



Region 1 Standard Operating Guidelines (SOG) Public Information and Risk Communications

OBJECTIVE: Emergency Public Information and Warning – CDC Capability 4. To develop, coordinate and disseminate information, alerts, warnings and notifications to the public/incident management responders.

SPECIAL CONSIDERATIONS:

- **Risk Communications is an ongoing process and should be practiced continuously to establish Local Health Departments and other government agencies as credible sources of information.**
- Risk Communications and Public Information are Local Health Departments' (LHD) most important tools
- Depending on the nature of the emergency, the use of Social Media as well as other culturally appropriate communications methods will be extremely important.

CONCEPT OF OPERATIONS: This is a response guide that can be used by any agency though it is especially useful for LHD. It is **NOT** a substitute for any LHD or agency Risk Communication Plans, Crisis Emergency Risk Communications Plan, Laws, Regulations or Official Forms. It assumes Local Public Health and other officials:

- Participate in continuous pre-event planning.
- Follow the National Incident Management System (NIMS) and Incident Command System (ICS).
- Reference emergency response plans such as the Comprehensive Emergency Management Plans (CEMP); Public Health All-Hazards plans Continuity of Operations Plans (COOP), and other SOGs.
- Will play either a lead or supporting role, depending on the scope of the event. LHD may be the Incident Commander (IC) or be asked by the IC or his designee to:
 - Assess the Public Health situation
 - Contact public and private partners who work with LHD, such as the COAD
 - Provide information and Risk Communications (Public Information) to the public and responders
 - Inspect facilities to ensure compliance with minimum environmental and health safety standards.
 - Provide sampling, testing and interpretation
 - Investigate diseases
 - Recommend rationing standards
 - Assist with volunteer management
 - Assist with evacuation and sheltering operations
 - Advise IC on hazmat incidents, including health and safety impacts on health and the environment
 - Advise on Access and Functional Needs and Individuals Requiring Additional Assistance (FNSS/IRAA)

INSTRUCTIONS: Page one is a Table of Contents (TOC). Each item in the TOC points to a section with a checklist of Public Information considerations including.

Initial Response Actions: procedures common to all incidents and addresses incident response procedures such as assessing the situation, establishing command and control and connecting with response partners.

Operations: many public health and other emergencies include multiple issues such as safe food, water, air, housing, disease prevention, public information, etc. Consider consulting multiple SOGs.

Recovery: may be the longest phase of the Incident, requiring the most LHD and community resources. Community partner organizations are essential to ensure recovery and return to normal.

- ☒ Check Boxes: Use the check boxes to track action items considered or acted upon. In the Resource/Assigned Column find and add resources: items, plans, and people.
- ★ Starred Items are critical tasks that should always be considered in any large scale Emergency/Incident

Grey shaded areas suggest specific risk communication activities and messages



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3.4 Complete After Action Report and Improvement Plan	30 days

⚡ These items are critical tasks and should always be considered in any large scale Emergency/Incident

Operations Quick Overview: Public Information and Risk Communications are the ability *to provide the right information to the right people at the right time, so they can make the right decisions.* It includes receiving as well as sending messages. This is a continuous 5 step cycle. Key elements to include:

- 1. Gather Information:**
 - ⚡ Monitor the Event (maintain Situational Awareness); Track Public comment/perceptions as well
 - ⚡ Monitor Media; stay in front of the event; don't let information or lack of information become the disaster
 - ⚡ Establish a designated Media Staging Area near the Incident but separate (to ensure safety and message control)
- 2. Verify Information:**
 - Check with on- scene Responders/IC and other fact checking resources
 - ⚡ Continuously check to ensure that messages/actions are performed correctly and on time
 - ⚡ Rumor Control: Corrections a.s.a.p. for media/social media (at a minimum before next local news cycle)
- 3. Coordinate Information:**
 - ⚡ Establish a Joint Information System (JIS) to coordinate messages/information with MEMA/MACC/HMCC/EOC/partners
 - Create and share Incident Fact Sheets
- 4. Approve Information:**
 - ⚡ Get approval from the Incident Commander (IC) for all messages
 - ⚡ Maintain all records and track all expenses/time
- 5. Disseminate Information:**
 - ⚡ Issue first “holding” messages to establish contact, credibility, status as a trusted source of information
 - Inform First Responders/Partners first before releasing information to the general public
 - Support Incident Spokesperson(s) - often agency leaders other than the PIOs
 - For large incidents, provide a Media Emergency Information Center (EIC) where reporters can wait/work
 - Regularly provide coordinated information using multiple formats/methods to reach all Stakeholders, including those with Functional/Access Needs(FNSS/IRAA)
 - Assist with VIP Dignitary visits to ensure access, accuracy, appropriate attention to victims, morale boost

