more than one pet. Following Hurricane Katrina in 2005 thousands of animals received veterinary medical care at the Lamar Dixon Animal Shelter in Baton Rouge, LA. Social networking was utilized by responders to obtain supplies yet current social media capabilities were not utilized to enhance veterinary medical response and care at the largest disaster animal shelter in US history. Several challenges (volunteer management, lack of veterinary supplies, and referral of critical veterinary patients etc.) in veterinary disaster response could be met through utilization of targeted social media messaging. Social media has the potential to enhance the efficiency and quality of disaster veterinary medical response now and into the future.

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(A334) Disaster Medicine Center Evolution (Structure and Activities)

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The requirements of coping with emergencies on the national level include the necessity to modify the structure of disaster medicine centers that deal with major emergencies. Sharing the responsibility for the management of emergency response and preparedness also is important. The evolution of disaster medicine service is key for disaster risk activities. The goal of this presentation is to show the center subunits and their tasks based on strict management under the leading the Ministry of Health and Social Development of Russian Federation. The main units of the disaster medicine center are proposed in view of the relationship to the regional and municipal centers and local medical facilities. The participation of corresponding-level centers in emergency response is dictated by the emergency scale, characteristics of the event, number of injured, number and capacities of local (regional) medical facilities, and other needs in emergency response management. The system of supply management during emergencies comprises a network of warehousing conserving the federal, regional, and local reserves of medical products is revised regularly. The new, information-sharing, automatic, geo-informational system manages the distribution of supplies for any event and evaluates the presence of resources and personnel around any focal point where any natural or technological emergency occurs. Such an informational system is being discussed for the revision of supplies and management on the international scale. The issues of field practice are proposed and suggestions on the modern coordinating mechanisms will be discussed.

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(A335) Emergent use of Social Media: A New Age of Opportunity for Disaster Resilience

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Background: Social media (SM) are forms of information and communication technology disseminated through social interaction. SM rely upon peer-to-peer (P2P) networks that are collaborative, decentralized, and community-driven transforming people from content consumers into content producers. The role of SM in disaster management galvanized during the world response to the 2010 Haiti earthquake. (Pew 2010) During the immediate aftermath, much of what people around the world were learning about the earthquake originated from SM sources. (Nielsenwire 2010) During the first 2 weeks following the earthquake, "texting" mobile phone users donated over $25 million to the American Red Cross. (Sysomos 2010) Both public and private response agencies used Google Maps™. Millions joined MySpace™ and Facebook ™discussion groups to share information, donate money, and offer support. SM has also been described as "remarkably well organized, self correcting, accurate and concentrated", calling into question the ingrained view of unidirectional, official-to-public information broadcasts. (Sutton, et al 2008) SM may also offer potential psychological benefit for vulnerable populations gained through participation as stakeholders in the response. (Sutton, et al 2008) (Laor 2003)
Discussion: However, widespread use of SM also involves several important challenges for disaster management. Although SM is growing rapidly, it remains less widespread and accessible than traditional media. Also, public officials often view person to person communications as "backchannels" with potential to spread misinformation and rumor. (Akre 2010) In addition, in absence of the normal checks and balances that regulate traditional media, privacy rights violations can occur as people use SM to describe personal events and circumstances. (Palen 2007)

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(A336) Sustaining Telecommunications Capability and Capacity during Acute Phase of Disasters and Disaster Responses

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Background: Telecommunications plays a critical enabling role in disaster response, both for the local population and for responses of external origin. However, it is common for telecommunications capacity to be reduced or disabled by the disaster or emergency. Meanwhile, the disaster stimulates demand for any remaining capacity, often resulting in total loss of telecommunications capability during the acute phase of a disaster and its response.
Discussion and Observations: The Serval Project is addressing this through the implementation of a mesh mobile telephony system that is compatible with some existing mobile telephone handsets, and can be integrated into many more models without changing handset hardware designs or cost. This technology allows mobile telephones to directly communicate with one another, and allows telephone calls to be made without infrastructure beyond the telephones themselves. Our Distributed Numbering Architecture allows the telephones to use their existing telephone numbers, so that communications can continue immediately and without impediment when needed. The telephones self-organise, and relay calls for distant telephones, thus forming their own resilient telecommunications