

Meta-Leadership Summit for Preparedness

SUCCESS STORY

PHOENIX, ARIZONA

Expanding Closed Points of Distribution to Include the Hospitality Industry

Contributor: Lisa Speissegger

“When Marriott approached us ... it was like a gift.”

One of the participants at the Greater Phoenix Meta-Leadership Summit for Preparedness held in February 2010 was from the downtown Marriott hotel. When asked to document a commitment they were willing to pursue to strengthen the area’s preparedness, they pledged to explore the possibility of the Marriott Hotel in becoming a closed Point of Distribution (POD)* in the event of a public health emergency. As a result of the commitment made at the Summit, Marriott reached out to the area POD coordinators. “When Marriott approached us as a result of the Meta-Leadership Summit in early 2010,” says Lisa Speissegger, a CDC Public Health Advisor assigned to the Arizona Department of Health Services, “it was like a gift.”

Closed Points of Distribution (PODs) are a Priority

Establishing closed PODs has been a priority for the Maricopa County Department of Health for several years. Maricopa and nearby Yavapai and Pinal Counties have had success persuading businesses to participate in the closed POD program. Both Arizona Public Service, the region’s electricity provider, and the Salt River Project, which supplies water, have exercised their distribution plans with employees and their families. Basha’s, Frito Lay, Fry’s and “Go Daddy” headquarters also recently signed agreements.

Preparing larger employers to assume responsibility for distributing medical countermeasures or vaccines not only supports their Continuity of Operations Plans, but also reduces the need for open PODs significantly. For example, having a closed POD with one of Arizona’s large employers could reduce demand on open PODs significantly. In early 2012, Intel opened a new facility that employs 5,000 – a closed POD in a facility of this size could reduce demand by 20,000 individuals.

Hospitality Industry Progresses

Working with the hospitality industry to participate in establishing closed PODs has been more challenging, although negotiations toward a signed MOU continue. By carefully crafting this important agreement, Marriott and the Maricopa County Department of Health hope to signal to similar corporations both the feasibility and suitability of a hotel or resort taking this step to support community resilience.

*Points of Distribution are venues at which medical countermeasures are distributed in the event of a public health emergency. Closed PODs serve only those already at the site, such as employees (and, typically, their families), while open PODs serve those who are directed to that site to obtain the countermeasures.

The Meta-Leadership Summit for Preparedness empowered business, government and nonprofit leaders to act together in times of crisis. The five-year initiative connected 5,000 business, government and nonprofit leaders in 36 communities. For resources and more information about Meta-Leadership visit the [CDC Foundation Meta-Leadership Website](#).



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