



IAEM 2008 AWARDS PROGRAM

OFFICIAL ENTRY FORM

CONTACT INFORMATION

Name of Person Submitting Entry: Regina Phelps CEM, RN, BSN, MPA

X IAEM Member

Title: President / Founder

Relationship to the entry submitted: Self

Name of Organization: Emergency Management & Safety Solutions Inc.

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CHOOSE THE AWARD CATEGORY FOR THIS ENTRY:

X Public Awareness Award

Check Division:

X Commercial or Other For-Profit Organization

Name of the Program/Activity: (or name of the person if you are entering someone for the Career Excellence Award or Academic Recognition Award)

Advanced Pandemic Planning for Critical Infrastructure –A Roundtable and Whitepaper Series for US Critical Infrastructure

Brief Summary of the Program/Activity: (Maximum 100 words)

Top-level executives were invited to participate in an intense and intimate roundtable session to dig into the issues that often don't get resolved in a pandemic plan: Human Resource policies, legal and reputational risk and continuity planning. At the conclusion of each session a detailed white paper was published and then distributed to the specific industry. The Financial whitepaper was widely distributed by Department of the Treasury to all National Pan Flu participants. Over 28,000 viewers that we are aware of have downloaded the papers.... there has been a much larger distribution via industry-specific websites.

Details of the Program/Activity: (Answer each section.)

1. Tell us why this program/activity was/is important, or explain why the individual deserves the award for which this entry was submitted. (Maximum 200 words)

This pandemic project dug deep into subjects that other papers, exercises or workshops have dared to tread. They have provided a vehicle for the specific industries and others to talk about the most difficult and perplexing pandemic problems: human resources, continuity planning and legal and reputational risk. Due to the wide distribution of the whitepapers (Department of Treasury, CIDRAP, Edison Electric Institute and others) they have had a significant opportunity to influence policy, planning and outcome.

The premise of this project was by engaging executives of well-known respected companies, in industries that are core to the infrastructure of the United States, we would be able to influence policy and planning across a larger enterprise and therefore have a more profound and deeper impact in communities across the United States.

Roundtables were all held in New York City and were purposively small to encourage a deep conversation on these critical planning issues. Two exercises were held and the injects to the exercises were specifically designed to encourage conversation about these perplexing issues. T

the conclusion of the session, the whitepapers were written and then widely distributed through industry specific organizations, federal agencies and pandemic flu groups.

2. Number of staff, volunteers, and community members involved in program/activity.
(Maximum 200 words)

The Microbiological Threat to Food and Agricultural Institutions: Advanced Pandemic Planning for Executives: three authors and six company participants

The Microbiological Threat to Financial Institutions and the Global Economy: Advanced Pandemic Planning for Executives: three authors and eleven company participants

The Microbiological Threat to the National Power Grid: Advanced Pandemic Planning for Utilities Executives: two authors and six company participants

3. Tell us how staff, volunteers and community members were involved. (Maximum 200 words)

Same as above

4. Tell us how the tactical plans and budget were developed. (Maximum 200 words)

Emergency Management and Safety Solutions wrote a proposal to Roche to provide a grant to conduct the roundtables and facilitate the production of the white paper.

Financial Resources for the Program/Activity:

To help judges evaluate both your efforts and the results, including the impact of your project, please estimate cash, grants and in-kind contributions that supported your program/activity.

- a. Cash (actual financial contributions, donations, grants etc.) \$20,000 per roundtable/whitepaper
- b. In-Kind (value of materials, labor, etc., contributed to project) zero
- c. Total value of cash, grants, donations and in-kind resources (add a & b). \$60,000

Number of people affected by your program/activity:

Known distribution (downloads) of papers is one way to measure the number of people impacted. These papers were also posted to industry websites of which there is no data on the number of people who viewed them. Also the whitepapers then prompted articles and webinars with industry specific publications.

Whitepaper	# of Downloads
The Microbiological Threat to Food and Agricultural Institutions: Advanced Pandemic Planning for Executives: three authors and six company participants	10,000+
The Microbiological Threat to Financial Institutions and the Global Economy: Advanced Pandemic Planning for Executives: three authors and eleven company participants	15,000+
The Microbiological Threat to the National Power Grid: Advanced Pandemic Planning for Utilities Executives: two authors and six company participants	3,000+

Is your program/activity ongoing? Yes. Our proposal is to do all 14 of the NIAC infrastructure groups – we are waiting funding to continue.

Tell us how the project has had an impact on your constituency or community.

(Maximum 200 words)

The papers have deepened the conversation and the dialogue on a very difficult planning topic. The impact is not measurable and remains unknown. They continue however to cause additional products to be produced because of them such as web and magazine articles and interviews. A good way to see the reach of the project is to “Google” the names of the papers. They are cited hundreds of times on the Internet. A few examples of articles spawned from the original work include:

Bank Info Security, March 27, 2008 – Pandemic Planning: How do Financial Institutions Stack Up? A podcast interview. http://www.ems-solutionsinc.com/handouts_podcasts.html

Bank Technology News, December 2007 – If the Feds Don’t Control Web Access During A Pandemic, Are Recovery Plans At Risk?

Treasury & Risk, December – January 2008 – Pandemic Pandemonium

All whitepapers reside at: http://www.ems-solutionsinc.com/handouts_whitepapers.html

Complete and return this form and up to two attachments with supporting documents no later than **Aug. 15, 2008** via e-mail to info@iaem.com.