

## American Osteopathic Association (AOA)

### Background

#### Membership:

Approximately 52,000 osteopathic physicians

#### Responsibilities in bioterrorism/WMD events:

AOA primary care physicians (approximately 68% of practicing D.O.s) would be responsible for the early detection of potential bioterrorism threats.

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

The AOA convened a Task Force on Bioterrorism to develop educational resources on bioterrorism and other WMD. The Task Force accomplished the following: issued a statement to the CDC supporting pre-event vaccination against smallpox for all first-responders; generated an online information clearinghouse on bioterrorism including websites and links to CDC, NIH, associations, the military, and universities and academic centers; created a speakers bureau on bioterrorism issues; compiled a resource list of emergency contact numbers for state public health departments and contact numbers for state public health laboratories which was published in *The DO*, the AOA monthly news journal, and posted on the website; constructed an Osteopathic Emergency Response System, comprised of on-call physician volunteers from every geographic and specialty area. In addition, AOA has provided information to members through the members-only website (DO-Online) and published a number of articles related to bioterrorism preparedness in *The DO*.

#### Current modes of communication with members:

1. Print materials
  - a. Monthly peer-reviewed journal (*Journal of the American Osteopathic Association*)
  - b. Monthly news journal (*The DO*)
2. Electronic
  - a. Website (<http://www.aoa-net.org/>)
  - b. Members-only website

### Project

#### Target audience(s):

1. ~26,000 primary care members (family practice, general practice, internal medicine, and pediatrics)

#### Target need(s):

1. Resource guide on bioterrorism for primary care providers

#### Project goals:

The resource guide will expand the AOA's educational efforts in bioterrorism, reaching more primary care physicians than the current web based information.

The resource guide will provide an update to osteopathic physicians on bioterrorism topics and serve as a reference tool for future inquiries on these topics.

#### Information to be disseminated:

1. Smallpox: signs & symptoms; vaccination information
2. Anthrax: inhalation, cutaneous and gastrointestinal anthrax: signs and symptoms; follow up to 2001 terrorist attacks
3. Other biological agents: plague, tularemia, botulinum toxin, hemorrhagic fever viruses
4. Chemical emergencies
5. Radiation emergencies

6. Understanding the role of public health in bioterrorism: reporting requirements, notification procedures
7. Additional resources

Dissemination strategy:

1. 25-30 page supplement to *The DO* on bioterrorism
2. Electronic version of supplement available to all members via members-only website
3. Blast email notice of electronic availability to all members
4. CME credit available for supplement

Evaluation strategy:

1. Mail back evaluation asking the reader to rate:
  - importance of supplement information
  - level of knowledge prior to reading the supplement
  - knowledge gained by reading the supplement
  - preferred method of information delivery (e.g., via journals or e-communications)
2. Evaluation form and CME quiz also available via web
3. Additional evaluation strategies (i.e., focus group or survey of a sample) will be considered if response rates are not sufficient.