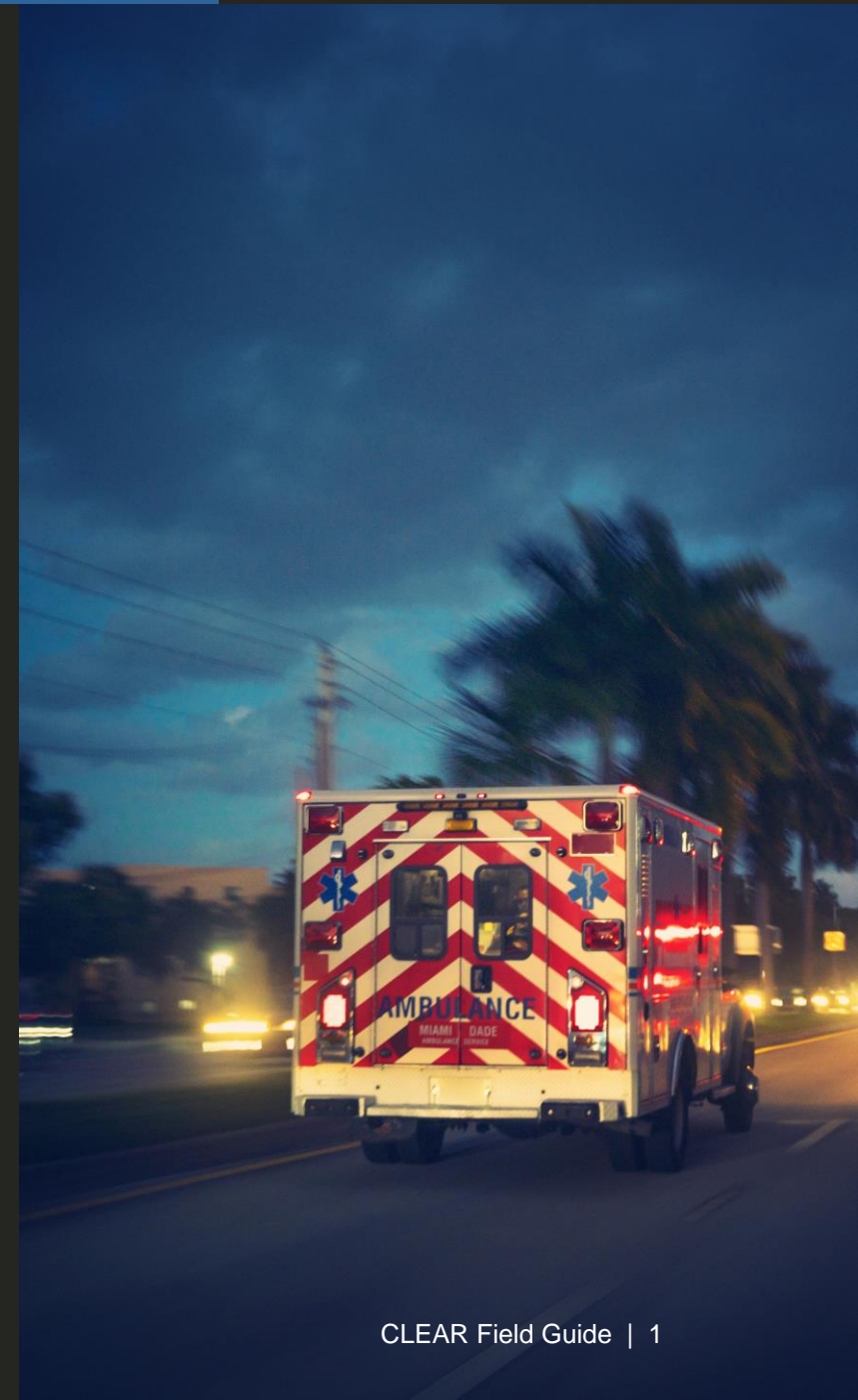




CONVENING LEADERS FOR EMERGENCY AND RESPONSE

Introduction to the CLEAR Field Guide

American Hospital Association
December 1, 2022



INTRODUCTION

About the Collaborative



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Convened by the American Hospital Association (AHA) in 2022, **the CLEAR Collaborative** — representing approximately 60 chief public health officials, 3,000 local health departments, 5,000 hospitals and health systems, 12,000 fire/EMS and emergency management leaders, over 38,000 public health professionals and nearly 50,000 health care professionals — **bridges gaps across national preparedness strategies.**

