

# Is Your Organization Really Prepared?

**Your ability to predict and prepare for the behavioral consequences of H1N1 is critical.**

***Human Factors Training in Pandemic Preparedness is Now Available.***

## **The Risk is Real – But 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 departments. Hospitals from coast to coast experienced a dramatic surge in patients, with and

**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*

without flu symptoms, demanding medical services. Public Health officials have warned that the H1N1 flu may return in force this fall and will begin nearly simultaneously with the regular seasonal flu.

Public health emergencies, such as pandemics, produce unique and significant emotional and behavioral responses unlike other disasters and crises. Extreme Behavioral Risk Management™ (XBRM™), a division of AllSector Technology Group Inc., can help prepare your team to meet the behavioral challenges associated with the resurgence of H1N1.

Left unchecked, these reactions can escalate levels of absenteeism, disrupt critical business operations and lead to greater numbers of medical and mental health problems.

XBRM offers a comprehensive series of behavioral risk management courses, including a **must have** training program for any organization involved in the pandemic preparedness. The information shared in the core training program will empower and ready your leaders and decision-makers to effectively manage the unique psychological and emotional reactions associated with the H1N1 flu.

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

## **A Comprehensive Skill-building Training Series**

To effectively address the emotional and behavioral reactions to H1N1 it is important that planners are working from accurate behavioral assumptions. The core course addressing this need-to-know information is “*Managing the Behavioral Consequences of Pandemic Influenza.*” XBRM’s four part series helps managers develop realistic plans and procedures to ensure successful pandemic preparedness and continuity of operations. Frontline personnel and supervisors can add important skills, such as *Verbal De-escalation*, *Psychological First Aid Responder™*, *Hostility and Rage Management (HARM)*, and *Telephone Skills in Emergencies* to their personnel tool kits. Offered in a series, the four core courses are:



**Managing the Behavioral Consequences of Pandemic Influenza  
Human Factors in Pandemic Influenza (#HF 104) [1.5 Hours/Webinar format]**

The complex and often underestimated behavioral consequences of public health emergencies can derail any business or organization's operations. Every organization 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
- Key concepts in psychologically-informed crisis communications
- Home and Family: Mitigating the emotional toll at home
- How to integrate behavioral factors into operational plans

**Psychological First Aid Responder™ in Public Health Emergencies (#HF 105)  
[1.5 Hours/Webinar format]**

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 management and employees with the knowledge and skills necessary to assist and calm people experiencing emotional distress and anxiety associated with stressful and traumatic situations 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) [1.5 Hours/Webinar format]**

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
- 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

**Telephone Skills in Disasters and Emergencies (Course #HF107) [1.5 Hours/Webinar format]**

It is well known that during public health emergencies the volume and intensity of telephone calls to your call centers can increase dramatically. Call Center personnel, telephone operators, and receptionists can play a critical role in an organization's management of crisis and emergency situations. XBRM offers comprehensive training to prepare staff to manage the full-spectrum of crisis situations, ranging from irate, rude and abusive callers, to threats of dangerous or violent behavioral. Our telephone skills workshop builds the skills and confidence necessary to handle high-pressure, high-consequence telephone contacts, before during and after crisis events. Participants will learn:

- Crisis communications skills
- Telephone verbal de-escalation techniques
- Assist irate, angry and/or abusive callers
- Handle threats of violence to self or others
- Threat reception and response
- Threat data capture and documentation
- Active stress management techniques to maintain calm and focus



## H1N1: Pandemic Behavioral Preparedness Planning Series



### No BCP 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 a 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 organizations worldwide.

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. Pricing available on request.
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. Pricing available on request.
3. Webinar. Scheduled series; reduce travel costs, downloadable workbooks and moderated Q&A. Pricing available on request.
4. eLearning on demand. Downloadable workbooks and email Q&A. \$250 for all four. \$75 for each module, if purchased separately.

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 trainings, please visit [www.XBRM.com](http://www.XBRM.com).

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

