

New York • New Jersey Preparedness and Emergency Response Learning Centers (NY•NJ PERLC) University at Albany SUNY School of Public Health

New York • New Jersey Preparedness and Emergency Response Learning Center - Overview

The New York • New Jersey Preparedness and Emergency Response Learning Center (NY•NJ PERLC) is a training center focused on providing preparedness and response training for the public health workforce. The preparedness centers at the Schools of Public Health at the University at Albany, SUNY and the University of Medicine and Dentistry of New Jersey (UMDNJ) collaborated to develop the New York •New Jersey Preparedness and Emergency Response Learning Center (NY•NJ PERLC). The combined center is committed to improving the capacity of the public health workforce throughout the states of New York and New Jersey. With focus on emergency events of natural causes, bioterrorism, and infectious disease outbreaks, NY•NJ PERLC aims to bolster regional response to current and emerging public health threats.

Partners

NY•NJ PERLC collaborate closely with three public health departments, New York State, New Jersey, and New York City. This public health workforce responds to public health emergencies in an area that includes over 29 million people, from the Canadian border in the north, to the outlet of the Delaware River south, and west to Lake Erie.

National Network of Learning Centers

NY•NJ PERLC is part of a network of training centers, called the Preparedness and Emergency Response Learning Centers (PERLC), which is funded by the CDC. The PERLC serve in a national capacity to meet preparedness and response training and education needs of the US public health workforce. The PERLC provide competency-based training to state, local, tribal, and territorial public health authorities within defined service areas provide specialized training, education, exercise consultation and resources for partners on request. PERLC are acknowledged for their unique capacity to adapt and tailor preparedness training to meet stakeholder requirements. The PERLC are established within the Council on Education for Public Health (CEPH)-accredited schools of public health and serve as an important national resource to meet the requirements of the Pandemic and All-Hazards Preparedness Act (PAHPA), Sec. 304 (d). <http://healthyamericans.org/reports/bioterror07/PAHPAPublicLaw.pdf>

Key Activities

NY•NJ PERLC recent activities include:

- Developing and maintaining interactive online courses, especially Preparedness & Community Response to Pandemics; this course is the most widely utilized of the 22 currently available
- Competency mapping of legacy products and making as many as possible available on the center website
- Public Health Leadership Initiative for Emergency Response (PHILER)
- Producing live broadcast programs with nationally known experts on topics of broad interest in preparedness; and ensuring the longevity of the programs by providing archival copies as podcasts
- PHlash blast email newsletter
- Assisted local health departments and other partners with exercises



Key Accomplishments

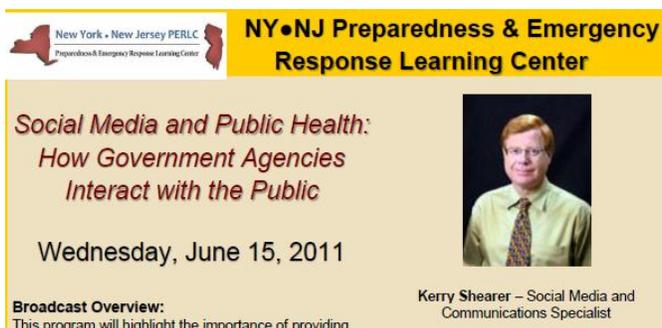
- **Latinos During Emergencies: Cultural Considerations Impacting Disaster Preparedness**

Many Americans would probably be surprised to learn that one in six United States residents self-identify as Latino. This rapidly growing minority group consists of a diverse population interconnected by historic influence and cultural commonalities. On March 22, 2012, the NY•NJPERLC produced a live broadcast entitled, "Latinos during Emergencies: Cultural Considerations Impacting Disaster Preparedness," taking a major step toward bringing national and international attention to the issue. The broadcast, now available online at <http://www.ualbanycphp.org/broadcasts.cfm>, seeks to enhance the cultural competence of public health workers and emergency responders by improving preparedness and response initiatives in Latino communities. Featured speakers explain the importance of considering cultural differences in the context of response and recovery activities, and provide the audience with tangible examples of culturally competent messaging and outreach initiatives that can strengthen community resilience.

- **Public Health Leadership Initiative for Emergency Response: PHLIER**

Developed at UMDNJ initially as a series of 12 monthly sessions, PHLIER has been reduced to a single 90-minute seminar during which 25-50+ public health professionals collaborate to ensure mutual professional success. PHLIER gives participants an opportunity to practice public health leadership in an emergency.

Because the public health workforce relies on professional organizations for training, the NY•NJ PERLC's workforce council adapted its outreach by partnering with public health professional associations to offer training at their business meetings. Each PHLIER includes a lecture on collaboration and crisis leadership; emerging leaders are then given time to practice new skills through a natural disaster simulation, and take part in challenging experiential collaborations. During the sessions, participants identify new and creative case solutions to specific public health challenges determined by association leaders or based on the specific needs expressed by their members.



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*Social Media and Public Health:
How Government Agencies
Interact with the Public*

Wednesday, June 15, 2011

Broadcast Overview:
This program will highlight the importance of providing


Kerry Shearer – Social Media and
Communications Specialist

Contact Information

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CDC Preparedness and Emergency Response Learning Centers (PERLC)

For more information about the PERLC program please email us at perlcprogram@cdc.gov or visit our website at <http://www.cdc.gov/phpr/perlc.htm>.