



# COCA Update

Clinician Outreach and Communication Activity (COCA)  
CDC Emergency Communication System

November 21, 2011

**COCA Updates** are disseminated biweekly. More frequent distributions occur when there is emergency information or CDC event-specific updates to share. The next COCA Update is scheduled for **December 5**.

This issue contains information from November 7 – November 21, and guidance documents relevant to current public health events.

For questions about these or other clinical issues, please write to us at [coca@cdc.gov](mailto:coca@cdc.gov).

## Additional Resources

[CDC Emergency on Twitter](#)

[CDC Health Partners Outreach on Facebook](#)

[COCA Home Page](#)

## Topics and Highlights

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## COCA News & Announcements

### Archived COCA Conference Call

Title: Update on Influenza Vaccination for Health Care Personnel: Recent Coverage, Recommendations, Reporting, and Resources

Continuing Education Credits are available.

Date: November 15, 2011

[http://emergency.cdc.gov/coca/calls/2011/callinfo\\_111511.asp](http://emergency.cdc.gov/coca/calls/2011/callinfo_111511.asp)

## CDC News and Announcements

### Upcoming Vital Signs Call - HIV Prevention

**Title:** HIV Prevention Through Care and Treatment

**Date:** Tuesday, November 29<sup>th</sup>, 2011

**Time:** 3:30 - 4:30 pm (ET)

**Sponsor:** CDC Vital Signs

**Call Number:** 1-888-790-3994

**Passcode:** 53075

CDC Vital Signs wants to notify you of an upcoming conference call for physicians. The subject of this Vital Signs call is very specific and targeted for health care providers. It will highlight the importance of HIV testing, linking people with HIV to care and treatment, appropriate use of medications to reduce the amounts of virus in the body, and how viral suppression and prevention counseling can lead to HIV

prevention. This call will bring focus to new data being released by the CDC and will provide a “blueprint for action” for how the medical community can work with CDC to help stop HIV transmission.

Speakers will include: Thomas Frieden, MD, MPH, Director of the CDC and Jonathan Mermin, MD, MPH, Director of the CDC Division of HIV/AIDS Prevention.

***This call will not be archived; call materials (audio, presentation, and transcript) will not be available online. CE credits are not being offered with this call.***

#### **Public Health Matters Blog: *Don't Feed the Animals* – Nov 15 (CDC)**

When you think of rabies you probably think of stray dogs, bats, or raccoons. CDC staff stationed in Kenya recently learned that when it comes to rabies, it's not always the usual suspects you have to worry about. <http://blogs.cdc.gov/publichealthmatters/2011/11/dont-feed-the-animals/>

#### **CDC Science Clips – Nov 15**

This series features top scientific articles, selected on the basis of potential for population impact and practical implementation. <http://www.cdc.gov/phlic/sciclips/issues/>

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## **Public Health Preparedness**

#### **CDC Features - Nov 14 (CDC)**

CDC.gov feature articles are written by subject matter experts and health communicators, then edited to emphasize strong call-to-action messages and friendly, meaningful visuals. This month's feature include the following: **Antibiotics Aren't Always the Answer** <http://www.cdc.gov/Features/GetSmart/>

#### **CDC now tracking antibiotic use in hospitals – Nov 14 (CDC)**

The Centers for Disease Control and Prevention is launching a new antibiotic tracking system allowing hospitals to monitor antibiotic use electronically, make better decisions about how to improve use, and compare themselves to other hospitals. Before now, CDC was only able to track antibiotic use in doctors' offices.

[http://www.cdc.gov/media/releases/2011/p1114\\_antibiotic\\_hospitals.html](http://www.cdc.gov/media/releases/2011/p1114_antibiotic_hospitals.html)

#### **Understanding Vaccines and Vaccine Safety – Resources for Vaccine Conversations – CDC**

These fact sheets provide information about vaccine testing, safety, monitoring, and the process for establishing the U.S. immunization schedule.

