



**SANTA CRUZ COUNTY  
MEDICAL RESERVE CORPS**

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# 2010 ANNUAL REPORT

*from the Advisory Board  
to the Membership*

*SCC MRC moves into the new decade with New Leadership*



**2011 MRC  
COORDINATOR**  
**KATIE LeBARON**  
Senior Health Educator  
Santa Cruz County  
Health Services Agency



**2011 MRC  
DIRECTOR**  
**DONNA ODRYNA**  
Executive Director  
SCC Medical Society

*and continuing support from our Founding Fathers*



**Former MRC  
COORDINATOR**  
**DAVE MCNUTT**  
Retired (Former SCC  
Health Officer & Medical  
Services Director)



**Former MRC  
DIRECTOR**  
**MARCUS KWAN**  
Former Executive Director  
SCC Medical Society

## **Our Mission Statement**

*To establish a volunteer network of local medical and public health professionals  
as well as non-medical support personnel which:*

- *is integrated into established community emergency systems for assistance during emergencies;*
- *provides mutual aid to other communities in need when called upon; and*
- *offers consultation and education services to the local community.*

**OUR HOUSING AGENCY**  
Santa Cruz County Medical Society  
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Santa Cruz, CA 95065  
[www.cruzmed.org](http://www.cruzmed.org)  
(831) 479-7226

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This is the third *Annual Report* from the Advisory Board to the Membership since our Advisory Board was formed in July 2008. We are pleased to report steady progress in building what is now the 5<sup>th</sup> largest among the 43 MRC units in California, with 477 current volunteers. We have grown 28% in the past year through a major recruitment effort in February-March 2010, through referrals from our Red Cross partner agency, and by word-of-mouth.

### Expansion of Advisory Board Membership Representatives

The Board met six times during 2010. The Shrine of St. Joseph generously provided their facilities for the January 25 and March 22 meetings. The February 27 meeting was held in conjunction with the Annual Meeting of the Membership, which followed the first New-Volunteer training. The June 28, September 27 and November 22 dinner meetings were hosted by the McNutts.

At its January 25<sup>th</sup> meeting, the Advisory Board decided to expand its composition to include five additional Representatives of the Membership, bringing the total Board Membership to 16 Members, as provided for in the Bylaws. The newly appointed Representatives of the Membership, who joined the Board at the March 22 meeting, are:



**Lora Bate**, Co-Chair of the Communications and Data Management Team



**Judith Dowd**, Chair of the Partnerships Team



**Tony Heaney**, Public Information Officer



**Laurie Lang**, Co-Chair of the Training Team



**Susie Vega**, Chair of the Funding Team

### MRC Coordinator Succession Planning

Early in 2010, David McNutt, MD, who has served as the MRC Coordinator since 2007, informed the Advisory Board that he would no longer be able to serve as Coordinator at the end of the year. Since no volunteer MRC member was willing to serve as an unpaid Coordinator, the Board began exploring the possibility of the SCC Health Services Agency (HSA) obtaining funding from federal sources to support a half-time employee position with in-kind support to become the SCC MRC Coordinator.

Thanks to the active support of the SCC Health Officer, Dr. Poki Namkung, and the Chief of Public Health, Robert Kennedy, this arrangement was accomplished. Katie LeBaron, MPH, a senior health educator with 17 years of experience in many health promotion programs of the health department, was selected as Coordinator-Designee and began transitioning into the position by participating in the October Membership Deployment Training, and the November Flu Immunization Clinics. She officially became the Coordinator on January 1, 2011.



Katie LeBaron meets with the **Advisory Board** on Nov. 22, 2010  
*Left to Right: Patricia Weyland, Marcus Kwan, Scott Weyland and Katie*



and with the **Operations Team** on Dec. 8, 2010  
*Left to Right: Robert Solick, Sean Crawford, Jeff Terpstra, Marcus Kwan and Katie*

## Recruitment, Training and Deployment Activities

### Recruitment, New-Volunteer Training, and DHV Registration

In January, MRC was awarded an \$8,322 Purchase Order from the county's Health Services Agency (HSA) to recruit and train additional health professionals and laypersons in the MRC and to enroll new members in the state's Disaster Healthcare Volunteers (DHV) registry. Approximately 4,000 letters of invitation and membership application forms were sent to behavioral health professionals, nurses, pharmacists, respiratory therapists, psychologists, physicians, EMTs and paramedics. New enrollees were urged to attend any one of three 4-hour training sessions which were offered on a Saturday morning in February, April and June. The trainings included:

- Brief orientation to the National MRC and how SCC MRC operates in our county
- A START Triage didactic and exercise
- A special presentation regarding Disaster Medical Assistance Team (DMAT) CA-6 which was presented by Andy Swartzell, BSN, RN, at the February and April trainings and by Commander David Lipin at the June training
- Computer lab with assisted registration in the statewide DHV registry, the mechanism for electronic activation of properly registered MRC volunteers.

