



City of Santa Barbara



Get Ready Santa Barbara! Send a Message in 2010, Be Prepared

Volume 1, Issue 11

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Test Your Plan

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Stop, Think, Look, Act

WHEN THE UNEXPLAINABLE HAPPENS IN PUBLIC PLACES

Since childhood we have been taught how to “Stop, Drop and Roll” for fires and to “Drop, Cover and Hold” for earthquakes. Also, we may have been taught other emergency steps for various natural disasters in our community. Our concentration, until now, has been on what to do in the places where we spend most of our time: at home, school, and work.

The climate of terrorism presents us with two new challenges. One challenge is that large, crowded public places may be specifically targeted for attacks. Terrorism experts tell us that certain types of targets—financial centers, airports, religious facilities, shopping malls, amusement parks, and sporting events may be singled out. This is because many people could be hurt at once. Since the World Trade Center attacks these targets have been strengthened.

Our other challenge is that terrorists rely on shock and

surprise. Remember, they want to create the most possible publicity for their causes. They hope that people will forget

everything they know about how to react in an emergency and panic instead. So it is wise for us to think how we will transfer what we have learned over the years to emergencies that occur suddenly in crowded, public locations.

Terrorists want to disrupt our daily lives. Let’s not give them that satisfaction. Continue to live your life, but be alert and aware of your surroundings.

TAKE ACTION

Each of us is equipped with powerful tools against terrorism: our eyes, our ears, and our knowledge of life-saving behavior in an emergency.

WHAT CAN YOU DO NOW?

Rely on your overall common sense. Think about taking first aid and CPR classes. Find out when your local jurisdiction is doing a Community Emergency Response Team training.

GET INVOLVED

Preparedness Spotlight!

WHEREEVER YOU ARE, STOP, THINK, LOOK, AND ACT

Stop—When you realize something is happening, resist the urge to panic and run. Wait a moment, get your bearings

Think—Remember all the things you have learned about safe behavior in emergencies, such as, drop down and take cover if debris is falling, if there is smoke, stay near the floor, if you need to evacuate look for the marked exits

Look—around you. Where is the source of the problem? What is your most immediate source of danger: broken glass, fire, other people running without thinking? Are you actually hurt or just frightened?

Act—All this may take only seconds; but it could save your life and the lives of others. By pausing first to stop, think, and look, you can act with a clear goal in mind. Your decisive action and calmness may help others to overcome anxiety and also act appropriately.

Special thanks to the County of Los Angeles, Emergency Survival Program for this article.

Disaster Focus: Public Health Emergencies

Fredrick .M. Burkle, Jr. MD, MPH, DTM defines public health emergencies as those “that adversely impact the public health system and/or its protective infrastructure (i.e., water, sanitation, shelter, food, fuel, and health), resulting in both direct and indirect consequences to the health of the population, and occur when this protective threshold is absent, destroyed, overwhelmed, not recovered or maintained, or denied to populations.

The major factors that promote, accelerate, or move a disaster event toward becoming a public health emergency in regards to potential injury-creating events, potential illness-creating events, or a combination of the two are as follows:

- Developing country where public health infrastructure and systems are lacking or absent
- Deficient and/or disabled pre-existing capacity of public health infrastructure and/or systems to respond to crises
- Whether public health capacity and capability has been compromised (destroyed, overwhelmed, poorly maintained or denied to a population) as a result of the disaster
- Geographically widespread disaster
- Population size, distribution, and density
- Prolonged time/exposure of the disaster
- Existing ecological and environmental decay, or an environment that becomes adversely altered by the disaster.

Most natural disasters are similar in that worldwide most are limited in scale and time and managed by local, regional, or national resources. Rarely in the developed world, such as the US, do natural disasters result in the a public health emergency unless it has an adverse impact on the public health infrastructure and/or systems as it did in Hurricane Katrina.

Earthquake have a sudden direct impact (injury, death) and health response; after 1 to 2 weeks, however, limited-scale indirect health effects many need to be addressed. The landslides and aftershocks generated from the 1994 Northridge, California, earthquake created dust clouds that led to an increased incidence of infections.

Not all natural disasters generate public health emergencies; those crises that do are geographically widespread and prolonged and often occur in densely populated areas that adversely affect the protective public health infrastructure.

The best way to make sure that you do are protected is to begin planning now for any type of disaster. Contact the Santa Barbara County Public Health Dept. for more information at 805-681-5102 or check out their website at <http://www.countyofsb.org/phd/>

Excepts for this section taken from an article titled “Impact of Public Health Emergencies on Modern Disaster Taxonomy, Planning, and Response” by Frederick M. Burkle, Jr. MD, MPH, DTM, and P. Gregg Greenough, MD, MPH ,from the Disaster Medicine and Public Health Preparedness Magazine published on June 11, 2008.

Cold & Influenza

It’s that time again to start thinking about how you are going to protect yourself and your family from the season of cold and flu.



Listed below are 10 natural hints from WebMD:

- #1—Wash Your Hands Often—also remember to wipe down your phone, keyboard or any door handles
- #2—Don’t Cover Your Sneezes and Coughs With Your Hands—remember to cough into a tissues or into the inside of your elbow
- #3—Don’t Touch Your Face
- #4—Drink Plenty of Fluids
- #5—Exercise Regularly—Exercise helps increase the body’s natural virus-killing cells
- #6—Eat Food Containing Photochemical—Dark green, red and yellow vegetables and fruit
- #7—Eat Yogurt—Researchers think the beneficial bacteria in yogurt may stimulate production of the immune system
- #8—Don’t Smoke
- #9—Cut Alcohol Consumption—Alcohol dehydrates the body and suppresses the immune system
- #10—Relax—Take time, at least 30 minutes a day, to sit and wind down

City of Santa Barbara
Office of Emergency Services



We’re on the web!

<http://www.santabarbaraca.gov/Resident/OES>

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Local Disaster History in November

Tea Fire

- Date Started: November 13, 2008 at 6:30 p.m. lasted five (5) days
- Acres Burned: 1,940
- Location: Montecito, Cold Springs Creek and Hot Springs Rd.
- Homes Destroyed: 210; Damaged: 9
- Total Fire Personnel: 756, 62 Engines, 23 Fire Crews, 1 Dozer, 3 Water Tenders
- Cost to date: \$5.7 Million