

Access speaker bios here: <https://files.asprtracie.hhs.gov/documents/app-mrc-story-of-resilience-during-hurricane-helene-speaker-series-bios.pdf>

Access other recordings here:

<https://files.asprtracie.hhs.gov/documents/aspr-tracie-mrc-voices-from-the-field-speaker-series-summary.pdf>

Access this speaker series recording here: <https://attendee.gotowebinar.com/recording/5216534419160588803>



T R A C I E
HEALTHCARE EMERGENCY PREPAREDNESS
INFORMATION GATEWAY

*medical
reserve
corps*



Medical Reserve Corps (MRC) Voices from the Field (Speaker Series)

ASPR
ADMINISTRATION FOR STRATEGIC
PREPAREDNESS AND RESPONSE

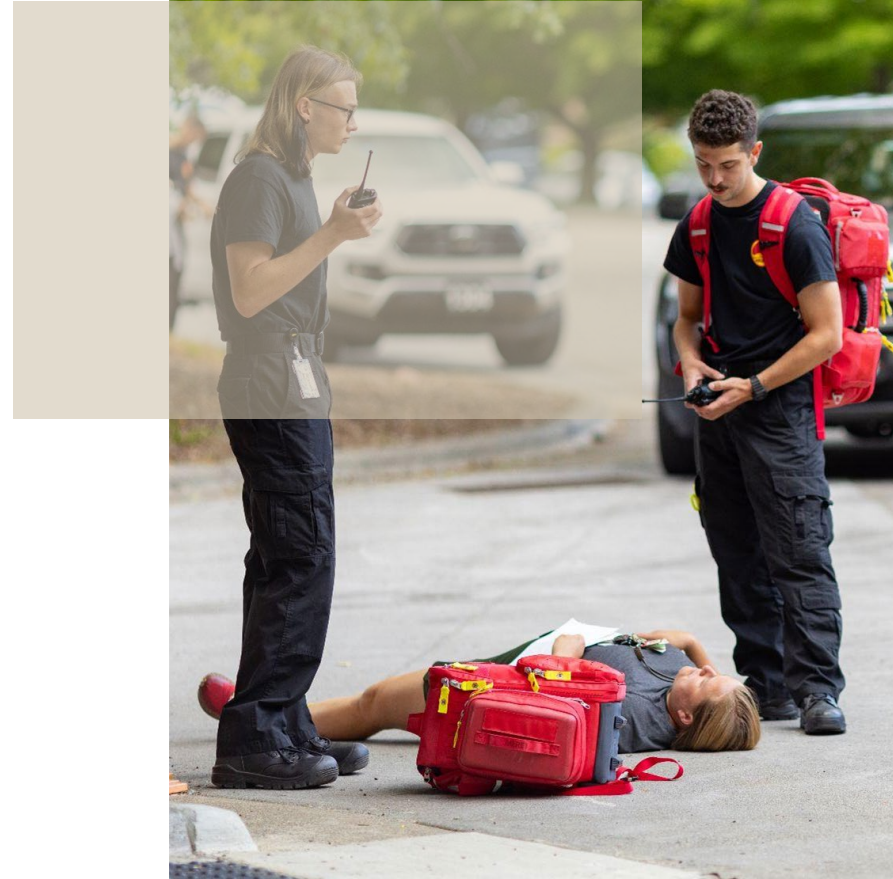
GROWING THROUGH DISASTER

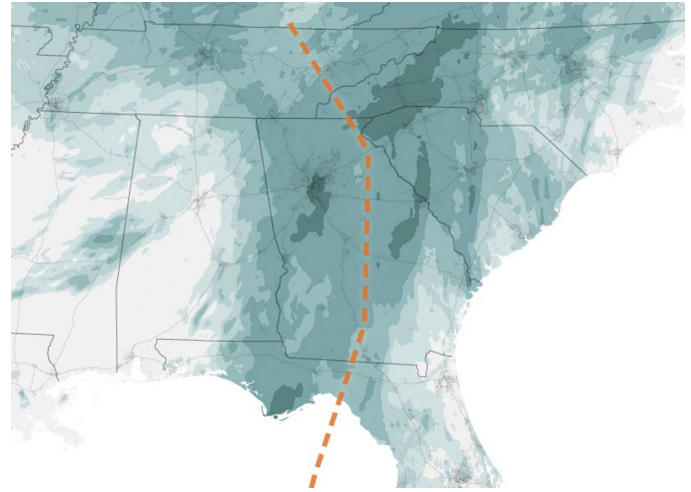
APP MRC's story of resilience
during Hurricane Helene