The CLEAR Collaborative is committed to accelerating a movement toward an evolved emergency management system that removes barriers to knowledge silos, bolsters the public health infrastructure, diversifies health care integration and more deeply considers the interactions between federal, state and local governments.

The CLEAR Field Guide for Emergency Preparedness is the first output of what is intended to be a long-term, sustainable and impactful partnership to support the field moving forward.



Presented as part of Cooperative Agreement HITEP210047, funded by the Administration for Strategic Preparedness and Response (ASPR). The Health Research & Educational Trust, an American Hospital Association 501(c)(3) nonprofit subsidiary, is a proud partner of this Cooperative Agreement. The contents of this presentation are solely the responsibility of the authors and do not necessarily represent the official views of the Administration for Strategic Preparedness and Response (ASPR) or the Department of Health and Human Services (HHS).

INTRODUCTION

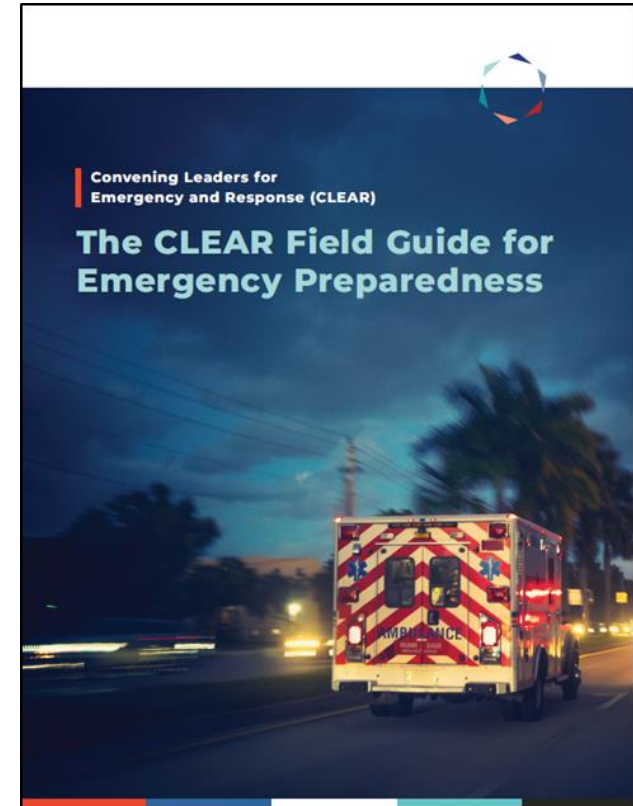
How to use the guide.

The future of the nation's public health and health care infrastructure should be designed to assess, respond to and manage threats to public health well *before* they occur.... but the question remains: **How does the collective field get there, together?** The CLEAR Field Guide seeks to answer this.

The field guide centers around a set of four common priorities, or objectives, for health care and public health to focus on – together – along with action strategies, resources, real-world examples and actionable next steps.

The guide focuses on these four objectives:

1. Strengthen cross-sector partnerships.
2. Build workforce capacity and resiliency.
3. Share information and manage misinformation.
4. Normalize a culture of preparedness.



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PRIORITY TOPIC ONE

Strengthen Cross-sector Partnerships

No sector works in a silo when responding to an emergency. As such, this section encourages readers to look beyond the usual collaborators to include building partnerships with nontraditional, trusted, and influential institutions within the community.



