



# What's Happening

## Hot Topics

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There are a number of "hot topics" in the news. Among the most important in our area:

1. **H1N1 Flu.** The H1N1 flu is still very active around the world. Currently the CDC is working with our public health departments to develop and distribute both seasonal and H1N1 flu vaccines to the public in order to avert what some predict may be a very serious flu season this fall. As soon as the vaccine is available and plans have been firmed up for the distribution of the vaccines, information will be provided to the public. In the mean time, the simplest ways to prevent the spread of the flu is to wash your hands often and thoroughly, cover your cough so you don't spread the virus to others, and to stay home when you are sick so you don't infect others.
  2. **Weather.** July saw a few days of record-breaking temperatures in our area and we aren't finished with summer yet. During periods of very hot weather, remember to stay hydrated by drinking more water than usual, especially if you are working or exercising outside during the heat of the day. Also, try to get your outside work done earlier in the day if possible to avoid being out during the heat of the day, and seek shelter from the heat either in your home, office, or if you have no other choice, a cooling shelter when temperatures become extreme. Information on cooling shelters is generally posted in newspapers and on television news as soon as they are set up. Don't forget to check on elderly neighbors and also check on your small children and pets who can suffer greatly in very high temperatures.
  3. **Obesity.** A recent report by the CDC tells us what is fairly obvious just by looking around—America is getting fatter by the day. The report said that nearly two thirds of the population in America is either overweight or obese which doesn't bode well for our future health. Obesity is a leading cause of heart disease, diabetes, cancer, breathing problems, and a number of other chronic diseases. Even though it is a lot of work to exercise daily and choose healthy, nutritious food over tasty junk food, we owe it to ourselves to stop the rise in obesity in our and our children's generations. Not only will this save on health care costs, it will greatly improve our quality of life.
  4. **Preparedness.** It isn't if a disaster will happen in our area but when. Even though weather-related emergencies top the list of small disasters that we can expect to face on a regular basis, things like earthquakes, fires, and man-made disasters are just as likely to occur so we need to be prepared. Simple ways to do this include having an emergency fund to rely on if you need to evacuate or relocate on a moments notice, having a fairly comprehensive set of disaster supplies and gear ready to use when necessary (ie: first aid kit, fire extinguisher, stored food and water, etc), setting up systems for emergency communication within your family, taking steps to be prepared at work, and getting training ahead of time to improve your chances of survival during a disaster such as taking a first aid class or a disaster preparedness class offered through your local Red Cross or Department of Emergency Management.
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# Mark Your Calendar!

## DUI Panels

August 8; 8:30am Jefferson County—Pt Townsend Rec Center; Pt Townsend, WA 360-385-9193

August 11; 7pm Kitsap Youth—Hillcrest Assembly Church; Bremerton, WA 360-731-5139

August 13; 6:30pm Clallam County—Pt Angeles City Council Office; Pt Angeles, WA 360-417-2385

August 25; 7pm Kitsap Adult—Hillcrest Assembly Church; Bremerton, WA 360-731-5139



## Base Station Meetings

Jefferson County EMS  
August 6th at 6pm  
'Cardiovascular System'  
Chimacum, WA  
crodrigues@jgh.org

Kitsap County EMS  
August 6th at 9am  
'Thoracic Trauma'  
Bremerton, WA  
360-447-2066

Mason County EMS  
*No Base Station meeting this month*  
Shelton, WA  
360-426-1611

## Council Meetings

Jefferson County EMS Council  
*August 4th; 7pm in Quilcene*

Northwest Region Council Meeting  
*No meeting scheduled this month*

West Olympic Peninsula EMS Council  
*August 20th; 7pm in Forks*

Mason County EMS Council  
*August 20th; 6pm in Shelton*

Clallam County EMS Council  
*August 20th; noon at Olympic Medical Center*

Kitsap County EMS Council  
*August 26th; 9am at the Readiness Center*

## EMS Live@Nite

When: No training this month

Where: Via video conference

Topic: n/a

More Info: 888-258-9632

**Post Your Event Here!**

**Email info to [aprilborbon@yahoo.com](mailto:aprilborbon@yahoo.com)**

## More Upcoming Events

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### August Is...

