

# Healthcare Public Information Workshop

*November 2, 2016*



ARIZONA DEPARTMENT  
OF HEALTH SERVICES



COYOTE CRISIS  
COLLABORATIVE



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OF HEALTH SERVICES

PREPAREDNESS

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Dear Attendees:

Welcome to the Arizona Department of Health Services' Healthcare Public Information Workshop. The goal of today's workshop is to bring together partners from across a variety of disciplines to explore ways to communicate and share information more efficiently during a crisis. We are so glad you made the choice to join us today.

While we cannot schedule our next emergency response, we can lay the foundation to build relationships with the partners we will work with during the next crisis. That is one of the things I hope you are able to do here today. Our conference planners have gathered a diverse group of panelists to talk to you about various, real-world emergency response situations. The experiences and responses you will hear about today will help you to be better prepared for your next crisis communication.

The Arizona Department of Health Services is dedicated to emergency preparedness and planning. I hope today's discussions and presentations shed some light on these challenging topics and provide you with some tools to grow your preparedness and communications programs.

Sincerely,

Cara M. Christ, M.D., M.S.  
Director

Douglas A. Ducey | Governor    Cara M. Christ, MD, MS | Director

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OF HEALTH SERVICES

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## AGENDA

### Healthcare Public Information Workshop

November 2, 2016 – 8:30 a.m. to 12:00 p.m.

Phoenix Country Club  
2901 N. 7th St. Phoenix, AZ 85014  
The North Ballroom



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#### 8:00 a.m. Event Sign-In and Networking Breakfast

#### 8:30 a.m. PIOs and the Strategic National Stockpile Early Bird Education Session

John Buneta, *Arizona Department of Health Services*

#### 9:00 a.m. Opening Remarks

Holly Ward, *Arizona Department of Health Services*

#### 9:05 a.m. Panel Discussion I – Wildfire Public Information Response

Bruce Best, *Summit Healthcare*

Carrie Dennett, *Arizona Department of Forestry and Fire Management*

Brannon Eager, *Apache County Sheriff's Office*

Judy Kioski, *Arizona Department of Military and Emergency Affairs (DEMA)*

Kerry Peña, *Apache County Public Health Emergency Preparedness*

#### 10:15 a.m. Computer Aided Real-Time Transcription (CART) and ASL in Disasters

Victoria Bond, *Arizona Commission for the Deaf and the Hard of Hearing*

#### 10:30 a.m. BREAK

#### 10:40 a.m. Panel Discussion II – Active Shooter Public Information Response

Rebecca Armendariz, *Banner Health*

Tom Ballard, *Westchester Senior Living*

Steven Berry, *Mesa Police Department*

Forrest Smith, *Mesa Fire Department*

Stan Szpytek, *Arizona Healthcare Association, Fire and Life Safety Inc.*

#### 11:45 a.m. Training and Exercise Needs Assessment for Healthcare Communications Staff

Andrew Lawless, *Arizona Department of Health Services*

#### 12:00 p.m. ADJOURN

# SPEAKER BIOGRAPHIES

## **Becky Armendariz** *Banner Health*

Becky Armendariz is the senior director of community engagement for Banner Health, overseeing the organization's system-wide community engagement strategy. Prior to assuming this role in 2016, Becky was the public relations director for Banner Health's East Valley hospitals. She has been a public information officer for the organization for eight years, and has managed communications for several high-level crises. Becky graduated magna cum laude from the Walter Cronkite School of Journalism and Mass Communication at Arizona State University in 2008. She currently serves as past president for the Brain Injury Alliance of Arizona board of directors, and is a recipient of the Phoenix Business Journal's 40 Under 40 Award (2014) for her leadership at Banner Health and volunteer efforts in the community.

## **Tom Ballard** *Westchester Senior Living*

Tom Ballard has over 21 years of experience working as a licensed administrator. He is dual-licensed in Arizona as a skilled nursing home administrator and assisted living manager. He has previous experience as a Licensed Practical Nurse and served 20 years in the United States Air Force retiring with the rank of Major. Tom has worked for a variety of companies specializing in senior care and is currently Executive Director of Westchester Senior Living, a senior care retirement community located in Tempe, Arizona.



