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**Preparing Nephrology Nurses to Respond to Health Threats through Clinician Outreach  
and Communication Activity**

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Immediate or emerging public health threats such as a pandemic influenza can cause significant harm and require that clinicians have timely, accurate information to effectively respond to public health threats. The Emergency Communication System (ECS) is an all-hazards response structure responsible for emergency risk communication to the public. The Clinician Outreach and Communication Activity (COCA) is a component of ECS focused on providing emergency preparedness and response messaging to clinicians. COCA has over 46,000 individual subscribers, and partners with 180 national and federal healthcare organizations, to include ANNA, KCER, and CMS - giving COCA an extensive reach. This expansive outreach allows COCA to swiftly communicate health risk and clinical guidance to clinicians - which was critical during the 2009-2010 H1N1 Influenza Pandemic. During this period, COCA disseminated more than 52 weekly newsletters, responded to more than 900 emails, and hosted 48 educational audio calls. COCA strengthens community preparedness and response capabilities to save lives and safeguard health from public health threats by collaboration with its partners on educational offerings, stakeholder meetings, and information sharing. COCA's collaboration with ANNA, led to the development of educational resources specific to the special needs of chronic kidney disease patients (CKD). The unique requirements of CKD patients increase their vulnerability during an emergency. An understanding of emergency management by nephrology nurses is critical to mitigating consequences. COCA provides nephrology nurses credible and current information for all-hazards, and equips them to care for CKD patients in times of a crisis.

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