- National Immunization Awareness Month
- National Fraud Awareness Week (1st week)
- National Safe at Home Week (4th week)
- National Minority Donor Awareness Day (August 1)
- Ramadan (August 20)

### Smile Mobile

**August 3-7 in Pt Angeles**  
**August 10-21 in Forks**

**800-572-7835 x6303**



### Meetings/Training/Conferences in the Northwest Region

August 12—Mesa Redonda de Kitsap meeting; 8:30am at the Norm Dicks Government Center. 360-440-2376.

August 12—Mason County Inter-Agency meeting; Noon in Shelton. 360-427-1686

August 20—Kitsap County Healthcare Coalition meeting; 9:30am at Harrison Medical Center in Silverdale. 360-479-5631

August 21—Clallam County Healthcare Coalition meeting; 10:30am at Olympic Medical Center in Pt Angeles. 360-479-5631

August 26—Kitsap Suicide Prevention Task Force; 3:30pm in Bremerton. 360-337-5250

### Meetings/Training/Conferences Outside of the Northwest Region

August 6 & 7—PALS Course (provider and renewal); Mary Bridge Children's Hospital in Tacoma; 425-488-3730

August 18—ACLS Course (renewal); Tacoma General Hospital in Tacoma; 425-488-3730

August 24 & 25—Mass Fatality Incident Response Planning Course; PLU Campus in Tacoma; Christina Neale 360-236-4135

August 27 & 28—Mass Fatality Incident Response Planning Course; Best Western in Moses Lake; Christina Neale 360-236-4135

# The 411 on Social Media

Social media is all the rage these days. Whether a person is putting up a Facebook page for themselves or setting up a Twitter account to share information quickly about their organization, social media websites allow you to create a network of like minded people (or people who are interested in your business/organization) in order to share information quickly and directly. Social media differs from broadcast media (radio and television) and other static media (newspapers and websites) in that information is shared from the publisher (who can be anyone from the CEO or media department of a large corporation to the teenage kid down the street) to the public and then the public has the opportunity to both share the information with others and participate in your social media network by commenting back and/or participating in forums.

You may be well aware of some social media sites (who hasn't heard of Facebook?) and totally oblivious to others (who has hours and hours a day to participate in all of these networks?). Social media websites include:

- Facebook ([www.facebook.com](http://www.facebook.com)), My Space ([www.myspace.com](http://www.myspace.com)), Linked In ([www.linkedin.com](http://www.linkedin.com)), and Multiply ([www.multiply.com](http://www.multiply.com)). These services allow you to make your own webpage to showcase your business, your non-profit, your favorite band/cause/show, or yourself. You can post photos here, add links to your favorite videos or music, and post and receive messages to and from your friends/fans.
- Flickr ([www.flickr.com](http://www.flickr.com)) and YouTube ([www.youtube.com](http://www.youtube.com)) allow you to post photos and videos on your account page to share with the world.
- Blogspot ([www.blogger.com](http://www.blogger.com)) and WordPress ([www.wordpress.com](http://www.wordpress.com)) allow you to create your own blog which is much like an online diary/online op/ed site when you can publish everything from scholarly articles to daily musings.
- Twitter (<http://twitter.com>) allows you to set up your own Twitter web page on which you can post messages no longer than 160 characters. You can send messages from either your computer or cell phone and the people who have signed up to follow you on Twitter can receive your messages

on the internet or their cell phones.

- Forums. Almost any topic that has any size following will have forums set up that look like bulletin boards. People can post questions or information and others can join in on the conversation by posting answers. Some of the "threads" or conversations can be pages long. Check out Med Help (<http://www.medhelp.org/forums/list>) to see what forums look like.
- Digg ([www.digg.com](http://www.digg.com)) and Delicious (<http://delicious.com>) are examples of social media which allows users to share media found anywhere on the web. You can set up your own page to list interesting/informative articles, photos, videos, etc. that you have found online in order to recommend and share them with others.

Now that you are overwhelmed with clicking through all of these networks, you want to figure out why these networks are so important...and so popular. Ask anyone under 20 years old about social networking and they will look at you like you asked them why air is important. Social networks keep people connected more comprehensively and continuously than Ma Bell ever did. The reasons people use social media are many and varying:

- It's free! No need to wade through tedious programming language, the websites are set up for you. All you have to do is register and start publishing. Likewise there is no need to pay for website hosting and developing—it's all there online. Also, there is no need to buy expensive software for your computer because these websites allow you to sign in and access your account from any computer.
- You can reach the masses! A hard copy newsletter takes time and money for development, printing, and mailing and you can only reach a very limited number of people. With social media websites, anyone and everyone can view your site. Friends and fans can then send a link to your site to their friends and pretty soon you may have tens of thousands subscribing to your social media websites instead of the hundreds that you can reach by print or phone.

