


# Preparedness Program Outreach Unit

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## Program Overview

**We help communities prepare for public health emergencies, including:**

- **Extreme heat events**
- **Severe storms and flooding**
- **Infectious disease outbreaks, such as COVID-19, seasonal flu, and hepatitis A**

## Guiding Values

The Public Health Preparedness (PHP) Outreach Unit aims to maintain an inclusive emergency response. We first try to understand what communities need to prepare for, and respond to, public health emergencies. We then work together to provide this support, while offering timely guidance and resources.

The PHP Outreach Unit focuses on communities with:

- access and functional needs.
- communities most vulnerable to public health emergencies.
- communities experiencing multiple crises due to the structural inequities creating poverty, violence, and other hardships.

## What We Do

Communicate with the public about current public health emergencies.

Educate the public about how to prepare for public health emergencies.

Partner with other agencies and community groups to help communities build resilience and prepare for emergencies.

Train staff and volunteers to respond to emergencies. For example, how to go door-to-door to share critical public health information.

Develop and test public health response plans. For example, we plan how to quickly get medication (or a vaccine) to the whole city.



# How we work with communities to prepare for, and respond to, public health emergencies

## TRAININGS & PRESENTATIONS

Virtual, recorded or in-person options available.  
*Language interpretation is available upon request.*

## RESOURCE TABLING

Tabling at community events to provide a trustworthy and reliable place to ask questions and get vital information.

## COMMUNITY MEETINGS

Include a Philadelphia Department of Public Health representative at community meetings to help residents prepare for a public health emergency.

## EDUCATIONAL MATERIALS

Brochures, flyers, newsletters, answers to frequently asked questions, guides and other documents to help educate the community.  
*Language translation is available upon request.*

## CANVASSING

Door-to-door canvassing in residential or business areas to get to know communities and offer information to people in-person.

## COMMUNITY RESPONSE PARTNER NETWORK

A network of more than 1,600 community and faith-based organizations and people who signed up to receive critical information on public health emergencies.

## Seasonal Programming

*There are some public health hazards that happen seasonally most years. The Outreach Unit aims to understand how communities cope with these hazards and provides education to make sure updated information reaches all residents.*

### WINTER

- Severe storms
- Utility assistance

### SUMMER

- Heat emergencies
- Utility assistance

### SPRING

- Flooding
- Mosquitoes & tick-borne illness

### FALL

- Respiratory illnesses: COVID-19, Seasonal flu
- Preparedness month

## Stay Connected to Stay Informed



PUBLICHEALTHPREPAREDNESS@PHILA.GOV



LEAVE US A MESSAGE AT  
215-429-3016



RECEIVE UP-TO-DATE ALERTS

TEXT: READYPHILA TO 888-777

VISIT: [phila.gov/ready](http://phila.gov/ready)



JOIN THE COMMUNITY  
RESPONSE PARTNER NETWORK

[bit.ly/PhillyCRPN](http://bit.ly/PhillyCRPN)