PRIORITY TOPIC TWO

Build Workforce Capacity and Resilience

The workforce is our most precious resource. Without a sufficient workforce, the field is not able to respond to the needs of its communities in both emergencies and non-emergencies.

Even prior to COVID-19, the public health workforce had been underinvested; public health jobs were being eliminated while health care job openings were at record highs.



| | 2 | 4 | |
|------------------|---------|---------|-------|
| Parotis | | | |
| Li | 25,5 Gy | 26,3 Gy | 3 |
| re | 28,8 Gy | 36,5 Gy | 3 |
| RM | 32,2 Gy | 30,3 Gy | 3 |
| Larynx | | | |
| glottisch | 44,1 Gy | 42,9 Gy | 3 |
| Supraglott | 44,7 Gy | 45,7 Gy | 4 |
| D _{Max} | 110,23% | 107,35% | 10 |
| Segm | 80 | 59 | 6 |
| MU | 1304 | 1158 | 1 |
| Plan | ja: | ja: | ja: |
| wird | | | |
| Bestrahlt | nein: | nein: | nein: |

PRIORITY TOPIC THREE

Share Information and Manage Misinformation

During emergencies, it's important to know where to go for accurate, up-to-date and helpful information. Moreover, the ability to execute informed decision-making in response to emergencies is dependent on timely, accurate, coordinated communications.

Information-sharing is foundational to emergency response and impacts outcomes.



PRIORITY TOPIC FOUR

Normalize a Culture of Preparedness

The more prepared you are as an organization, the better equipped you will be to support your community when responding to an emergency.

The ability to prepare, respond and recover from an emergency starts within your organization. Normalizing a culture of preparedness and utilizing key response concepts, outside of an emergency, provides an opportunity to educate and empower staff while bringing value to the goal at hand.



Organization of Four Priorities

Overview

Why this matters to me?