1. Initial Actions

1.1 Public Health PIO/Risk Communications Officer appointed/designated for response		Resources/Notes
<input type="checkbox"/>	Designate Public Health Information Officer (PIO) for agency response	Agency PIO reports to Agency/CEO
<input type="checkbox"/>	May also be designated Incident PIO by Incident Commander (IC)	Incident PIO reports to IC
<input type="checkbox"/>	★ Monitor the event/media; maintain situational awareness	
<input type="checkbox"/>	Verify IC/(Unified Command): name, agency, location, contact info	ICS 201 Incident Briefing ICS 202b: Station Objective and Update
<input type="checkbox"/>	Verify Emergency Operations Center (EOC) location; Point of Contact	
<input type="checkbox"/>	Confirm Incident Spokesperson(s) name, agency, location(s)	
<input type="checkbox"/>	Attend all Incident Briefings to maintain situational awareness	
<input type="checkbox"/>	Determine expectations of the Incident Commander (IC)/Agency <ul style="list-style-type: none"> <input type="checkbox"/> Advises and represents the IC/Agency <input type="checkbox"/> Manages Joint Information System (JIS)/Joint Information Center (JIC) <input type="checkbox"/> Coordinates with Joint Information System (JIS), including MEMA, State EOC (SEOC) Emergency Support Function (ESF) 15 desk – public information, local/regional PIO/EOC/REOC/MACC. <input type="checkbox"/> Manages Media Information Center (MIC) <input type="checkbox"/> Authorized to interact with Media/Public <input type="checkbox"/> Develops Media/Public Messages for IC <input type="checkbox"/> Supports Incident Spokesperson(s) <input type="checkbox"/> Manages/coordinates VIP visits 	
1.2 Establish Contact with IC/Relevant Response Partners		Resources/Notes
<input type="checkbox"/>	Inform the Emergency Management Director (EMD); Chief Elected Official (CEO), LHD, PIO, EOC and other early notification officials	<i>GETS (Government Emergency Telecommunications Services) cards (must pre-enroll) – grabs free lines</i>
<input type="checkbox"/>	Establish Communications: Keep Response Partners Informed	
<input type="checkbox"/>	Consider Emergency Response Team & planning for multiple periods	CEMP; COOP
<input type="checkbox"/>	Notification: Contact other relevant response partners: maintain communications; Situational Awareness; understanding	
<input type="checkbox"/>	Internal Contacts	Internal Emergency Contact List
<input type="checkbox"/>	<input type="checkbox"/> Board of Health/LHD staff and members	Public Health Pocket Cards
<input type="checkbox"/>	<input type="checkbox"/> Public Health Nurse (may be a Visiting Nurse Association – VNA)	
<input type="checkbox"/>	<input type="checkbox"/> Emergency Management Director (EMD)	
<input type="checkbox"/>	<input type="checkbox"/> Mayor/Selectboard/Town Manager	HHAN, email, reverse 911
<input type="checkbox"/>	<input type="checkbox"/> Police, fire, roads (DPW), water/sewer, building, etc.	
<input type="checkbox"/>	External Contacts as needed	External Contact List
<input type="checkbox"/>	<input type="checkbox"/> Mutual Aid Partners such as neighboring LHD/agencies	Phone, satellite phones, email, HAM
<input type="checkbox"/>	<input type="checkbox"/> Hospital(s)(capacity situational awareness, communications)	GETS cards (must pre-enroll)
<input type="checkbox"/>	<input type="checkbox"/> Department of Public Health (DPH)	(617) 983-6800 EPI on call
<input type="checkbox"/>	<input type="checkbox"/> Department of Environmental Protection (DEP)	(888) 304-1133 Spill HotLine
<input type="checkbox"/>	<input type="checkbox"/> District Health Officer	(617) 839-3237 Charlie Kaniecki
<input type="checkbox"/>	<input type="checkbox"/> DPH Emergency Preparedness Bureau	(617) 647-0343 (pager)
<input type="checkbox"/>	<input type="checkbox"/> DPH Regional Hospital Coordinator	(617)438-1466
<input type="checkbox"/>	<input type="checkbox"/> Massachusetts Emergency Management Agency (MEMA)	(413) 821-1500 (Western office)
<input type="checkbox"/>	<input type="checkbox"/> DPH Regional Emergency Preparedness Coordinator/HMCC	(413) 485-8627
<input type="checkbox"/>	<input type="checkbox"/> Interpreter Strike Team Leader	Mass Registry Interpreters for Deaf
<input type="checkbox"/>	<input type="checkbox"/> Regional/Local Emergency Planning Committee (REPC/LEPC)	
<input type="checkbox"/>	<input type="checkbox"/> Medical Reserve Corps (MRC)	www.wmmrc.org

<input type="checkbox"/>	Community Emergency Response Team (CERT)	
<input type="checkbox"/>	American Red Cross (ARC): Berkshire, Greater Westfield, Springfield	(413) 737-4306
<input type="checkbox"/>	Salvation Army: Disaster Services	(617) 542-5420 www.salvationarmy-usaeast.org
<input type="checkbox"/>	Elders Services	
<input type="checkbox"/>	Schools	
<input type="checkbox"/>	Sheriff's Department	Berkshire 413-445-4559 Franklin 413-774-4014 Hampden 413-858-0132 Hampshire 413-584-5911
1.3 Issue first "Holding"/Responder Messages		Resources/Notes
<input type="checkbox"/>	Messages must be approved by IC before releasing	ICS 205b Personnel and Communications List
<input type="checkbox"/>	<input checked="" type="checkbox"/> Issue first public "holding" messages as soon as possible to establish Media & Public contact, credibility and status as a trusted source of information. Coordinate with Joint Information System (JIS). <ul style="list-style-type: none"> ○ This is an evolving emergency; this is what we know right now... ○ Local officials are investigating the situation and have activated their emergency response plans. ○ We ask for your patience as we respond to this emergency. ○ Stay informed and follow official instructions... ○ More information will be available in two hours... 	See Appendix C for more message examples
<input type="checkbox"/>	Issue initial Responder/Workforce Messages: <ul style="list-style-type: none"> ○ This is the current status/situation ○ Responders should take the following protective actions... ○ Use the following Personal Protective Equipment (PPE)... ○ Responders should maintain this distance... ○ Responders should report spontaneous feeding/water operations 	Responder messages should be issued before any Public Information besides "holding" messages Report these to the EOC/LHD

