

## ASPR TRACIE Technical Assistance

**Requestor:** [REDACTED]  
**Requestor Phone:** [REDACTED]  
**Requestor Email:**  
**Request Receipt Date (by ASPR TRACIE):** 12 February 2018  
**Response Date:** 14 February 2018  
**Type of TA Request:** Standard

### Request:

[REDACTED] asked if ASPR TRACIE had example healthcare coalition (HCC) brochures that could be used to provide an introduction into a coalition. Specifically, the brochure should have information with regards to the HCCs roles and responsibilities within the community, and how it interacts with both non-healthcare (e.g. emergency management, the community) and healthcare partners.

### Response:

The ASPR TRACIE Team reviewed several existing Topic Collections, including the [Coalition Administrative Issues](#), and [Coalition Models and Functions](#) Topic Collections. A list of comprehensively developed Topic Collections can be found here: <https://asprtracie.hhs.gov/technical-resources/topic-collection>. **More specifically, a list of our select Health Care Coalition Resources can be found here: <https://asprtracie.hhs.gov/hcc-resources>.**

The ASPR TRACIE Team also conducted an online search and reached out to our SME Cadre members for additional resources. Resources gathered can be found below.

We are also attaching a previous technical assistance request (redacted) that was completed for another requestor who asked for HCC recruiting materials. Please note, this response document can also be found on the [ASPR TRACIE Information Exchange](#) (log in required).

## I. HCC Brochures and Marketing Materials from ASPR TRACIE SMEs

**NOTE:** The ASPR TRACIE SME Cadre members who submitted the Healthcare Emergency Response Coalition (HERC) and Northwest Healthcare Response Network (NWHRN) resources stated that distributing the below marketing materials were found to be more beneficial than a traditional brochure. If you wish to speak further with these any of these SMEs, please contact the [ASPR TRACIE Assistance Center](#).

Healthcare Emergency Response Coalition (HERC) of Palm Beach County. (n.d.). Healthcare Emergency Response Coalition (HERC) Brochure. (See attached document.)

This two-page brochure was developed by the HERC of Palm Beach County, FL and is intended to provide a quick overview of the coalition. It includes information on key

activities, the mission, and additional contact information. Note: For more information on the HERC, visit their website here: <https://www.pbcms.org/healthcare-emergency-response-coalition>.

Healthcare Emergency Response Coalition of Palm Beach County. (2017). Community Report 2017. (See attached document).

The HERC of Palm Beach County, FL developed this Community Report to distribute as a handout to interested parties, such as new coalition members, students who attend their meetings, visitors, and others. It includes information on the purpose and background of the HERC, member organizations and coalition officers/ chairs, activities that take place, training and education opportunities available, drills and exercises conducted, membership dues, and other information. Note: For more information on the HERC, visit their website here: <https://www.pbcms.org/healthcare-emergency-response-coalition>.

Northwest Healthcare Response Network (NWHRN). (n.d.). Emergency Preparedness: Beyond the Fire Drill. (See attached document.)

This two-page handout from the NWHRN of Washington State provides an overview of the coalition, including a list of members, who it serves, and the roles of the coalition. Note: For more information on the NWHRN, visit their website here: <https://nwhrn.org/>.

Northwest Healthcare Response Network. (2017). 2017 Annual Report. (See attached document.)

The NWHRN of Washington State developed this Annual Report to distribute as a marketing resource to stakeholders and other interested parties. It includes information on the coalition mission, vision, and values; statistical information (e.g., number of members, and emergency and event activations); annual accomplishments and activities; and ways for other organizations to get involved. For more information on the NWHRN, visit their website here: <https://nwhrn.org/>.

Salt Lake County Health Department. (n.d.). Salt Lake, Summit, and Tooele Healthcare Coalition Brochure. (See attached document).

This brochure provides an overview of the Salt Lake, Summit, and Tooele Healthcare Coalition. It includes their mission and purpose statements, accomplishments, activities, and members.

## II. Other Marketing Materials

Clayton County Board of Health, Office of Emergency Preparedness and Response. (n.d.). [Clayton County Emergency Preparedness Coalitions](#). (Accessed 2/14/2018.)

This flyer describes the different types of community coalitions created to enhance emergency preparedness and resilience including the potential benefits of joining.

Kansas Department of Health and Environment. (n.d.). [Connect with Healthcare Emergency Response Peers](#). (Accessed 2/14/2018.)

This flyer describes the top four reasons that individuals should get involved in a healthcare coalition.

Kansas Department of Health and Environment. (n.d.). [Preparedness Through Partnerships: Become a Member of a Healthcare Coalition to Improve our Communities' Preparedness](#). (Accessed 2/14/2018.)

This flyer provides a definition of a healthcare coalition, and addresses the benefits to participating in a coalition.

National Association of County and City Health Officials. (2017). [The Role of Healthcare Coalitions in Emergency Response](#).

This fact sheet provides a succinct overview of HCCs and lists their response roles. Two examples of HCC response are included, as are links to tools and resources. Note: Although this is a fact sheet, information can be taken from this resource to help develop a brochure.

Southeast Minnesota Disaster Health Coalition. (n.d.). ["Our Coalition" Webpage](#). (Accessed 2/14/2018).

This webpage provides an introduction to the Southeast Minnesota Disaster Health Coalition. It includes information on why the coalition exists, members of the coalition, counties included in the coalition, and what the coalition does. NOTE: It also provides a [charter](#), which provides the basic information that can be used in a brochure.

Western Massachusetts Health and Medical Coordinating Coalition (HMCC). (2016). [Western MA Health and Medical Coordinating Coalition \(HMCC\) Brochure](#).

This brochure provides information about the HMCC, including ongoing projects, roles of the coalition, administration and leadership structure, and other preparedness and response activities the coalition is involved in.