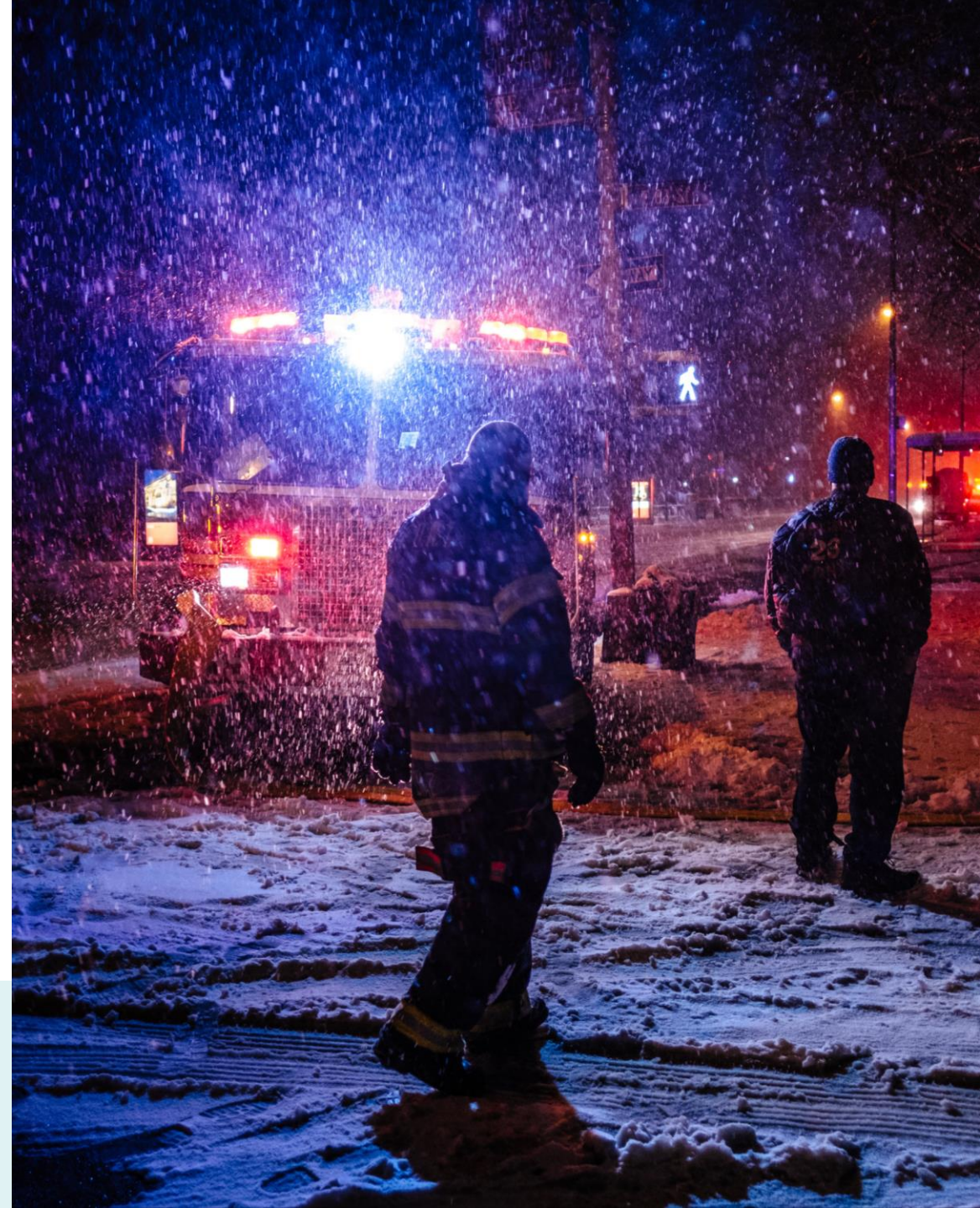
Action Strategies

Examples from the field

Resources

What should I do?

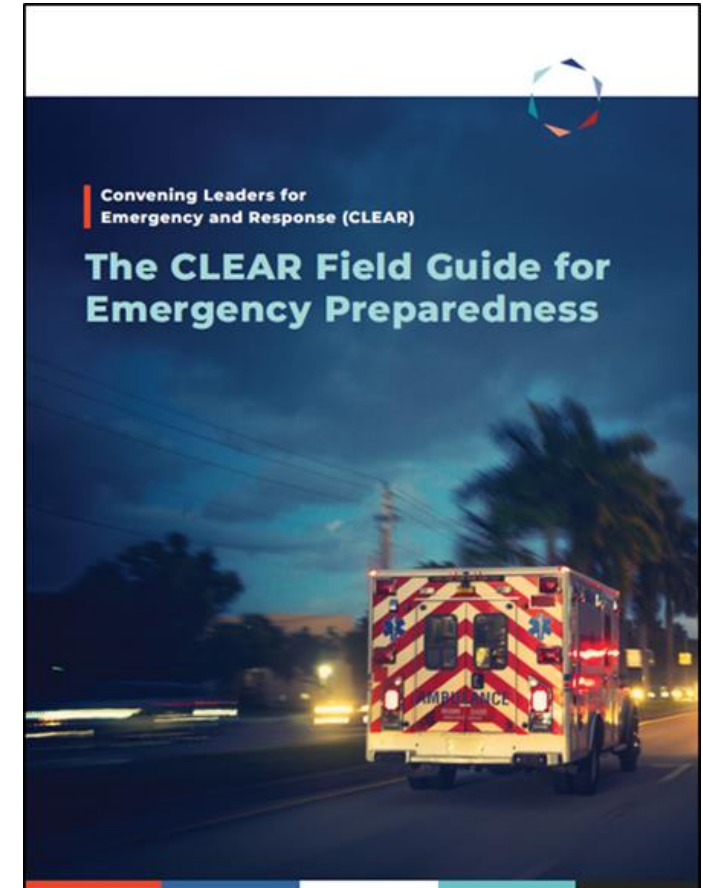
What should we do?



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What's Next?