<http://www.cdc.gov/vaccines/spec-grps/hcp/provider-resources-safetysheets.html>

#### **Before Winter Storms and Extreme Cold – FEMA**

Preparing your home, family and vehicle for the upcoming winter season.

[http://www.fema.gov/hazard/winter/wi\\_before.shtm](http://www.fema.gov/hazard/winter/wi_before.shtm)

#### **Emergency Preparedness and Response (CDC)**

Find resources for All Hazards and Specific Hazards preparedness.

<http://emergency.cdc.gov/hazards-all.asp>

#### **Emergency Preparedness and Response Training Resources Page for Clinicians (CDC)**

Find online and in-person training centers and resources at

<http://emergency.cdc.gov/coca/trainingresources.asp>

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## Natural Disasters and Severe Weather

### Winter Weather Preparedness – Nov 14 (HHS)

Winter storms bring many health and safety concerns with the wind, snow, cold temperatures and ice. But preparation, communication and a response plan can help you and your family weather the storms safely. These resources will help you learn how to create a plan, stay informed, and recover from a winter storms.

<http://www.phe.gov/emergency/naturaldisasters/Pages/winter.aspx>

### Be Prepared to Stay Safe and Healthy in Winter – (CDC)

Winter storms and cold temperatures can be hazardous, but if you plan ahead, you can stay safe and healthy. Prepare your home and cars. Keep emergency kits stocked. Be ready for power outages. Wear appropriate clothing. Check on children, the elderly and pets.

<http://www.cdc.gov/Features/WinterWeather/>

### Clinical Guidance for Carbon Monoxide (CO) Poisoning After a Disaster – (CDC)

[http://emergency.cdc.gov/disasters/co\\_guidance.asp](http://emergency.cdc.gov/disasters/co_guidance.asp)

### Prevention Carbon Monoxide (CO) Poisoning – (CDC)

If you don't have a battery-powered or battery back-up CO alarm, now is a great time to buy one. More than 400 people die each year in the US from unintentional, non-fire related CO poisoning.

<http://www.cdc.gov/Features/TimeChangeCODetectors/>

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## Morbidity and Mortality Weekly Report (MMWR)

MMWR weekly reports and publications are prepared by the CDC. To electronically subscribe, go to

<http://www.cdc.gov/mmwr/mmwrsubscribe.html>.

[2011 Online Issues](#)

**November 18, 2011 / Vol. 60 / No. 45** [Download .pdf document of this issue](#)

- [Announcements: Rabies Postexposure Prophylaxis Online Course](#)
- [Notifiable Diseases and Mortality Tables](#)

**November 11, 2011 / Vol. 60 / No. 44 / Pg. 1513 - 1548** [Download .pdf document of this issue](#)

- [Global Routine Vaccination Coverage, 2010](#)
- [Announcements: Get Smart About Antibiotics Week --- November 14--20, 2011](#)
- [Notifiable Diseases and Mortality Tables](#)

## Infectious, Vector-Borne and Zoonotic Diseases

### Weekly Flu View – Nov 18 (CDC)

During week 45, 6.1% of all deaths reported through the 122-Cities Mortality Reporting System were due to pneumonia and influenza. This percentage was below the epidemic threshold of 6.9% for week 45.

<http://www.cdc.gov/flu/weekly/>

### Seasonal Flu: International Situation Update – Nov 17 (CDC)

This report is a summary of key influenza-related updates created from regional World Health Organization (WHO) reports, country reports, CDC field staff updates, and other sources. Updates are listed by region. <http://www.cdc.gov/flu/international/activity.htm>

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## Travel Safety

### **Advice for Safe and Healthy Travel for Students – Nov 14 (CDC)**

Prepare for a safe and healthy study abroad experience by following CDC's travel health tips for students. <http://www.cdc.gov/Features/StudyAbroad/>

## Food, Drug and Device Safety

### **FoodSafety.gov Reports FDA and USDA Food Recalls, Alerts, Reporting & Resources – Nov 18 (HHS/USDA/FDA/CDC/NIH)**

For recalls and alerts by both FDA and USDA, or to report a problem or make inquiries, visit FoodSafety.gov. <http://www.foodsafety.gov/index.html>

