

American College of Physicians (ACP)

Background

Membership:

>115,000 members (80% are certified internal medicine specialists; the rest are student and resident members).

Responsibilities in bioterrorism/WMD events:

ACP members view themselves as “first responders” to biological, chemical, or nuclear events

Past bioterrorism/WMD information dissemination activities to members:

ACP has provided information to members through their website (e.g., Bioterrorism Resource Center with updated information for physicians and patients; images; diagnostic algorithms, contact information, and self-assessment items); speakers with expertise in disaster preparedness at annual meetings; distribution of the CDC smallpox poster; distribution of *ACP Guide to Bioterrorism Identification* Pocket Card; inclusion of biological and chemical terrorism topics in self-study, continuing education product; decision support tools on smallpox, inhalation anthrax, cutaneous anthrax, and chemical terrorism in PDA format; inclusion of WMD topics in their web-based clinical guidance tool; development of an emergency response communication plan for its members; contributing items regarding biological and chemical terrorism to National Board of Medical Examiners item bank; and assuring that biological and chemical terrorism items are included in the American Board of Internal Medicine recertification program.

Current modes of communication with members:

1. Print materials
 - a. Monthly newsmagazine (*ACP Observer*)
 - b. Monthly peer-reviewed journal (*Annals of Internal Medicine*)
 - c. Bimonthly review of leading medical journals (*ACP Journal Club*)
 - d. Self-assessment program (*MKSAP*)
2. Electronic
 - a. Website (<http://www.acponline.org/bioterro/?hp>)
 - b. Weekly electronic newsletter (*ObserverWeekly*)
 - c. Electronic version of self-assessment program (*MKSAP* and *MKSAP Update*)

Project

Target audience(s):

1. 80,000 members

Target need(s):

1. Lack of information on WMD in a printed journal, a format preferred by members.

Project goals:

1. Increase member awareness of biological threats
2. Improve member knowledge of specific disease syndromes
3. Remind members where they can access information at the time it is needed

Information to be disseminated:

1. Information on smallpox recognition and differentiation from other febrile rashes
2. Potentially additional information regarding anthrax, plague and botulism.

Dissemination strategy:

1. Special insert in *ACP Observer*
2. Pocket cards included in same edition of *ACP Observer*:
 - a. *ACP Guide to Bioterrorism Identification*
 - b. *ACP Guide to Chemical Terrorism Identification*

Evaluation strategy:

1. Follow up mail survey of a sample of 4000 members who received the educational product. Potential survey items will include:
 - a. Demographic information
 - b. Did recipients read material?
 - c. Was the inserts removed for future use?
 - d. Were the recommended internet-based resources accessed?
 - e. Assessment of the overall quality of the insert
 - f. Assessment of the overall quality of the pocket cards
2. Book incentives will be offered to increase response rate
3. Follow up postcard reminder will be used to increase response rate
4. Monitoring of web site for number of contacts