

The National Association of County and City Health Officials (NACCHO) supported the Advanced Practice Centers (APC) from 1999 to 2012. The APC has been a credible source for free public health preparedness products that can be easily implemented by any local health department (LHD), as the products were created *by* LHDs *for* LHDs. Today, there is a legacy of more than 100 APC Products that build capacity, saving health departments time, resources and money by providing proven solutions and world class ideas that are ready for implementation.

CASE STUDY

The Montgomery County Advanced Practice Center based in Maryland is part of the Montgomery County Department of Health and Human Services Public Health Emergency Preparedness and Response Program. As an APC, it focuses on public health emergency awareness and education, systems to dispense medicines and supplies, and support for vulnerable populations.

EXEMPLARY APC PRODUCT

Plan to be Safe Campaign Toolkit

<http://apc.naccho.org/Products/APC2006302/Pages/Overview.aspx>

Marta the Planner Videos

<http://apc.naccho.org/Products/APC2005319/Pages/Overview.aspx>

The *Plan to be Safe Campaign Toolkit* with *Marta the Planner* videos was developed in 2005 and remains a valuable community preparedness resource in 2012. The toolkit and videos aim to educate and empower citizens about the importance of establishing an emergency plan and an emergency supply kit. The materials include posters, flyers, brochures, videos, and instructions for creating an interactive board game activity. The materials may be used with any audience, but are especially appropriate for youth and seniors. *Plan to Be Safe* increases citizens' abilities to plan and prepare for any emergency in the community.

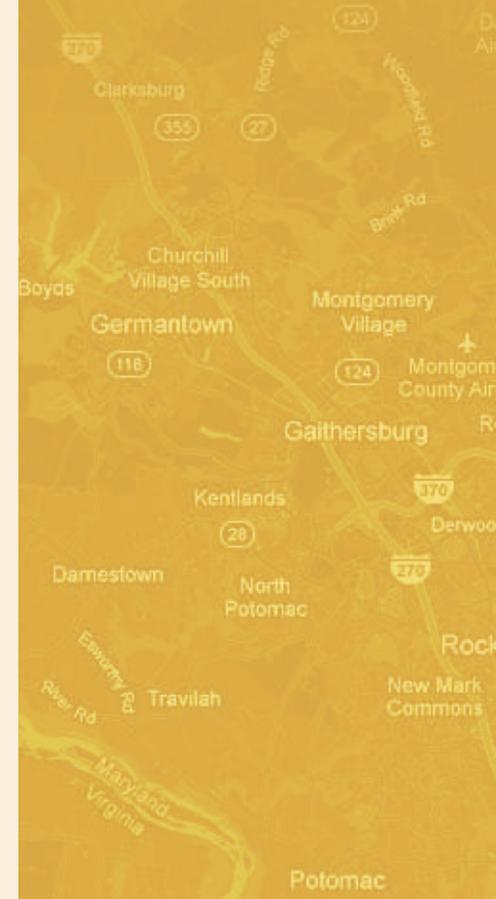
Notable Feature: The *Marta the Planner* videos add a professional multimedia component to the campaign that engages audiences with clarity and humor. A friendly, aspirational character like Marta and the use of humor are important when engaging youth on the uncomfortable and sometimes scary topics of emergencies and disaster planning. When engaging seniors, the videos include closed captioning for the hearing impaired, a valuable feature.

PHEP Capabilities Supported by this APC Product:

- Capability 1: Community Preparedness
- Capability 4: Emergency Public Information and Warning



THE MONTGOMERY COUNTY ADVANCED PRACTICE CENTER



APC PRODUCT IN PRACTICE

In the summer of 2011, the **Carver County Public Health and Environment Division** located in Chaska, MN adopted the Montgomery County APC *Plan to Be Safe Campaign* resources for use with 120 third and fourth graders at the City of Chaska's popular two-day summer safety camp. The APC materials, and especially the interactive board game activity, were a perfect fit for the safety camp. The game allowed Carver County's safety trainers to engage kids in the creation of a sample family emergency supply kit. Deb Larsen, Program Coordinator of Carver County's Medical Reserve Corps (MRC) led the project. Carver County Public Health and Environmental Division serves 92,104 residents and has 44 employees. Its MRC unit has 116 volunteers.



PROVIDED A HIGH QUALITY SOLUTION

Ms. Larsen said, "The minute I saw [the *Marta the Planner* video], I was hooked. She [Marta] is such a role model for how you can get a message out in a short amount of time with clarity, visuals and humor." Ms. Larsen also appreciates that the toolkit's printed materials (flyers, brochures and poster) are provided in both English and Spanish.



SAVED TIME

"Everything in our *Plan to be Safe* board game demonstration bin is re-usable so when it's time to teach, we grab the bin and go. This saves us preparation time, every time," Ms. Larsen shared.



SAVED RESOURCES

"Montgomery County APC provided us with a cost-free teaching resource and we are grateful. We adapted *Plan to be Safe* for our purposes and use the tools over and over. It has been a real cost-savings over time," confirmed Ms. Larsen.



ACHIEVED RESULTS

"The *Plan to be Safe Make-a-Kit* board game, with its bold, simple images and bright colors, is just the ticket for the kids attending safety camp. It easily takes preparedness guidance down to kid level. We heard, anecdotally from parents, that many kids came home and wanted to get started making a kit right away," shared Ms. Larsen. "During 2012, the Medical Reserve Corps of Carver County has continued to use the board game as an outreach tool with youth at fire station open houses and safety camps because it is so well-received and easy to use."