

Responder Training

- Time and money
- Sustainment
 - CPR training
- What taught, by whom?
 - The ACEP report
 - USAMRIID
 - CDC

Media Relations

- Reporters look for real experts
- Tell the truth
- Be calm, think twice
- Formal training, spokespeople
 - SOCO
- Media can be helpful
 - Get appropriate help
 - Counsel against inappropriate actions

Public Instructions

- Clear, simple, sensible
- Medical spokespeople
- The Israeli model
 - Don't improvise
 - Drill the public