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Special Events: Understanding the Distance Between Celebration and Catastrophe

New York City is home to some of the largest and most famous events in the world. From the TCS NYC Marathon to the United Nations General Assembly, the events that define the city also make it a complex threat landscape. The line between celebration and catastrophe can be incredibly thin. Therefore, emergency management must thoroughly understand the risks and appropriately balance engagement activities against them.

Within the lens of healthcare emergency management, the likelihood of an event impacting a healthcare enterprise is primarily represented by three factors: size, proximity to enterprise locations, and social visibility. The size of an event and its proximity present a twofold risk of mass gathering-related and transportation-related contingencies. Further, events with high social visibility represent a potential target to malicious threats such as terrorism.

Thorough data collection and assessment resulted in the development of 'Enterprise Incident Thresholds' that structure healthcare emergency management engagement and fortify NYU Langone Health against special events-related contingencies within the context of an urban environment

saturated with events. Proper classification of special events allows for effective allocation of resources, gap identification, and intra-departmental collaboration, while simultaneously increasing preparedness rigor and protecting against messaging fatigue.

Presentation Theme: The theme of this presentation is effective incorporation of data to inform emergency management practices and intra-departmental collaboration, ascending emergency management into the future.

Collaborators, Advisor(s) and Department(s) that assisted with this research: Kelly McKinney, Caitlin Flynn, Emergency Management & Enterprise Resilience Department