## Social Media continued

- It's fast! No need to laboriously compose a long missive, proofread it, get it printed, folded, stamped, and mailed or call people individually to relay your message. Simply log onto your social media account and type up your blog post, upload your pictures or videos, or type up your Twitter message, hit send, and you are done.
- It's accessible! Most social networking sites allow you to access your account via your computer or your cell phone. People can literally keep in touch 24/7 through their social networks.

There are a few drawbacks to using social media websites. Because the website is not your own, it can shut down, lose your files, or otherwise disrupt your life and there is no recourse. Many sites also use advertising to support the network and users may have little or no control over the advertising that appears on their site. Also, since information is shared at the speed of wi-fi, inadvertently posted messages and pictures or negative news can be spread around your network and around the world in seconds. Because of these issues, you will want to take the following precautions when using social media websites:

- Never post anything on your site that you wouldn't want read back to you by an attorney in court. If you wouldn't post what you are writing or hang the picture that you are uploading on the door to your office, don't put it on the web. Once something is posted in digital format, it is there forever and can be shared with the world.
- Get approval for what you publish. If you are posting to your organization's Facebook page or Twitter account, it is the same as saying "our CEO says..." so make sure that what you post is something the CEO would approve of.
- Think twice (or maybe three times) about what you post. Because messages, pictures and videos can be composed/shot and published in seconds, it's important to make sure that what you publish won't have any negative repercussions. Proofread with a critical eye.
- Set limits for the information your kids post on social networking sites. While it is fine to tell the world that you will be at your organization's open

house on Tuesday at 5pm, it is not such a good idea for your child to tell the world that they are going to the movies alone on Tuesday at 5pm. Think of your postings as sharing information with a stranger and make sure your kids know the rules before posting content to these sites.

Do you have a social media plan? Do you need a social media plan? Social media can be invaluable for individuals as well as businesses and organizations. Using Twitter, as the CDC found, is an excellent way to share information with the public quickly and efficiently. Check out their Twitter page at <http://twitter.com/CDCEmergency>. Eric McLaughlin, a firefighter and doctor, makes excellent use of his social network by having a website ([www.adventuredoc.org](http://www.adventuredoc.org)) where he provides authoritative articles on a wide range of medical topics, a blog (<http://adventurehealthclinic.com/>) where he posts more random items such as his travel updates and random musings), and a Twitter account (<http://twitter.com/AdventureDoc>) where he posts short informational updates. All of these components help him increase his visibility and authority in his field (many more people are likely to read his information online than he would meet in a regular day) and because of such wide exposure, people are much more likely to contact him for information, presentations, and sound bites. He has also used his social network to create a way that people can share information (comments on his blogs come from other doctors and people in the field that can add to or expand on the topics he writes about).

If you want to jump into the social media fray, "begin with the end in mind" as Seven Covey would say. What is it you want to do with your social network? If you want to be able to communicate quickly with your followers, consider opening a Twitter account. If you want to share information with others consider opening a Blogger account. If you want to showcase your karate school's skills, open a YouTube account and upload videos of your students in action. If you want to build community support for your non profit, start a Facebook or MySpace page.

# Back to School in Ten Easy Steps

It seems like summer just started but within a few short weeks, kids will be going back to school. Here's ten quick steps to get your kids prepared for school:

1. Make sure they get their vaccinations and sports physicals as soon as possible so they will beat the rush to providers the week before school starts.
2. Encourage your kids to sign up for after school sports. Not only will sports build social, physical, and leadership skills, it will provide them much needed exercise which is often lacking in kid's schedules these days.
3. Make your school preparedness plan now. Make sure your kids know what to do for simple problems such as if they miss the bus, forget their lunch money, or lose their cell phone. Also make sure they know what to do if there is a disaster and they need to reach you immediately. Parents also need to know what the school's policy is for emergencies such as lockdowns (often parents cannot pick up their children when this happens), and how to sign up for the school's emergency alert system so they will find out about snow closures, early release dates, etc.
4. Discuss how your child will get to and from school. Walk with them to school before it starts to check out any dangerous situations that need to be mitigated (ie: a busy road or dangerous dog on the route). Show them where to catch the bus and see how much time it takes them to get to the bus stop. If they will ride their bike, make sure they have a well fitting helmet and a way to secure their bike at school. If they drive to school, set firm rules about who may ride with them and what not to do (like texting or chatting on their cell phone while driving).
5. Establish technology boundaries with your kids. What is the school's policy about cell phone use during school hours? Have you checked out their Facebook page to see what they and their friends are posting online? How many text messages can they send each day/week/month? Earlier this year a 14 year old girl sent 14,528 text messages in one month! If her parents had a 400 messages per month plan instead of the unlimited texting plan they would have been bankrupt!
6. Get kids off to school with a healthy start by

ensuring they are in the 'early to bed, early to rise' mode at least a week before school starts.

Besides ensuring they get enough sleep, make sure they get a nutritious breakfast each morning and can take or buy a nutritious lunch each day.

7. Get your kids the resources they need to be successful in school. For low income parents, this may include signing up for free school supplies or school clothes through local social service organizations. For teens in the Running Start program, this may mean a trip to the college bookstore to buy college textbooks, something that you may not have had to do before. For kids with medical or mental health problems, this may mean a consult with their doctor prior to school starting so that they will be prepared for a change in their schedule.

8. Start their education now instead of waiting for them to catch up during the first week of school. Kids who don't read, write, or do math during the summer can sometimes forget these necessary skills. By having your child read a newspaper article to you then share their opinion about it or having your teen compute how many square yards of carpet you would need to order for the family room, you can get them learning and let them hit the ground running when school starts.

9. Develop a plan. College success often begins in junior high school or early high school. Things like Advanced Placement classes now or a really interesting volunteer gig will make a big difference when it comes time to go to college.

10. Develop your team. It practically takes an entire staff to take care of some busy kids—sports schedules, rides to practice and games, social and extra curricular activities—or if illness strikes, parents who work need to scramble to find a sitter... To help mitigate these issues before they start, consider who you can call on for back-up for everything from childcare if your regular sitter can't make it to car pool groups to ease the burden of being on call as a taxi service 24/7.

Obviously kids will get back to school whether you are prepared or not but by taking these easy ten steps, you—and they—will be ahead of the game when school starts.