### **Ready Pac Foods, Inc. Announces Voluntary Product Recall Because Of Possible Health Risk – Nov 17 (FDA)**

Ready Pac Foods, Inc. of Irwindale, CA is recalling a total of 5,379 cases of bagged salad products containing Romaine lettuce, as listed below, with the Use-by Date of November 18, 2011 because they may be contaminated with *E. coli* (*E.coli* O157:H7). *E.coli* O157:H7 is an organism that may cause diarrheal illness often with bloody stools. <http://www.fda.gov/Safety/Recalls/ucm280227.htm>

### **The J.M. Smucker Company Announces a Limited Voluntary Recall on Two Specific Best-If-Used-By Dates of 16 oz. Smucker's Natural Peanut Butter Chunky Due to Possible Health Risk – Nov 16 (FDA)**

The J.M. Smucker Company today announced a limited voluntary recall on two specific Best-If-Used-By dates of 16 oz. *Smucker's* Natural Peanut Butter Chunky because it may be contaminated with *Salmonella*, an organism that can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. <http://www.fda.gov/Safety/Recalls/ucm280281.htm>

### **Food Safety Tips for Healthy Holidays – Nov 16 (FDA)**

Parties, family dinners, and other gatherings where food is served are all part of the holiday cheer. But the merriment can change to misery if food makes you or others ill. <http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm092815.htm>

### **Investigation Announcement: Multistate Outbreak of Human *Salmonella* Heidelberg Infections Linked to “Kosher Broiled Chicken Livers” from Schreiber Processing Corporation – Nov 10 (CDC)**

CDC is collaborating with public health and agriculture officials in New York, New Jersey, other states, the U.S. Department of Agriculture's Food Safety and Inspection Service (USDA-FSIS), and the U.S. Food and Drug Administration to investigate a multistate outbreak of *Salmonella* Heidelberg infections linked to a kosher chicken liver product labeled as “kosher broiled chicken livers,” which is not ready-to-eat and requires further cooking before eating.

<http://www.cdc.gov/salmonella/heidelberg-chickenlivers/111011/index.html>

### **Investigation Update: Multistate Outbreak of Human *Salmonella* Heidelberg Infections Linked to Ground Turkey – Nov 10 (CDC)**

<http://www.cdc.gov/salmonella/heidelberg/111011/index.html>

## **FDA launches website on safe disposal of used needles and other “sharps” – Nov 8 (FDA)**

The U.S. Food and Drug Administration today launched a new website<sup>1</sup> for patients and caregivers on the safe disposal of needles and other so-called “sharps” that are used at home, at work and while traveling. <http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm278851.htm>

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The Emergency Risk Communication Branch (ERCB) **Health Partners Outreach Team** works to enhance partners’ knowledge of emerging threats and their effects on human populations, and to provide relevant, timely information to help manage these threats by developing and maintaining mechanisms for communication. The Health Partners Outreach Team is responsible for the management of all COCA products.

**For information on this and other clinical issues or to send your feedback please contact us at [coca@cdc.gov](mailto:coca@cdc.gov)**

The Health Partners Outreach Team offers a variety of free tools and resources to help you enhance your knowledge of emergency preparedness and response:

[CDC Health Partners Outreach Facebook page](#) - real time updates, guidance, and situational awareness for public health partners on Facebook.

[Clinician Outreach and Communication Activity](#) – resources for Healthcare providers.

[Subscribe the COCA RSS Feed](#) - get notified of conference calls, updates, and CDC guidance for health providers.

[Crisis & Emergency Risk Communication \(CERC\) Training](#) - course on the fundamentals of CDC’s Crisis & Emergency Risk Communication.

[Selective National Assessment Profiles \(SNAPS\)](#) - snapshots of state population data and local-level community profile information.

[Risk Communicator](#) –quarterly online newsletter providing guidance for emergency risk communication strategy.



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