- Wide dissemination of the CLEAR Field Guide
- Upcoming convenings, blog articles, podcasts, case studies centered on four priorities featuring SMEs and innovative models from the field
- Build off of the Field Guide during Year Two



AHA's Year Two Approach

1. **Widely disseminate the CLEAR Field Guide and grow CLEAR Collaborative.**
2. **Coordinate expansive engagements** with members, regional executives, allied associations and public health agencies to **share and build on findings from the CLEAR Field Guide.**
3. **Create opportunities for peer-to-peer learning** amongst leaders with emphasis on sharing models to: **manage crisis communications, handle misinformation and enhance public trust** during emergencies.
4. **Provide just-in-time training and/or guidance** to support the emerging needs of the field and enhance crisis leadership during **mass casualty incidents, cyberattacks and natural disasters.**
5. **Convene a Leadership during Crisis Learning Community** to serve as a vehicle for health care leaders to **exchange critical strategies and lessons learned** from direct experience during emergencies.



AHA's Year Two Approach

1. How do these Year Two activities align with your organization's emergency preparedness work?
2. How might we collaborate on and/or support your aligned work?
3. Are there other key areas that we need to consider based on hospital and health systems' evolving needs?



Key Takeaways

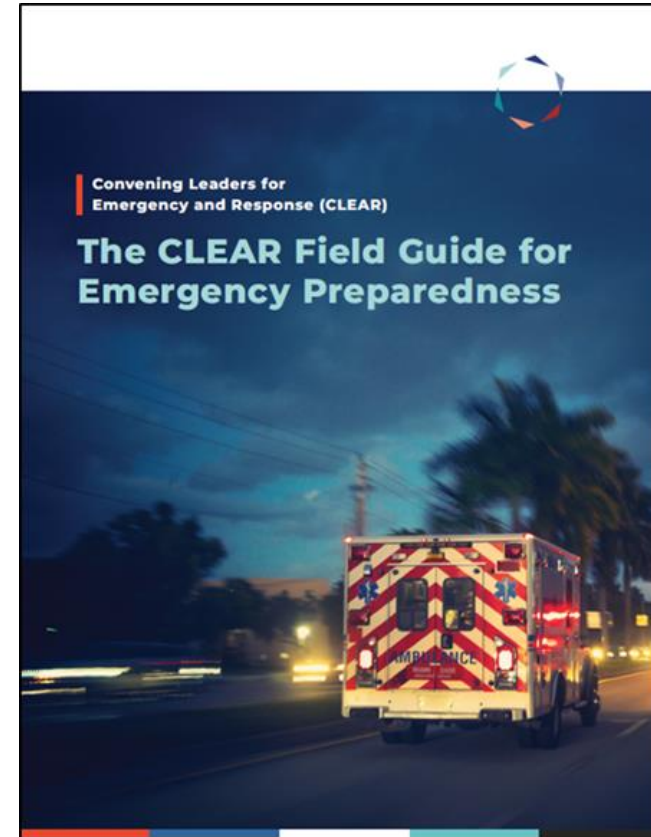
- ✓ Please share the CLEAR Field Guide with your networks (*suggested messaging included on next slide*).
- ✓ Share input on opportunities for alignment and collaboration.

To learn more about AHA's CLEAR Initiative:

<https://www.aha.org/aha-clear>

To access the CLEAR Field Guide:

<https://www.aha.org/aha-clear/field-guide-for-emergency-preparedness>



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Promotional Messaging Samples

Newsletter or LISTSERV Copy:

The American Hospital Association has released a cross-sector field guide on disaster and emergency preparedness. The *Convening Leaders for Emergency and Response (CLEAR) Field Guide for Emergency Preparedness* seeks to align and unite the collective first responder system. It provides a set of aligned priorities, tangible strategies, real-world examples, resources and action steps that health care and public health can implement — together — to strengthen the nation’s emergency management systems. Learn more and download the CLEAR Field Guide today: <https://www.aha.org/aha-clear/field-guide-for-emergency-preparedness>.



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