1.4 Review and Verify Initial Assessment of the Incident		Resources/Notes
<input type="checkbox"/>	Gather/update accuracy/completeness for all info and assessments	PIO Fact Sheet FORM (Appendix B)
<input type="checkbox"/>	Scope: Number of : <ul style="list-style-type: none"> <input type="checkbox"/> Communities involved (1 or multiple); geographic area <input type="checkbox"/> People exposed <input type="checkbox"/> People likely to be exposed <input type="checkbox"/> Injured or sick/treated at scene <input type="checkbox"/> Injured or sick/ sent to hospital for treatment <input type="checkbox"/> Receiving prophylaxis (preventative treatment) <input type="checkbox"/> Dead (information might be withheld pending family notifications) 	
<input type="checkbox"/>	Type of Incident: <ul style="list-style-type: none"> <input type="checkbox"/> Cause: Natural, Accidental, Terrorist <input type="checkbox"/> Chemical (Hazardous/not Hazardous) <input type="checkbox"/> Biological (Infectious/not Infectious) <input type="checkbox"/> Radiological (Alpha, Beta, Gamma) <input type="checkbox"/> Nuclear (Accident/Intentional) <input type="checkbox"/> Explosive (Has exploded/Explosion Hazard) <input type="checkbox"/> Environmental (Air, water, food, land issues) <input type="checkbox"/> Natural (weather, earthquake, volcano, etc.) 	For more information go to: http://www.bt.cdc.gov/hazards-specific.asp
<input type="checkbox"/>	Status of the Incident: <ul style="list-style-type: none"> <input type="checkbox"/> Unknown <input type="checkbox"/> Growing <input type="checkbox"/> Improving <input type="checkbox"/> Stabilized/Contained <input type="checkbox"/> Over/completed <input type="checkbox"/> Recovery 	
<input type="checkbox"/>	Risk Factors/Disease Agents:	Region 1 Specific SOG

<input type="checkbox"/> Who is at risk? <input type="checkbox"/> Symptoms <input type="checkbox"/> Risk Factors <input type="checkbox"/> Incubation <input type="checkbox"/> Injuries <input type="checkbox"/> Transmission <input type="checkbox"/> Threats <input type="checkbox"/> Exposure Pathways (where/when) <input type="checkbox"/> Agents/Hazards <input type="checkbox"/> Treatment <input type="checkbox"/> Contamination <input type="checkbox"/> Protective Actions	Disease fact sheets Drug Fact Sheets DPH Surveillance Manual http://www.mass.gov/eohhs/docs/dph/disease-reporting/guide/introduction.pdf
<input type="checkbox"/> Duration of emergency response estimate: hrs, days, weeks, unknown	
<input type="checkbox"/> Language needs and Interpreter resources estimated	
<input type="checkbox"/> Joint Information Center (JIC): Estimate need/location/type	
<input type="checkbox"/> Info Sharing system & schedule established for Incident information	ICS 209: Incident Status Summary
<input type="checkbox"/> Communications established with agency dispatch centers/EOC	

1.5 Review PIO Roles, Responsibilities and Plans	Resources/Notes
<input type="checkbox"/> Review PIO JAS	PIO Job Action Sheet Appendix A
<input type="checkbox"/> Incident Spokesperson(s): Each Agency may have its own; might not be PIO. Add other staff as needed, depending on scope of the incident	Spokesperson should have extensive media extensive training/experience
<input type="checkbox"/> May also represent own Agency/Department <input type="checkbox"/> Authoritative, experienced, trusted, knowledgeable, empathetic, calm <input type="checkbox"/> Support from PIO, Responders, Subject Matter Experts (SME)	CEMP
<input type="checkbox"/> Review Public Information Plans	ICS 205b Personnel/Communications
<input type="checkbox"/> CERC (Crisis + Emergency Risk Communications) Plan	Appendix D: CERC
<input type="checkbox"/> Functional Needs Support Services (FNSS) outreach plans/SOG for Individuals Requiring Additional Assistance (IRAA)	IRAA Plans, FNSS SOG
<input type="checkbox"/> Relevant response SOGs	Food/Water, Sheltering, Disease, EDS
<input type="checkbox"/> Review /Establish Public Information Policies (approved by IC)	
<input type="checkbox"/> Message approval process/chain of command	
<input type="checkbox"/> ★ IC approves all messages (define approval method – verbal, written)	
<input type="checkbox"/> PIO coordinates with JIS; approves all messages before release <input type="checkbox"/> Restricted or delayed information, if any <input type="checkbox"/> On-site Media access (are there restricted/controlled areas?) <input type="checkbox"/> Confidentiality (what personal information is protected) <input type="checkbox"/> Social Media policies (officially used/not used)	
<input type="checkbox"/> Privacy/legal/security rights/protocols respected	
<input type="checkbox"/> All information verified <input type="checkbox"/> All messages cleared first by IC/Department <input type="checkbox"/> All personal information withheld unless IC deems necessary	
<input type="checkbox"/> Personal Health Protection Information to response partners	
<input type="checkbox"/> Verify health information <input type="checkbox"/> Use secure distribution methods <input type="checkbox"/> Ensure timely distribution	
<input type="checkbox"/> Media Incident Access:	
<input type="checkbox"/> Work with the Liaison Officer <input type="checkbox"/> Escort needed outside Media Staging Area/Emergency Info Center <input type="checkbox"/> Victims must give permission to be interviewed/photographed	