## **Steve Berry** *Mesa Police Department*

Steve has been a police officer for nearly 26 years -- 5 years with the Flagstaff Police Department and the last 20 years with the Mesa Police Department. During that time, Steve has worked in patrol, as a training officer, a recruiter and seven years as a helicopter pilot. For the last 10 years, Steve has been assigned to the Media Relations office in Mesa as a Public Information Officer (PIO). During this time, he has had the opportunity to work some of the highest profile cases and events for the Mesa Police Department. Training and daily practical implementation of media strategies, covering a broad range of police situations, has helped make him the senior member of the Public Information Office. Steve is also involved in training new PIOs for the department and is currently the Region 9 director for the National Information Officer's Association (NIOA), covering Arizona, California, Nevada, Hawaii and Guam. The networking and information through NIOA has given Steve wide perspective on following media trends, strategies and best practices from around the country. His latest challenge is keeping up with the fast-paced changes in Social Media.

## **Bruce Best** *Summit Healthcare*

Bruce Best has been working in the healthcare industry since 2012. His responsibilities at Summit Healthcare include the management of the Safety/Security Department, Plant Services Department, Project Management Department and the oversight of the Emergency preparedness program. In addition, he is the hospital's liaison with Navajo County and sits on the Local Emergency Planning Committee (LEPC). Prior to 2012 he worked for the City of Phoenix Aviation Department where he held several positions throughout his 30 year career. His experience includes facilities management, airfield maintenance, project management and airport security. Bruce also spent several years as the airport manager at Deer Valley Airport.



## **Victoria Bond** *Arizona Commission for the Deaf and the Hard of Hearing*

Vicki Bond has been an American Sign Language (ASL)/ English interpreter for 13 years, having earned a Bachelor of Science Degree from the University of Arizona in Educational Interpreting, and a Master of Arts degree in Interpretation from Gallaudet University. She holds the NIC Advanced certification, and the State of Arizona Legal A Interpreting License. Vicki has taught in the Interpreter Preparation Program at Phoenix College for approximately five years, where she received the Outstanding Adjunct Faculty Award in 2013. Vicki is the Interpreter Outreach and Development Coordinator at the Arizona Commission for the Deaf and the Hard of Hearing, where she provides outreach and education to interpreters and providers working with interpreters throughout the state of Arizona.

## **John Buneta** *Arizona Department of Health Services*

John Buneta is the Strategic National Stockpile Coordinator for the Arizona Department of Health Services Bureau of Public Health Emergency Preparedness. In this role, he serves on all matters pertaining to and in support of the department's public health emergency preparedness and response and recovery activities, programs, and policies. Mr. Buneta provides strategic oversight to the organization with an emphasis on enhancing state and local preparedness, policies and plans relating to public health and medical emergencies, emergency response operations, advanced development of and manufacturing of critical medical countermeasures for man-made and naturally occurring public health threats.

## **Carrie Dennett** *Arizona Department of Forestry and Fire Management*

Carrie Dennett has been working in the fields of wildland fire management and resource management for over 22 years, starting her career as an Ecologist and Fire Management Officer with the National Park Service and moving to federal contract work and then to Arizona State Forestry, where she is currently the State Fire Prevention Officer. Her experience includes fire ecology, prescribed fire, fire suppression, public information, fire prevention, environmental compliance, and resource management and planning. She currently holds a position as a Plans Section Chief on a Type 1 incident management team, and has been responding to wildland fires, hurricanes, and tornadoes with that team for the last 14 years. She has responded to large, complex incidents such as Hurricane Katrina, the Wallow Fire, and was the lead Public Information Officer for the Yarnell Hill Fire in 2013.

## **Brannon Eager** *Apache County Sheriff's Office*

Brannon Eager began his law enforcement career in 1999. He has served as the Apache County Sheriff's Office Chief Deputy since May of 2008 and the Emergency Management Director for Apache County since July 2010. In 2012, he was chosen as a primary team member of the Southwestern Region Type 1, Team 2, Incident Management Team as a Liaison Officer. In 2016, Brannon was selected to serve as a committee member on the North Regional Advisory Council (RAC). Brannon holds instructor certification in areas of AzPost General Instructor, Firearms, Patrol Rifle, Tactical and Pursuit Driving. He is a driving instructor for 4x4's, and High Risk Vehicle Stops. His professional memberships include the International Association of Chiefs of Police, Western States Sheriff's Association, National Sheriff's Association, Arizona Emergency Services Association and the International Association of Emergency Managers.

# SPEAKER BIOGRAPHIES *(continued)*

## **Judy Kioski**

### *Arizona Department of Emergency and Military Affairs*

Judy Kioski has been working in emergency public information and crisis communication since 2003. Over the past 13 years, she has been responsible for coordinating a “single governmental voice” when responding to an emergency that requires state assistance and coordinates the state Joint Information System. She works with state agencies, tribes, counties and volunteer organizations in coordinating public awareness campaigns, emergency messaging and preparedness issues. Ms. Kioski is the Administrator for the Arizona Emergency Information Network ([www.azein.gov](http://www.azein.gov)), the state’s source for real-time emergency bulletins, preparedness information and related resources. This website is a nationwide model for emergency response agency partnerships and social media interaction. She has been involved in various real-world responses including Hurricane Katrina evacuee response, 2009 H1N1 influenza pandemic, Arizona’s response to Fukushima radiation, Gold King Mine Spill, wildfires, floods and winter storms.

