

## American Academy of Dermatology (AAD)

### Background

#### Membership:

Over 14,000 dermatologists, including international members

#### Responsibilities in bioterrorism/WMD events:

Because many potential bioterrorism agents present with cutaneous manifestations, AAD members would be expected to play an important role in the rapid diagnosis of diseases of bioterrorism.

#### Past bioterrorism/WMD information dissemination activities to members:

The AAD instituted an Ad Hoc Task Force on Bioterrorism charged with keeping their members informed about bioterrorism and rapidly disseminating information regarding disease incidence, diagnosis, and treatment. The Task Force has developed or compiled information for its website; in a CD-ROM PowerPoint presentation available on demand and via the Internet on the cutaneous manifestations of bioterrorism agents (including over 250 photographs covering all Class A agents); differential diagnosis algorithms for anthrax and smallpox; talking points and Q&As on smallpox vaccination; posters and pocket references for smallpox and smallpox vaccination.; and bioterrorism summary articles posted on the website and in the online version of the AAD journal.

#### Current modes of communication with members:

1. Print materials
  - a. Monthly peer-reviewed journal (*Journal of the American Academy of Dermatology*)
  - b. Monthly news journal (*Dermatology World*)
2. Electronic
  - a. Website (<http://www.aad.org/>)
  - b. Monthly audio journal offering CMD (*Dialogues in Dermatology*)

### Project

#### Target audience(s):

1. ~9500 U.S. members

#### Target need(s):

1. Needs assessment survey revealed that only 11% of 253 dermatologists felt prepared to respond to a bioterrorism attack. Only 18% felt that they had adequate training in bioterrorism. Rank-order correlation analyses found that feeling adequately trained and having formal systems in place in practices were most predictive of bioterrorism preparedness.
2. Most respondents were willing to participate in an educational program.

#### Project goals:

1. Update comprehensive CD-ROM presentation (also available on the website) developed in 2001.
2. Distribute updated CD-ROM to members for use in self-study as well as in presentations to other clinicians

Information to be disseminated:

1. History of bioterrorism
2. Anthrax
3. Plague
4. Tularemia
5. Smallpox
6. Viral hemorrhagic fevers
7. Disease presentation
8. Differential diagnosis
9. Treatments (including available vaccinations)
10. Reporting processes

Dissemination strategy:

1. Mail CD-ROM

Evaluation strategy:

1. Mail back evaluation
  - ?how audience reached
  - ?information helpful (complete; clear and concise photographs; relevant agents; sufficient differential diagnoses)
  - ?useful format
2. CME credit offered
3. Additional evaluation strategies (i.e., focus group or survey of a sample) will be considered if response rates are not sufficient.