<input type="checkbox"/>	☛ JIS: Will be established whenever more than one agency or jurisdiction is involved
	<ul style="list-style-type: none"> <input type="checkbox"/> Joint Information System (JIS) partners: hospitals, EMS, Law Enforcement, Fire, EMD/EOC, COAD, MACC/HMCC, MRC/CERT, businesses, neighboring jurisdictions and agencies, State/Federal agencies <input type="checkbox"/> Each PIO/POC may also represent his/her own Agency/Department <input type="checkbox"/> Messages are coordinated through the JIS and released, as needed by JIS/each Agency/Department
<input type="checkbox"/>	PIO Staff Procedures include:
	<ul style="list-style-type: none"> ☛ All releases must be approved by the PIO and the IC <input type="checkbox"/> All information verified before release <input type="checkbox"/> Restrictions on media release content identified/verified <input type="checkbox"/> Staff/EOC/IC briefing frequency – at least every 3 hours (or as needed or determined by IC) <input type="checkbox"/> Finance/accounting tracking procedures followed <input type="checkbox"/> Staff appointment, reporting, badging protocols, sign-in/out protocols established <input type="checkbox"/> Process for evaluating the effectiveness of public Information strategies implemented <input type="checkbox"/> Shift changes ensured (maximum 12 hour shifts) <input type="checkbox"/> All Media and Public Contact/Actions logged
<input type="checkbox"/>	JIS/JIC Procedures include:
	<ul style="list-style-type: none"> <input type="checkbox"/> All Media Releases will be coordinated with the IC/JIC/JIS <input type="checkbox"/> Security will be established to limit JIC access to officials only <input type="checkbox"/> Frequency of public information briefings – suggest 2-3 hrs, depending on how fast the sit. changes <input type="checkbox"/> Hard copies of briefings will be shared before the release time, if possible <input type="checkbox"/> Refer Media to appropriate official Spokespersons <input type="checkbox"/> Make available all media releases from other organizations, as able <input type="checkbox"/> Make every effort to assemble all Spokespersons from responding agencies in one location <input type="checkbox"/> Joint news conferences/briefings preferred <input type="checkbox"/> Make summaries of news conferences and fact sheets available <input type="checkbox"/> All Spokespersons should assemble prior to joint news conference to resolve information conflicts
<input type="checkbox"/>	Emergency Information Center (EIC) Procedures include:
	<ul style="list-style-type: none"> <input type="checkbox"/> Media press credentials will be checked – photo ID required/not required <input type="checkbox"/> Public with ID will/will not be admitted to Media briefings as space/security allows <input type="checkbox"/> Shared Media/TV Video feed (one video camera/microphone) – recommended/required

1.6 Assess Logistical Needs /Resources (What is needed?)		Resources/Notes
<input type="checkbox"/>	☛ Work with IC, Operations, Security to designate a Media Staging Area	
	<ul style="list-style-type: none"> <input type="checkbox"/> Usually outside area near Incident, but out of the way <input type="checkbox"/> Good access <input type="checkbox"/> Interesting photo opportunities (Response vehicles, damage...) <input type="checkbox"/> Large enough for expected Media/vehicles <input type="checkbox"/> Protects victim privacy <input type="checkbox"/> Security can be maintained 	
<input type="checkbox"/>	Emergency Information Center (EIC) for Press Briefings	
	<ul style="list-style-type: none"> <input type="checkbox"/> Away from Incident <input type="checkbox"/> Usually inside a facility, but separated from the Joint Information Center <input type="checkbox"/> Easy access; Parking for large communications trucks/RV <input type="checkbox"/> Communications Resources (phone, cell, internet, TV) <input type="checkbox"/> Tables, Chairs <input type="checkbox"/> Comfort Facilities: food, HVAC, toilets, coffee, blankets <input type="checkbox"/> Security if needed in a large incident 	