*A total of 105 new volunteers attended these trainings and registered in DHV.*



*Dave McNutt, who presented the orientation to MRC, visits with Michael Klass, Coordinator of the Coastside/San Mateo MRC.*



*MRC Advisory Board Chair Scott Weyland (left) introduces speaker Andy Swartzell at the February training.*



*David Lipin, speaker for the June training, explains the National Response Plan Emergency Support Functions.*



*Jeff Terpstra begins a START Triage didactic session which was followed by . . .*



*an exercise in which participants alternated roles as disaster victims and as MRC service providers.*



*Lora Bate assists one of the 105 new volunteers who entered their data into the DHV registry.*

### **Advanced Deployment-Leader Incident Command System (ICS) Training**

“Resource Typing” is a critical step in preparation for emergency response according to the federally coordinated Incident Command System (ICS). On April 22, 22 MRC volunteers participated in advanced ICS training to begin qualifying for their Deployment-Leader certification in SCC MRC. This session was taught by Board Member Jeff Terpstra in collaboration with several of the staff of the Aptos-LaSelva Fire District. Each trainee received a personal “Task Book” for recording accomplishment of 51 tasks which are required for completion of this training.



*The ICS Team Leader training included a tabletop exercise for which each participant was assigned an ICS leader role. The scenario was set in Alabama and SCC MRC had been deployed there to help with a mass community immunization. Seated around the table: Patricia Weyland, Lora Bate, Scott Weyland, Tony Heaney, Kristen McNutt, Kim Aufhauser and Nancy Yellin. Standing at rear: Lorraine Jacobs, Marcus Kwan, Mark Vogel, Cally Haber, Lee Yamada and Jeff Terpstra*

## Annual Membership Deployment Training

Our October 16<sup>th</sup> Annual Training was an actual deployment exercise implementing the Incident Command System (ICS), in preparation for MRC volunteers staffing three county HSA Influenza Immunization Clinics in early November.



**Incident Commander**  
**Jamie Riggs-Nagy** keeps a watchful eye during the exercise.



**Logistics Chief**  
**Laurie Lang** makes sure all equipment is in good working order prior to the session.

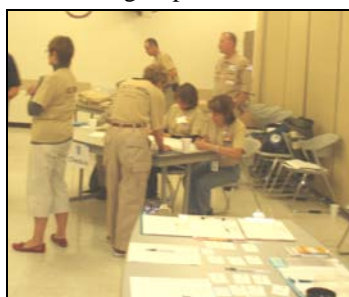


**Operations Chief**  
**Jeff Terpstra** enjoys watching the “organized chaos” of the training.



**Public Information Officer**  
**Tony Heaney** captures the action for our Public Service Video.

Deployment-Leader Trainees conducted the actual incident check in, credentials verification and assigned the 57 participants to one of three groups: screeners, immunizers or clerical support. Each group was instructed regarding their responsibilities.



Team Leaders verify credentials and assign participants to clerical, screener or vaccinator groups.



The responsibilities of each group are explained to participants by their Team Leaders.



Volunteers learn about the nasal and injection vaccine options and which should be given to whom.

Then everyone moved to the parking lot where they actually set up the tents and other equipment where immunizations were given to those members who wished to be vaccinated.



Nancy Yellin supervises setting up an immunization tent and equipment.



Everything is ready. Let the games begin!



Screeners screen; Vaccinators vaccinate; Clerical support check the forms.

As part of this training, 26 new volunteers took the Disaster Service Workers (DSW) oath and had ID photos made for their DSW badges. These additions bring SCC MRC to a total of 138 of our enrolled 477 volunteers now officially certified as DSWs.

Another milestone of this eventful day is the creation by our Public Information Officer, Tony Heaney, of a delightful 8-minute **public service video**, which captures the highlights of this training. **SCC MRC Members, who were not able to attend this training, might enjoy viewing the video which is accessible by typing into your browser** <http://blip.tv/file/4286553>

## Our First Real DVH Call-Out

Three weeks after the October 16 training, SCC MRC volunteers got their first real taste of what's it is like to be activated when our services are needed. As the first phase of a "progressively complex" Training Team agenda, *volunteers were invited in advance to participate in this exercise*, rather than being called out in the middle of the night, as might happen in the real world.

