



Attention  
Flu Vaccine Providers!



## Is Your Staff Prepared?

Your Ability to Manage Individual, Crowd, or Mob Behavior in  
Vaccine and Medication Distribution is Critical.

Critical Human Factors Training for Flu Vaccine Providers Is Now Available.

### The Risk to Your Staff and Customers is Real – and Readiness is Everything.

A central lesson learned in the first wave of H1N1 (Swine Flu) was that the numbers of “worried well” can easily **overwhelm** even the best run emergency department. Hospitals from coast to coast experienced a dramatic surge in patients with and without flu symptoms demanding medical services. Public Health officials have warned that the H1N1 flu may return in a more powerful form this fall and will begin nearly simultaneously with the regular seasonal flu.

**Swine flu fears prompt run on UK pharmacies** – Pharmacies in England are reporting a run on supplies like surgical masks, thermometers and anti-bacterial gels by customers concerned about swine flu amid a surge in the number of people infected by the virus.  
– CNN.com 7/25/09

The potential for frustration, anger, hostility, and even **violence**, at vaccination distribution sites is very real. Difficult, perhaps dangerous individual, crowd, and mob behavior is foreseeable. Extreme Behavioral Risk Management™ (XBRM™), a division of AllSector Technology Group® Inc., can help prepare your team to meet the behavioral challenges of vaccine providers.

In advance of what is expected to be a complex public health emergency, XBRM has bundled three of our most popular behavioral risk management courses together into a **must have** training program for any organization (private or public), business, or retailer, involved in the distribution of vaccine or antiviral medications. Together, the skills developed through this training series will empower and ready your workforce to effectively manage the unique psychological and emotional reactions associated with public health emergencies.

More Companies Should Be Preparing for an Influenza Pandemic – Wall Street Journal, June 22, 2009

### Behavioral Management for Vaccine Providers: A Comprehensive Skill-building Training Series

To effectively address the emotional and behavioral reactions of both vaccine provider staff and the public, it is important that planners are working from accurate behavioral assumptions. XBRM’s three part series helps vaccine site managers in developing realistic plans and procedures to ensure successful vaccine distribution operations. Frontline screeners, vaccinators, and site supervisors can add important skills, such as *Verbal De-escalation*, *Psychological First Aid Responder™*, and *Hostility and Rage Management (HARM)* to their personnel tool kits. Offered in a series, the three core courses are:



#### **Human Factors in Pandemic Influenza (#HF 104)**

The complex and often underestimated behavioral consequences of public health emergencies can derail operations at even the best-crafted vaccination sites. Any organization standing up such a site must have a thorough and accurate understanding of the emotional and behavioral challenges associated with health emergencies. In this workshop, participants will learn:

- Myths and facts about human behavior in pandemics
- Emotional and behavioral consequences of public health emergencies
- Behavioral management strategies and techniques in vaccination centers
- How to integrate behavioral factors into operational plans

#### **Psychological First Aid Responder™ in Public Health Emergencies (#HF 105)**

Psychological First Aid Responder (PFAR) is as natural, necessary, and accessible as medical first aid. It is an “every-person” skill set intended to reduce the fear and emotional arousal that can lead to harmful behaviors. This workshop provides vaccine center workers with the knowledge and skills necessary to assist and calm people experiencing emotional distress related to the vaccination process, waiting in long lines, and dealing with the anxieties associated with medical matters. Participants will learn:

- Common emergency stress reactions
- Assisted coping techniques
- Supportive communications skills
- Fear management strategies
- Emergency stress response guidelines
- The Do’s and Don’ts of Psychological First Aid



#### **Hostility and Rage Management [HARM] (#HF 106)**

Hostility and rage management skills are essential for anyone working with the public during a real or perceived health crisis. Emotionally-charged situations and environments can trigger angry and aggressive behavior that can represent a real danger to workers and customers. The HARM workshop introduces early warning signs for the detection of potentially hostile behaviors in individuals, groups, crowds, and mobs, as well as critical verbal de-escalation techniques and personal safety measures for working with agitated, abusive, or aggressive customers. Participants will learn:

- How to recognize, avoid, and defuse hostile encounters in the vaccination or medication distribution setting
- A three-step model to managing fear and anxiety
- Verbal and non-verbal de-escalation techniques
- How to anticipate flashpoints in group, crowd, and mob behavior
- How to increase vaccine-worker safety in emotionally-charged environments



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### **No vaccination distribution plan is complete until the behavioral response to health emergencies is appropriately addressed.**

#### **XBRM: A national leader in behavioral consequence management**

XBRM's team is comprised of some of the nation's foremost experts in human factors of pandemic preparedness. For over the past decade our consultants and trainers have been called upon to share this important information with government and industry, at conferences and pandemic flu summits, in academic and professional publications and in live-training programs for public health emergency response agencies from coast to coast.

XBRM has created this unique suite of training programs to help ready your work force for the very likely and significant behavioral issues anticipated in the coming flu season. These *must-have* training programs are offered as instructor-led workshops and in webinar formats to help ready your workforce for the challenges ahead.

#### **Choose the learning environment that is right for your company or organization:**

1. Instructor-led. At your chosen location in one concentrated day of training or over a scheduled period of time. Provides workbooks and interactive event with instructor. Very limited availability.
2. Private Webinar. Your schedule and attended by only members of your organization or company for confidentiality, reduced travel, downloadable workbooks and moderated Q&A. Limited availability.
3. Webinar. Scheduled series; reduced travel, downloadable workbooks and moderated Q&A.

Call 800-280-6606 or email [info@xbrm.com](mailto:info@xbrm.com) and ask for a Senior Associate to schedule your training series now. To learn more about XBRM, bios, download whitepapers, and see a listing of additional training, please visit [www.XBRM.com](http://www.XBRM.com).

“‘Walking well’ flood hospitals with – or without – flu symptom.”  
– CNN.com, May 25, 2009