<input type="checkbox"/>	Joint Information Center (JIC)		
	<input type="checkbox"/> For Responders only <input type="checkbox"/> Away from Incident <input type="checkbox"/> Able to limit access <input type="checkbox"/> Lighting <input type="checkbox"/> Redundant power supply	<input type="checkbox"/> Tables and Chairs <input type="checkbox"/> Secure Trash: shredders, etc. <input type="checkbox"/> Convenient access/parking <input type="checkbox"/> Comfort: toilets, food, HVAC, coffee, blankets	
<input type="checkbox"/>	PIO Staff (At least one Assistant) to handle the following:		
	<input type="checkbox"/> Answer phones <input type="checkbox"/> Research/Facts <input type="checkbox"/> Rumor Control <input type="checkbox"/> Media Monitoring <input type="checkbox"/> Social Media <input type="checkbox"/> IT/Com Maintenance <input type="checkbox"/> Printing/Distribution	<input type="checkbox"/> Incident Spokesperson support <input type="checkbox"/> Situational Awareness <input type="checkbox"/> EOC/IC support/liaison <input type="checkbox"/> Other agency/PIO liaison <input type="checkbox"/> National Media liaison <input type="checkbox"/> Dignitary/VIP liaison <input type="checkbox"/> Admin/Finance tracking	
<input type="checkbox"/>	Security (on site if needed to limit access)		
<input type="checkbox"/>	Subject Matter Experts (SME) should be fast, accurate, knowledgeable		
<input type="checkbox"/>	Tactical Communications:		
	<input type="checkbox"/> Public incoming phone lines <input type="checkbox"/> Outgoing phone line only <input type="checkbox"/> Responder only phone line <input type="checkbox"/> Media only phone line	<input type="checkbox"/> Cell/smart phones <input type="checkbox"/> Public Health Information (PHIL) Hot Line <input type="checkbox"/> GETS (Government Emergency Telecommunications Service) for priority emergency service	
	<input type="checkbox"/> Internet – high speed <input type="checkbox"/> Radios/dispatch scanners <input type="checkbox"/> HAM liaison	<input type="checkbox"/> Fax <input type="checkbox"/> Runners <input type="checkbox"/> WebEOC	<input type="checkbox"/> AM/FM Radio <input type="checkbox"/> TV/Satellite TV access <input type="checkbox"/>
<input type="checkbox"/>	Equipment:		
	<input type="checkbox"/> Power and extension cords <input type="checkbox"/> TV and radio <input type="checkbox"/> Computers <input type="checkbox"/> Wireless Router	<input type="checkbox"/> Printer, scanner, fax <input type="checkbox"/> Copier, color copier <input type="checkbox"/> Microphone; Video Camera <input type="checkbox"/> Cameras	<input type="checkbox"/> Shredder <input type="checkbox"/> Clocks <input type="checkbox"/> Podium <input type="checkbox"/> Sign Boards (DPW)
<input type="checkbox"/>	Supplies		
	<input type="checkbox"/> Paper, labels, file folders <input type="checkbox"/> Folders for Press Kits	<input type="checkbox"/> Food, water <input type="checkbox"/> Highlighters, markers, pens	

1.7 Begin Ongoing Operational Support Activities/Tasks

<input type="checkbox"/>	<input checked="" type="checkbox"/> Report to and take direction from the Incident Commander (IC)
	<input type="checkbox"/> Serve as agent of the Incident Commander; permission to talk to press/media; post info/press releases <input type="checkbox"/> Wear proper identification (badge, vest, etc.) at all times
<input type="checkbox"/>	<input checked="" type="checkbox"/> Maintain situational awareness – verify what is actually happening and if public information is current
<input type="checkbox"/>	<input checked="" type="checkbox"/> Maintain contact with other PIOs/JIS /regional agencies to coordinate release of information
	<input type="checkbox"/> Contribute Public Information Goals to the Incident Action Plan (IAP) <input type="checkbox"/> Work with JIS/Agencies and LPH to coordinate emergency Public Information and Warning <input type="checkbox"/> Behavioral Health: Take care of yourself and your co-workers. Be aware of staff burnout. <input type="checkbox"/> Maintain span of control 5-7 people <input type="checkbox"/> Apprise Incident Commander (IC) of sensitive information and community needs <input type="checkbox"/> Develop information updates based on information received and post regularly <input type="checkbox"/> Ensure that all relevant information is exchanged during check-in, briefings and debriefings
<input type="checkbox"/>	<input checked="" type="checkbox"/> Complete required forms JIC and maintain records
	<ul style="list-style-type: none"> • Always sign in and out with the Volunteer or Staffing Unit (ICS 211) • Activity Logs: Track event/action taken and submit at shift change (ICS 214) • Resources: Provide all Resource Requests to the Logistics Section (ICS 213)

<input type="checkbox"/>	<ul style="list-style-type: none"> ☛ Keep records of all financial expenditures and staff/volunteer time
	<ul style="list-style-type: none"> • Other forms include ICS 201, 201a, 202b, 203, 221, 308