## **Andrew Lawless**

### *Arizona Department of Health Services*

Andrew Lawless has been working in the field of public health emergency preparedness since 2004. Over the past twelve years, he has coordinated and facilitated numerous drills, exercises, and workshops with healthcare system partners. He recently worked with state, local, and healthcare organizations to develop the Arizona Crisis Standards of Care Plan. He also has extensive experience in Crisis Emergency Risk Communication (CERC) planning with state and local jurisdictions. In addition to planning, training, and exercises, Mr. Lawless has been involved in various real-world responses including the Hurricane Katrina evacuee response and the 2009 H1N1 influenza pandemic. He is currently the Emergency Response and Communication Coordinator for the Arizona Department of Health Services, Bureau of Public Health Emergency Preparedness.

## **Kerry Peña**

### *Apache County Public Health Services District*

Kerry Peña has been working for Apache County Public Health in the Emergency Preparedness division since 2009. During this time she served as the training and exercise coordinator and holds the position of program manager for the last two years. In 2016, Kerry was selected to serve as a committee member on the North Region Advisory Council. Mrs. Peña has been involved in various real world responses including the Winter Storm of 2010, plane crash at the local High School, Wallow Fire, San Juan Fire and the Cedar Fire. Kerry serves as the 311 Call Center Manager for Apache County which includes the operations development and improvement planning. Kerry holds instructor certifications in various areas of public health and emergency response as well as local plan development.

## **Forrest Smith**

### *City of Mesa Fire and Medical Department*

Forrest Smith currently serves as a Deputy Chief for the City of Mesa Fire and Medical Department (MFMD) where he began as a firefighter/paramedic in 1999. In 2010 he was assigned the position of Public Information Officer for the third largest fire department in the state and has a vast amount of experience in working with local and national multimedia news outlets on soft stories and breaking news events. Forrest’s career in mass communications began while working in various sports marketing internships while at the California State University, in Fullerton, where he graduated with a Bachelor of Arts degree in Public Relations. Forrest spent several years working for professional sports teams and in the advertising and marketing industries in Orange and Los Angeles counties. With his career transition into emergency and all-hazards services, Forrest still had the bug for marketing and promotions and ran a marketing consulting shop that included an informal partnership with the Arizona Cardinals Football Club. As the PIO for Mesa Fire and Medical, he oversees a highly engaged and active public information and community awareness system that has won multiple media awards including several Tellys, Communicator, Hermes awards and an Emmy. Applying the principles learned and utilized in his private sector experience, Forrest has presented at a multitude of national and international conferences, developed a great number of educational and awareness campaigns, and managed several vibrant social media platforms for the MFMD. Forrest believes the key in managing a successful shop is to engage your workforce and constantly market your organization’s assets to demonstrate to your stakeholders their return on their investment.

## **Stan Szpytek**

### *Arizona Health Care Association, Fire and Life Safety Inc.*

Stan Szpytek is the president of Fire and Life Safety, Inc. (FLS) and is the Life Safety / Disaster Planning Consultant for the Arizona Health Care Association. FLS is a consulting firm that provides life safety, risk management and emergency preparedness programs for providers of all types with special focus on long-term care facilities and senior-living properties. Mr. Szpytek is a former deputy fire chief and fire marshal with a Chicago area fire department having served the community for 26 years and honorably retired in 2003. He is also the Life Safety / Disaster Planning Consultant for the California Association of Health Facilities (CAHF) and works with several other state healthcare associations training staff on essential emergency management concepts including programs focused on the Armed Intruder / Active Shooter in a healthcare environment.

## **Holly Ward**

### *Arizona Department of Health Services*

Holly Ward directs the Arizona Department of Health Services’ (ADHS) internal and external communication to promote health and wellness in Arizona. Primary operations involve media response and engagement for a wide variety of ADHS interests. Prior to her role with ADHS, Holly worked for the Arizona Department of Transportation managing graphic design, website development and video production services to help tell ADOT’s transportation story. Holly earned her Bachelor of Science degree in Broadcast Journalism from Northern Arizona University and cut her teeth in local television news and video production for 10 years before jumping into work for local and state government.