Using the DHV system, which can selectively contact volunteers needed for specific tasks, the members who had previously volunteered to participate in one or more of the three HSA November Flu Vaccine Clinics were called out by email and by telephone. Both messages referred participants to more detailed information regarding their assignment, which was posted via the internet. Testing the DHV system was a major step forward for MRC and we captured several learnings for the future. For example, the DHV telephone message garbles acronyms such as MRC or HSA, unless the script is written M R C and H S A. Also, telephone message scripts cannot contain words of more than three syllables – the automated voice machine just doesn't recognize them. We also were reminded that telephone messages can only be re-played if they are saved on an answering machine; they must be short and must repeat how to access details related to next-step instructions for volunteers.

The three Flu Immunization Clinics, implemented under the organizational management of the county's HSA, were held:

### *Friday, Nov. 5 at the Watsonville Farmers Market*



*Point-of-Distribution (POD) Manager, Jamie Riggs-Nagy, supervises her POD.*



*Health Officer Poki Namkung and Jamie Riggs-Nagy confer.*



*Farmers Market shoppers take advantage of free immunizations.*

### *Saturday, Nov. 6 at the Santa Cruz Flea Market*



*Rain or shine, the show must go on.*



*And the sun did shine as the crowd lined up.*



*Making sure the truck is ready for tomorrow.*

### *Sunday, Nov. 7 at the Davenport Resource Service Center*



*MRC workers and Davenport Service Resource Center staff prepare for the day.*



*Some Davenport families were transported to the Resource Service Center for their immunizations.*



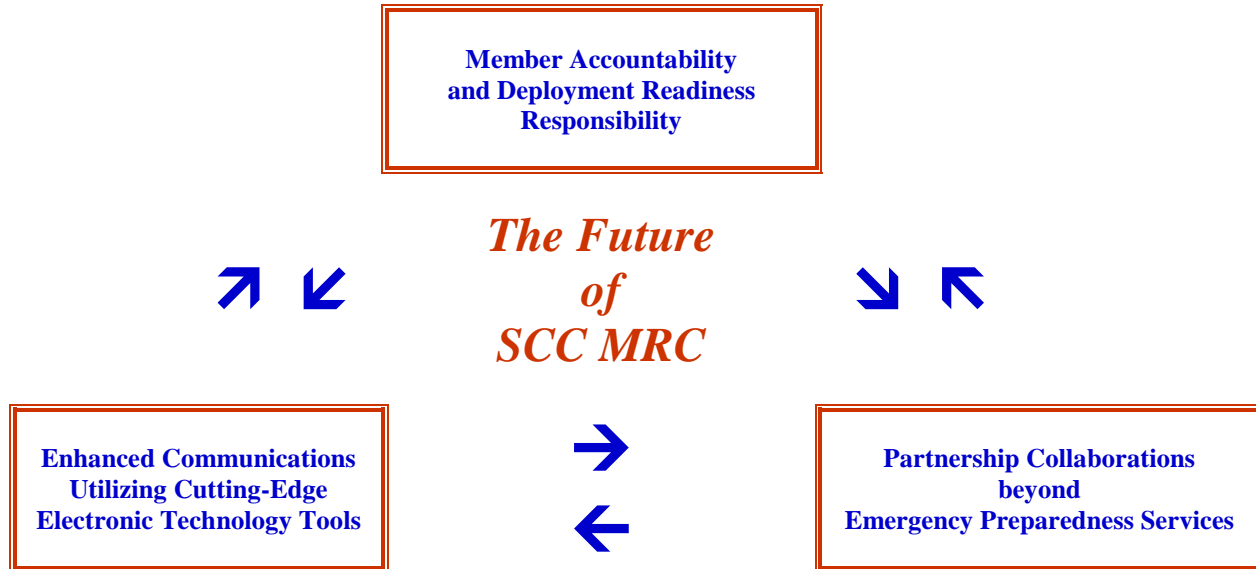
*A Davenport resident receives the nasal vaccine.*

***Sixty volunteers served at one or more of these clinics.  
A total of more than 600 community residents were immunized.***

## Re-Aligned Strategic Goals

As 2010 rolled near its close, the Advisory Board began a timely assessment of the accomplishments we have made in the last four years, as well as the progress and evolving priorities of the National MRC during this time frame. We factored in the opportunities arising from strengthening our relationship with the SCC HSA and our exceptionally qualified new Coordinator. Furthermore, we recognized that, since SCC MRC was officially recognized as part of the National Medical Reserve Corps in 2005, tremendous advances have been made in electronic technology tools. In this context, it seemed reasonable to assume that most of our MRC volunteers, like millions of other people, are much more competent and comfortable using the internet today than they were four years ago.