2. Operations

2.1- Function 1: Activate the Emergency Public/Joint Information System (JIS)/Plan		
<input type="checkbox"/>	<ul style="list-style-type: none"> ☛ Connect with the IC/MACC (Multi-Agency Coordination Center) and HMCC (Health and Medical Coordinating Coalition) 	
<input type="checkbox"/>	<ul style="list-style-type: none"> ☛ Issue first “holding” Messages as soon as possible to establish Media & Public contact, credibility and status as a trusted source of information: <ul style="list-style-type: none"> ○ This is an evolving emergency; this is what we know right now... ○ Local officials are investigating the situation and have activated their emergency response plans. ○ We ask for your patience as we respond to this emergency. ○ Stay informed and follow official instructions... ○ More information will be available in two hours... 	<p>See Appendix C for more message examples</p> <p>Consider using outgoing 9-1-1 systems to alert Residents.</p> <p>Include information on how people can register their phone numbers</p>
<input type="checkbox"/>	Update First Responder Safety and Situational Awareness Messages	
<input type="checkbox"/>	<ul style="list-style-type: none"> As situation changes consider Preparation Messages to the Public <ul style="list-style-type: none"> ○ Continue to monitor ----- for official information... ○ Prepare personal emergency plans/supplies ○ Test generators and other alternative sources of power ○ Prepare refrigerators/freezers by stocking with ice packs ○ Use thermometers to monitor temperatures ○ Store water in clean containers ○ Information on risks of using perishable contaminated or compromised water or food. More information at ○ Consider special needs of individuals with compromised immune systems, including children and the elderly ○ Positive messages such as: <ul style="list-style-type: none"> ▪ Safe food/water will be available at..... ▪ Charging stations can be found at.... ▪ Take these protection precautions/actions 	
<input type="checkbox"/>	<ul style="list-style-type: none"> As situation changes consider Prevention Messages to the Public <ul style="list-style-type: none"> ○ Continue to monitor ----- for official information... ○ Seek medical attention <u>only</u> if you have the following symptoms... ○ Sources of safe food and water... More information at.... ○ Suspected bacterial contamination, cook fresh foods above 160 F. ○ Boil Orders; Do Not Use; Do Not Drink ○ Filtering and Disinfection procedures ○ Positive messages such as: <ul style="list-style-type: none"> ▪ The illness is not easily contracted.... ▪ Symptoms are easily recognized.... 	
<input type="checkbox"/>	Appoint Staff; hold shift change briefings	
	<ul style="list-style-type: none"> <input type="checkbox"/> Sign Staff in/out <input type="checkbox"/> Collect/Distribute Forms: JAS; Activity Logs; Expense/Time Sheets <input type="checkbox"/> Provide situational updates/briefings <input type="checkbox"/> Emphasize the importance of documenting everything, especially injuries and complaints <input type="checkbox"/> Discuss needs or concerns for the next shift 	

<input type="checkbox"/>	<input type="checkbox"/> Monitor Staff for “burn-out” <input type="checkbox"/> Create update for the IC	
<input type="checkbox"/>	Establish a Joint Information Center (JIC)	Can be a virtual JIC
<input type="checkbox"/>	Ensure Tactical Communications:	
<input type="checkbox"/>	<input type="checkbox"/> Land Phone <input type="checkbox"/> Cell phones <input type="checkbox"/> Radios <input type="checkbox"/> Satellite Phones	<input type="checkbox"/> Internet/Email/Websites <input type="checkbox"/> Fax <input type="checkbox"/> HAM <input type="checkbox"/> WebEOC
<input type="checkbox"/>	Establish Distribution Methods for Internal Personnel	
<input type="checkbox"/>	<input type="checkbox"/> Email <input type="checkbox"/> Website	<input type="checkbox"/> Newsletter <input type="checkbox"/> Bulletin Board
<input type="checkbox"/>	Ensure Information (Info) Sharing with Response Partners	
<input type="checkbox"/>	<input type="checkbox"/> Electronic file sharing <input type="checkbox"/> Email lists	<input type="checkbox"/> Incident Briefings <input type="checkbox"/> Conference Calls
<input type="checkbox"/>	Update Crisis + Emergency Risk Communication (CERC) Plan:	CERC Checklist- Appendix C
<input type="checkbox"/>	<input type="checkbox"/> Update CERC daily and provide updates at briefings <input type="checkbox"/> Obtain approval from Incident Command (IC) for changes	
<input type="checkbox"/>	Track all Declarations/Releases	
<input type="checkbox"/>	Coordinate with the designated Incident Spokesperson(s)	
<input type="checkbox"/>	Inform Media of Emergency Information Center info, hours, location	
<input type="checkbox"/>	Establish Media briefing schedule (initially every 2 – 3 hours)	
<input type="checkbox"/>	Identify Subject Matter Experts (SME) (fast, accurate, knowledgeable)	Responders, schools, business, LHD
<input type="checkbox"/>	Review and Update all Media Contact Information	
<input type="checkbox"/>	<input type="checkbox"/> Traditional Media (TV, Radio, Newspapers) <input type="checkbox"/> Social Media (Blogs, Twitter, Facebook....) <input type="checkbox"/> FNSS/IRAA Media Channels: deaf, blind, languages, cultures...	
<input type="checkbox"/>	Review and Update PIO Contact List	
<input type="checkbox"/>	<input type="checkbox"/> Agencies <input type="checkbox"/> Neighboring Jurisdictions <input type="checkbox"/> State/MEMA <input type="checkbox"/> DPH/DEP	800 - CDC INFO www.mass.gov/dph www.mass.gov/dep www.mass.gov/mema
<input type="checkbox"/>	Track all Media/Public Inquiries	
<input type="checkbox"/>	<input type="checkbox"/> Who, agency, date, time <input type="checkbox"/> Query, outcome	Media Intake Form
<input type="checkbox"/>	Track/Use Social Media Channels	
<input type="checkbox"/>	<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter	<input type="checkbox"/> Websites (local, DPH, CDC, MEMA) <input type="checkbox"/> Blogs
<input type="checkbox"/>	Determine how you will notify the public	
<input type="checkbox"/>	Slower Methods: <input type="checkbox"/> Newspapers <input type="checkbox"/> Printed handouts <input type="checkbox"/> Websites <input type="checkbox"/> TV; descriptive TV <input type="checkbox"/> Simultaneous interpretation (live & internet/video relay)	Faster Methods: <input type="checkbox"/> Outgoing 911 <input type="checkbox"/> Social media <input type="checkbox"/> Radio announcements <input type="checkbox"/> Hotlines <input type="checkbox"/> Mass 211 <input type="checkbox"/> Dispatch Systems
<input type="checkbox"/>	Establish other Distribution Methods for Public Information	
<input type="checkbox"/>	<input type="checkbox"/> Bill Boards/Bus Placards <input type="checkbox"/> Bull Horns <input type="checkbox"/> Cultural Centers <input type="checkbox"/> School/Agency call systems	<input type="checkbox"/> Neighborhood Watches <input type="checkbox"/> Newsletters Parks Departments <input type="checkbox"/> Phone trees <input type="checkbox"/> Police/Fire/DPH Vehicles PA
		www.mass211help.org (must pre-register to post information)

