



FEMA

Lessons Learned
Information Sharing
LLIS.gov

Sharing Information
Enhancing Preparedness
Strengthening Homeland Security

PRACTICE NOTE

Point of Dispensing Operations: Designating a Space for Media Personnel

PRACTICE

The Yolo County, California, Health Department designated an operating space for members of the media during a point of dispensing (POD) exercise. This enabled the media to cover the POD exercise without inhibiting operations.

DESCRIPTION

In 2007, the Yolo County, California, Health Department noted that during vaccination clinic operations, the presence of media personnel on the vaccination floor displeased patients receiving medical treatment. Health department planners also observed that POD floors can become very busy during operations and cannot accommodate media personnel and equipment covering the operations. The planners recognized that limiting media personnel to a designated area away from the dispensing floor can protect the confidentiality of patients receiving medical treatment. The planners modified the county's PODs to include provisions for locating the media away from the POD floor during operations. Thus, the Yolo County health department designs every POD site with a pre-designated area for media personnel, which is separate from the dispensing floor.

From December 1 to 3, 2008, the Yolo County, California, Health Department participated in a two-phase full-scale exercise (FSE) with the University of California, Davis (UCD). The first phase occurred on December 1 and 2 and exercised just-in-time training for POD personnel and communication between Yolo County Health Department personnel and UCD officials. The second phase began on December 3 and consisted of a functional flu clinic to exercise mass prophylaxis POD plans and operations. The exercise scenario was based upon a potential novel H1N1 influenza subtype pandemic. Exercise participants included 139 players and 778 clinic patients.

During the second phase of the exercise, public information staff members at the POD conducted media interviews onsite. The POD plan had originally designated a nearby conference room as an operating space for media personnel. The UCD public information team requested that this designated area be moved to a location within view of the dispensing floor so that media personnel could observe vaccination dispensing. POD personnel selected an elevated wing of the facility as a place where the media could conduct interviews and view the dispensing floor. A press assistant and team escorted media personnel through the POD floor as time and space permitted. Designating this space kept the media from wandering onto the dispensing floor.

CITATIONS

Carey, Dana. Strategic National Stockpile Coordinator, Yolo County, CA, Health Department. Interview with *Lessons Learned Information Sharing*, 26 Jan 2010.

Yolo County, CA, Health Department. *Operation Aggie Flu After Action Report/Improvement Plan*. 15 Jan 2009.

<https://www.llis.dhs.gov/docdetails/details.do?contentID=40800>

DISCLAIMER

Lessons Learned Information Sharing (LLIS.gov) is the US Department of Homeland Security/Federal Emergency Management Agency's national online network of lessons learned, best practices, and innovative ideas for the emergency response and homeland security communities. The Web site and its contents are provided for informational purposes only, without warranty or guarantee of any kind, and do not represent the official positions of the US Department of Homeland Security. For more information on *LLIS.gov*, please email feedback@llis.dhs.gov or visit www.llis.gov.