The total picture clearly indicated that the time has come for SCC MRC to move beyond our infancy and adolescence growth phases into a more responsive and responsible role. Three major, interrelated themes surfaced for creating a successful future for our organization.



### ***Member Accountability and Deployment Readiness Responsibility***

After lengthy deliberations with the Training and Operations Teams, the Advisory Board approved the following 5 STEPS to MRC DEPLOYMENT.

- 1. REGISTER:** Complete your registration at the Disaster Healthcare Volunteers (DHV) website <https://www.healthcarevolunteers.ca.gov> and upload your “IS-100” certificate (*see Step 3*)
- 2. PLAN:** Attest that you have a Family and Personal Emergency Preparedness Plan so that you feel comfortable leaving your residence when activated.
- 3. TRAIN ONLINE:** Document that you have completed the “IS-100” Incident Command System online course at <https://training.fema.gov/EMIWeb/IS/IS100b.asp> so that you will know how to serve with other disaster responders such as law enforcement officers, fire departments, Red Cross, CERT volunteers, *etc.*
- 4. ORIENT:** Attend a new-member Orientation, which is offered at least annually.
- 5. TAKE THE Disaster Service Worker (DSW) OATH:** This oath is administered and DSW identification badge photos are taken at our Annual meeting and other opportunities during the year.

*Strongly encouraged but not mandatory:* Complete Psychological First Aid (PFA) training and CPR training.

The Advisory Board decided that, although new members are welcome, we should not invest any more resources in increasing our membership enrollment in 2011. Instead, our primary focus must be, now and in the future, assuring that our current members understand and accept their responsibility to complete the above five steps in the near future.

### ***Enhanced Communications Utilizing Cutting-Edge Electronic Technology Tools***

Offering to our membership easy-to-use electronic technology tools is critical to their being able to accomplish the 5 STEPS to MRC DEPLOYMENT. Therefore, in November the Board authorized \$3750 for a web-design consultant to replace our 4-year old website with a state-of-the-art website, which incorporates the latest in contemporary technology.

A primary objective of this investment is to make it easier for our membership *to overcome barriers related to their Deployment Readiness and their ability to quickly and effectively respond when their services are needed.* For example, since two-thirds of our approximately 500 members have not completed STEP 4, we might explore offering via the website a MRC Orientation webinar, which could fulfill this step.

Another Board Action, related to *utilization of electronically enhanced communications*, is the decision to gradually eliminate paper records and our reliance on out-dated, labor-intensive data collection and analysis software. Instead, we have begun experimenting with using some of the more advanced options available through the statewide DHV registry. For example, DHV can be customized for each local MRC by adding additional data entry fields, which are unique to that local MRC's specific training requirements. Therefore, after one of our SCC MRC system Administrators has added fields for the 5 STEPS to MRC DEPLOYMENT, each SCC MRC member will be responsible for maintaining his/her own STEPS completion, thus taking this time-consuming task off of the Coordinator and our Communications and Data Management leadership volunteers.

***Partnership Collaboration beyond Emergency Preparedness Services***



*U.S. Surgeon General  
Dr. Regina Benjamin*

The U.S. Surgeon General Dr. Regina Benjamin, who heads of the entire National Medical Reserve Corps, has encouraged all MRCs to increase their support of local public health priorities. Her rationale for this new emphasis is that active participation of MRC volunteers in local services will not only help overburdened public health staff but will also increase volunteers' motivation to maintain their emergency response preparedness skills between "disasters."

In light of (1) these national public health priorities and (2) our new Coordinator's role in the county HSA, the Advisory Board is reviewing opportunities for strengthening our collaborative activities with our community service partners. Examples of such collaboration might include assistance in more general community/schools/seniors health educational efforts.

**Coordinator's Report**

Coordinator Dave McNutt participated with other MRC coordinators from the western Regions VIII, IX and X at the annual Western Training Summit held in San Diego September 15-17 and at the National MRC Summit in Las Vegas, June 2-6. He also participated in several multi-agency meetings to develop a countywide plan for alternate care sites to provide housing and medical care to special populations in situations where hospitals are overloaded or inappropriate for care.