<input type="checkbox"/> Door hangers <input type="checkbox"/> Educational Institutions <input type="checkbox"/> Faith-based alert/phone trees <input type="checkbox"/> Flyers and handouts <input type="checkbox"/> Homeland Security System <input type="checkbox"/> Hotels/Tourism <input type="checkbox"/> Inserts/notices mass mailing <input type="checkbox"/> PING/Phone/Text alert system	<input type="checkbox"/> Signs, Posters, Displays <input type="checkbox"/> Outgoing Calling: Sheriff, schools <input type="checkbox"/> Road Side Sign Boards <input type="checkbox"/> School Handouts <input type="checkbox"/> Special Events <input type="checkbox"/> Talk shows <input type="checkbox"/> Videos / Slide show <input type="checkbox"/> Voluntary/Service Organizations	
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2.2 - Function 2: Determine the Need (scale) to Establish a Joint Information System (JIS)

<input type="checkbox"/> Coordinate with IC and other Agency PIOs	
<input type="checkbox"/> Establish a Joint Information System (JIS)/Center (JIC) if more than 1 jurisdiction or partner agency such as the hospitals are involved	
<input type="checkbox"/> Virtual or physical <input type="checkbox"/> Security, staff parking/access <input type="checkbox"/> Designated outgoing only PIO line with emergency services designation by telecom/utilities <input type="checkbox"/> Designated Media/Responder only Line(s) <input type="checkbox"/> Redundant power supply; supplies, equipment, resources	

2.3 - Function 3: Establish/Participate in the Emergency Information System Operations and Function 5 - Issue Public Information, Alerts, Warnings and Notifications

<input type="checkbox"/> Act as Incident Spokesperson , if so designated by IC				
<input type="checkbox"/> Provide Situational Awareness/Health information to IC/ Responders				
<input type="checkbox"/> Work with the Media/JIS to provide public messages				
<input type="checkbox"/> Determine Frequency/Schedule for Media releases				
<input type="checkbox"/> Assess effectiveness of distribution methods used				
<input type="checkbox"/> Monitor Media/Social Media to keep ahead of rumors				
<input type="checkbox"/> Maintain communication with other jurisdictions/agencies to ensure that messages are consistent, timely and accurate				
<input type="checkbox"/> Assess & Functional Needs (FNSS/IRAA) Messaging Distribution				
<input type="checkbox"/> <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <input type="checkbox"/> Low literacy <input type="checkbox"/> Other languages <input type="checkbox"/> Cultural barriers <input type="checkbox"/> Deaf – newspapers/TV <input type="checkbox"/> Rural/isolated individuals </td> <td style="vertical-align: top;"> <input type="checkbox"/> Visually impaired – large print, oral messages <input type="checkbox"/> At Risk Individuals <input type="checkbox"/> Functional/Access Needs <input type="checkbox"/> Lower Income/resources </td> <td style="vertical-align: top;"> <input type="checkbox"/> Consider Who: <input type="checkbox"/> Can't/Won't Receive Message <input type="checkbox"/> Can't/Won't Understand Message <input type="checkbox"/> Can't/Won't Act on Message </td> </tr> </table>	<input type="checkbox"/> Low literacy <input type="checkbox"/> Other languages <input type="checkbox"/> Cultural barriers <input type="checkbox"/> Deaf – newspapers/TV <input type="checkbox"/> Rural/isolated individuals	<input type="checkbox"/> Visually impaired – large print, oral messages <input type="checkbox"/> At Risk Individuals <input type="checkbox"/> Functional/Access Needs <input type="checkbox"/> Lower Income/resources	<input type="checkbox"/> Consider Who: <input type="checkbox"/> Can't/Won't Receive Message <input type="checkbox"/> Can't/Won't Understand Message <input type="checkbox"/> Can't/Won't Act on Message	
<input type="checkbox"/> Low literacy <input type="checkbox"/> Other languages <input type="checkbox"/> Cultural barriers <input type="checkbox"/> Deaf – newspapers/TV <input type="checkbox"/> Rural/isolated individuals	<input type="checkbox"/> Visually impaired – large print, oral messages <input type="checkbox"/> At Risk Individuals <input type="checkbox"/> Functional/Access Needs <input type="checkbox"/> Lower Income/resources	<input type="checkbox"/> Consider Who: <input type="checkbox"/> Can't/Won't Receive Message <input type="checkbox"/> Can't/Won't Understand Message <input type="checkbox"/> Can't/Won't Act on Message		
<input type="checkbox"/> Include Health Risk/Behavior Information	http://emergency.cdc.gov/disasters/psa			
<input type="checkbox"/> Risks and Risk Factors				
<input type="checkbox"/> Disease prevention				
<input type="checkbox"/> Disease treatment				
<input type="checkbox"/> Non-Pharmaceutical Interventions (NPI)				
<input type="checkbox"/> When to seek medical advice				
<input checked="" type="checkbox"/> Implement a continuous 5 step Public Information process	See CERC checklist in Appendix C			
<input type="checkbox"/> Step 1: Gather Information:				
<input checked="" type="checkbox"/> Monitor the Event; maintain Situational Awareness <input type="checkbox"/> Stay in front of the Event so information doesn't become a disaster <input checked="" type="checkbox"/> Establish a Media Staging Area near the Incident <input type="checkbox"/> First Messages should be: First, Accurate, Credible, Coordinated, Timely and Sympathetic (FACCTS)				