WHAT IS APP MRC?

“The mission of the Appalachian Medical Reserve Corps (APP MRC) is to recruit and train volunteers in order to better support rural public health operations and bolster community resilience and preparedness.”





HURRICANE HELENE

In September 2024, Hurricane Helene caused catastrophic flooding across western North Carolina after bringing record-breaking rainfall to the region. The storm washed out roads and bridges, damaged critical infrastructure, disrupted power and water systems, and isolated many mountain communities.

APP MRC EMERGENCY RESPONSE



NON EMERGENCY PHONE LINE

- Diverting non emergency calls from 911 and dispatch.
- Operated from 8 AM to 8 PM for two weeks
- Fielded over 400 calls across more than 12 counties

RESOURCE COORDINATION

- Supported the coordination of 107 resources
- Partnered with local officials to build a database of ongoing resources

SHELTER SUPPORT

- Provided clinical support for area shelters,
- Deployed 17 APP MRC clinical providers
- Deployed 45 APP MRC volunteers to unload trucks of supplies for hospitals and clinics

KEYS TO SUCCESS DURING HELENE

LOCALIZE

Meet communities where they are by understanding local needs, building trusted relationships, and tailoring communication to the population we are serving.

DIGITALIZE

Leverage digital tools and platforms to share timely information, coordinate resources, and maintain communication when traditional methods are disrupted.



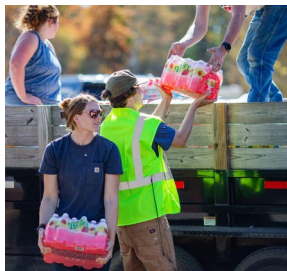
Collaborate across organizations, agencies, and community groups to maximize resources, avoid duplication, and strengthen the overall response.

PARTNER

Share the impact of the work through clear, authentic storytelling to build trust, recognize community resilience

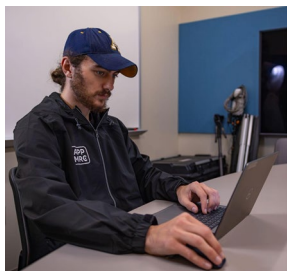
TELL OUR STORY

THE PEOPLE INVOLVED



VOLUNTEERS

Gain hands-on experience, training, and a sense of purpose by contributing to meaningful, community-driven efforts.



STUDENTS

Develop skills, engage in fieldwork, and connect academic learning to real-world challenges.



COMMUNITY MEMBERS

Become active participants in their own resilience, fostering ownership and trust in the process.

APP MRC'S GROWTH



STAGE 1

APP MRC was started in the aftermath of COVID 19 to strengthen local public health systems.

STAGE 2

Prior to September of 2024 APP MRC had around 100 volunteers.



STAGE 3

Following Hurricane Helene APP MRC has over 750 volunteers.

GROWING OUR VOLUNTEER BASE



CALL OPERATIONS

After Hurricane Helene, we conducted a call campaign to onboard volunteers.



CURRENT VOLUNTEERS

Current volunteers are engaged through our newsletter communication and flexible outreach.

APP MRC NOW

EMERGENCY OPERATIONS ↳ LONG TERM CAPACITY

We continue to grow our volunteer network through community outreach while focusing on retaining and supporting our current volunteers, strengthening partnerships, and ensuring we are prepared to respond when our communities need us most

THANK YOU



APPALACHIAN
MEDICAL RESERVE CORPS



Contact Us



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