activities and mosquito source reduction targeting OB-Gyn physicians.
- UC MRC volunteers will be trained as “Zika Ambassadors’
- UC MRC volunteers will assist in assembling folders and distribute materials to physicians in Union County area by December, 2016
- UC MRC volunteers will distribute a minimum of 25 door hangers in their community by June 30, 2017
- UC MRC volunteers will reach 500 community members through the Zika Ambassador Program by June 2017
- Each UC MRC Zika Ambassador will reach out to their prospective community groups to schedule additional presentations

II. Project Action Plan

UC MRC volunteers who wish to be part of the Zika Ambassador Program will receive an initial orientation to the program as part of the training schedule. Further training will include short public speaking activities, and setting up technological equipment.

Activities

- Zika 101 for MRC volunteers training
- Develop map for “door hangers distributors”
- Developing list with contact information for health care providers (OB-Gyn, travel medicine)

Supplies

- Door hangers
- Zika Resource folders
- Educational Materials
- Office Supplies
- Insect Repellent

III. Evaluation:

UCHOHM has developed multiple methods of evaluation programs presented under this plan. Program evaluation is based upon input from participants, presenters, planners and community partners.

A series of forms have been developed:

- Community Outreach Report Log Form
- Zika outreach feedback Form
- Overall Program evaluation

Implementation:

September 15, 2016

Introduction of the Zika Ambassador Program to the UC Medical Reserve Corps Ralph G. Froehlich Public Safety Building, Westfield

September-October, 2016

Developing directory of physicians providing services to target population
Assembling resource folders
Distribute banners to all local health departments
Start distribution of door hangers

November, 2016

Continue community outreach

December 2016-January 2017

Refinement of current programs and make adjustments based on identified needs assessments

June 30, 2017

Review plan and amend as appropriate