Dr. McNutt participated in numerous regional and national conference calls, training sessions on the DHV registry, United Way planning committee for county "211" service, numerous Red Cross events, regular CERT Council meetings, Emergency Medical Care Commission, Emergency Management Council, and Santa Cruz County's Hospital Preparedness Program planning meetings. Along with Advisory Board Vice-Chair Marlene Mirassou, MD, and Jade Taylor, LMFT, he helped staff the MRC exhibit booth at the Volunteer Center's "Human Race" on May 8<sup>th</sup>.



*MRC exhibit booth at  
the Volunteer Center's  
"Human Race" fund raiser*

**Welcome to our new SCC MRC Director**

Since 2004, our primary partnership has been with the SCC Medical Society, which received the initial grant to establish a local Medical Reserve Corps. Furthermore, the Executive Director of the Medical Society is also the Director of SCC MRC. In late 2010 Dr. Marcus Kwan announced his plans to retire from the Medical Society. In early 2011, the Medical Society appointed Donna Odryna as their new Executive Director. Therefore, SCC MRC began the new decade with both a new Director and a new Coordinator.



*Dave McNutt and Katie LeBaron  
look to a bright future for SCC MRC.*

<b>Volunteers</b>	<b>2008</b>	<b>2009</b>	<b>2010*</b>
Physicians	35	39	<b>48</b>
Physician Assistants	0	4	<b>5</b>
Nurse Practitioners	0	13	<b>22</b>
Nurses	176	182	<b>230</b>
Pharmacists	0	1	<b>8</b>
Dentists	0	0	<b>0</b>
Veterinarians (Vet Tech)	0	0	<b>1</b>
Mental Health Professionals	18	36	<b>23</b>
EMS Professionals	53	55	<b>72</b>
Respiratory Therapists			<b>1</b>
Other Public Health/Medical	19	7	<b>17</b>
Non-Public Health/Non-Medical	0	37	<b>50</b>
<b>TOTAL Volunteers:</b>	<b>301</b>	<b>374</b>	<b>477</b>

\*Registered in California Disaster Healthcare Volunteers Registry (ESAR-VHP)

<b>Budgets-Funding (Unaudited)</b>	<b>2004-2010</b>
<b>Revenue:</b>	
2004 HRSA Grant from HSA, Santa Cruz	\$ 50,000.00
2007 NACCHO-Surgeon General Grant A	10,000.00
2008 NACCHO-Surgeon General Grant B	5,000.00
2009 NACCHO-Surgeon General Grant C	5,000.00
2009 HUMAN RACE Contributions	652.50
2009-2010 HSA HPP Purchase Order	8,322.00
2010 NACCHO-Surgeon General Grant D	5,000.00
2010 HUMAN RACE Contributions	546.66
<b>Total:</b>	<b>\$84,521.16</b>
<b>Expenditures:</b>	
2004-2007 Needs Assessment consultant: focus groups, develop Project Plan, mailing, ongoing administration	(\$47,128.22)
2007 Recruitment data management/ mailing, labels, postage, photocopying, supplies, secretarial support	( 2,908.77)
2008 SCCMS Staff reimbursement, postage	( 2,039.50)
2008 Recruitment, meeting expenses and data management	( 1,839.24)
2009 Training, Recruitment and Coordinator expenses	(10,971.77)
2009 Staff Support and Supplies from Medical Society	( 585.54)
2010 SCCMS Staff Support, Out-of-Pocket Costs	( 1,169.14)
2010 Admin support costs-Annual Mtg., Apparel, Web site, Team Leader Training, Coordinator	(1,419.19)
2010 Partial Reimburse for Apparel <i>etc</i>	( 500.00)
2010 Reimburse Recruitment Expenses, HPP Purchase Order	(3,992.00)
2010 Reimburse 3 Trainings/Annual Meeting Events HPP Purchase Order Deliverables B & C	(4,113.29)
2010 Reimburse SCCMS Mail Labels/Lists	( 125.00)
<b>Total:</b>	<b>(\$76,791.66)</b>
<b>ACCOUNT BALANCE (Nov. 22,2010)</b>	
<b>Fund Balances</b>	
2004 HRSA Grant	404.63
Grant A 2007 Balance	1,285.45
Grant B 2008 Balance	0
Grant C 2009 Balance	248.55
Grant D 2010 Balance	4,500
HSA-HPP Purchase Order Balance	91.71
Human Race Balances 2009 and 2010	1,199.16
<b>TOTAL:</b>	<b>\$7,729.50</b>
<b>ADDITION EXPECTED IN 2011 – Grant E: NACCHO Capacity Building Grant (awarded Jan. 2011)</b>	<b>\$5,000</b>
<b>Expected 2011 Funding Available as of Nov. 22, 1020</b>	<b>\$12,729.50</b>