# Did You Know?

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- A Mass Fatality Incident Response Training course sponsored by the Washington State Department of Health will be held on August 24th and 25th in Tacoma and on August 27th and 28th in Moses Lake. This free two-day training course is open to anyone who would be responding in the event of a mass fatality event including Red Cross volunteers, EMS personnel, law enforcement, tribes, etc. At last word, the Tacoma class was full but there were still some spots available for the Moses Lake class. For more information on the course call Christina Neale at 360-236-4135.
- Have you ever seen someone leave a public restroom and not wash their hands? Pretty gross huh? Well, the effort to get the word out about washing hands in order to prevent the spread of germs has taken on a humorous tone at the 5th Guy ([www.5thguy.com](http://www.5thguy.com)). This company has created an advertising campaign about washing hands that is hilarious. These 30 and 60 second commercial spots are available free of charge to send to friends and colleagues and agencies are also welcome to use these spots free of charge for local television advertising campaigns. Go to [www.5thguy.com/campaign.htm](http://www.5thguy.com/campaign.htm) to watch these really funny commercials.
- Save the date! The 'Healthier Aging in Washington' Symposium will take place on October 15th at the Holiday Inn in SeaTac. This workshop is geared towards healthcare and public health professionals who work with aging populations and those with chronic diseases. For more information, contact Ilene Silver at [Ilene.silver@doh.wa.gov](mailto:Ilene.silver@doh.wa.gov).
- The SmileMobile will be in Port Angeles on August 3-7 and in Forks on August 10-21. This organizations provides free basic dental care for children at many locations around our state. To make an appointment for service, or if you are a dentist and would like to volunteer and receive CME credits for your service, call 800-572-7835 x6303.
- The Housing Authority of Bremerton is hosting a 'Community Health Awareness Day' on August 21st from 2pm to 4pm at the Sylvan Way Baptist Church at 900 Sylvan Way in East Bremerton. Health information, free brown bag lunches, and a DJ will be on site.
- This is a free event for adults and children and will feature many fun activities as well as valuable health information. Contact Kim Martin at 360-616-7152 for more information.
- The 2009 Health and Safety Expo will take place on August 18th from 10am to 6pm at the Kitsap Conference Center and Bremerton Boardwalk in downtown Bremerton. This is a free event and open to the public. Exhibits, hands-on displays, and a kid's zone will be used to educate the public on a variety of safety and health topics. Call 360-473-5918 for more information.
- Speaking of health fairs, the Immigrant Assistance Center will host its First Annual Health and Resource Fair at the Olympic College Student Center on Saturday, August 29th from 10am to 3pm. This event will include informational booths from local community service agencies, food, entertainment, vendors, and limited medical services. This free event is open to all and all information and services will be provided in both Spanish and English. Go to their website at [www.immigrantassistancecenter.org](http://www.immigrantassistancecenter.org) for more information.
- Check out '100 Incredible Lectures from the World's Top Scientists' at <http://tiny.cc/pcFm5>.
- Did you know that Nike makes a special tennis shoe only for Native Americans? You can't even buy the shoe in the stores because it is only available for order through licensed tribal entities. Google Nike N7 tennis shoe to find out more about this special shoe and program.
- The Vaccine Adverse Event Reporting System (VAERS) is available online at <http://vaers.hhs.gov/>. Included on this website is information on adverse vaccine events, vaccination information for the public and providers, information on state vaccine programs, and a reporting process for healthcare providers to report adverse vaccine reactions.
- Go to [www.doh.wa.gov/Data/data.htm](http://www.doh.wa.gov/Data/data.htm) to find a wide range of Washington State health data. Reports cover everything from injury and chronic disease data to maternal health and infectious disease data which can provide timely and accurate information for reports and grant applications.

**NORTHWEST REGION  
EMERGENCY MEDICAL  
SERVICES AND TRAUMA**

5610 Kitsap Way #240  
Bremerton, WA 98312

PO Box 5179  
Bremerton, WA 98312

Phone: 360-479-5631  
Fax: 360-479-5772  
Email: [admin@nwrems.org](mailto:admin@nwrems.org)

Edited by April Borbon  
[www.aprilborbon.com](http://www.aprilborbon.com)  
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*The Northwest Region Emergency Medical Services and Trauma Care Council is a non-profit umbrella organization which oversees EMS training, prevention activities, and program funding in Clallam, Jefferson, Kitsap and Mason Counties.*

*The mission of the NWREMS & TCC is to promote and support a coordinated system for local Emergency Medical Services/Trauma Care Councils by:*

- *Providing resources/funding*
- *Enhancing education/training*
- *Promoting data collection/analysis*
- *Facilitating communication*
- *Promoting standardization*
- *Promoting public education and prevention*

**We're On The Web!**  
**[www.nwrems.org](http://www.nwrems.org)**

## News from the NWREMS Office

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Here's what's happening at the NWREMS office during August:

- Due to decreased funding and increased costs, we will now have to start charging for bicycle helmets. For years we have provided free bicycle helmets to community members and provider agencies in our region however, beginning August 1st, we will now have to charge \$5 per helmet. This is still a very good deal and less than half the cost of purchasing a similar item in the stores. If you would like to order helmets for distribution through your agency, simply contact April at 360-479-5631 and we will have the helmets drop shipped to your location. We will then follow up by billing your agency for the cost of the helmets.
- Our DUI Panels have made a smooth transition to our new location at the Hillcrest Assembly of God Church in East Bremerton. The move took place in July and we are happy to report that everyone easily found our new location. We are very grateful to the Hillcrest Assembly of God Church for providing such a wonderful location for this very important community program.
- Our Healthcare Coalitions are going strong. Coalitions meet regularly in each county to plan for patient surge and resource sharing in the event of a disaster. If you would like to receive information on these meetings or be added to the coalition mailing list, simply call our office or send us an email.
- We are now gearing up for our Geriatric Conference which will take place in mid January. Our first annual conference last winter was a huge hit and we are working even harder to ensure a successful follow up. If you would like to participate in the conference planning process, contact René at our office.