	<ul style="list-style-type: none"> ☛ Monitor Media and Social Media <ul style="list-style-type: none"> ☐ Monitor ethnic and public interest groups/news ☐ Track public comment/perceptions ☐ Identify trends, gaps, misinformation and sources of rumors 	
☐	<ul style="list-style-type: none"> ☛ Step 2: Verify Information: <ul style="list-style-type: none"> ☐ Check with on scene Responders/IC ☐ Make regular visual/site checks ☐ Hear and respond to what the Public is saying ☐ Provide forums for Public to interact/exchange info. ☐ Fact Check with State/Local Experts/SME/Official Websites ☛ Continuously check to ensure all messages/actions are completed ☛ Rumor Control: Corrections before next news cycle 	
☐	<ul style="list-style-type: none"> ☛ Step 3: Coordinate Information: <ul style="list-style-type: none"> ☛ Establish/support a Joint Information System(JIS) to coordinate messages/information with all agencies/jurisdictions/partners <ul style="list-style-type: none"> ☐ Provide daily FAQ/Fact Sheets/Updates regarding the Incident to the EOC, Incident Spokesperson(s), Public as IC approves ☐ Develop/review messages: 3 main message & supporting facts <ul style="list-style-type: none"> ○ Targeted, Interesting/Issue related, Short ☐ Coordinate with Incident Liaison Officer ☐ Liaison with State PIO ☐ Liaison with hospital, neighbors, businesses, agencies, COAD ☐ Liaison with Joint Information System (JIS) if activated ☐ Ensure Media briefings are done in collaboration with JIC/JIS 	<ul style="list-style-type: none"> ☐ Fact Sheets/Messages should be Positive, Accessible, Researched, Targeted, Interesting, Short (PARTIS)
☐	<ul style="list-style-type: none"> ☛ Step 4: Approve Information: <ul style="list-style-type: none"> ☛ ALWAYS obtain Incident Command (IC) approval before release ☛ Maintain all records and track all expenses/time <ul style="list-style-type: none"> ☐ PIO must always approve releases, as well ☐ Coordinate information approvals with the JIC/JIS 	Message Templates
☐	<ul style="list-style-type: none"> ☛ Step 5: Disseminate Information: <ul style="list-style-type: none"> ☛ Distribute first “holding” messages to establish source of credible info. <ul style="list-style-type: none"> ☐ Develop regular information/status update messages to inform staff/Responders of incident/community status ☐ Inform First Responders first before releasing information ☐ Regularly provide coordinated information using multiple formats/methods to reach all Stakeholders: Public, Responders, Community Organizations Active in Disasters (COAD), businesses, individuals with Functional/Access Needs (FNSS/IRAA, C-MIST) ☐ Protect individual privacy ☐ Support the response by providing useful information ☐ Assist trusted Spokespersons; (often agency leaders not PIOs) ☐ Coordinate messages and release points/times ☐ Ensure the delivery of all electronic and printed materials to appropriate locations/individuals ☐ Single Message; Multiple Formats/Methods ☐ Assist with VIP/dignitary visits to ensure access, accuracy, appropriate attention to victims, morale boost ☐ Assist with donation information: need/don’t need - goods/volunteers/money 	IRAA outreach methods Information sheets in needed in multiple languages See Appendix C for pre-written messages
☐	<ul style="list-style-type: none"> ☛ Standard Press Release: Situational Awareness Update 	
	<ul style="list-style-type: none"> ☐ Who is in charge ☐ Sympathy/empathy for victims 	

	<input type="checkbox"/> What is being done to address the emergency (current status) <input type="checkbox"/> Who is at risk <input type="checkbox"/> Protective actions to take <input type="checkbox"/> Sources of more information	
<input type="checkbox"/>	Essential Information: 3 priority messages with supporting facts	
	<input type="checkbox"/> Why do I care? (What happened) <input type="checkbox"/> Am I at risk? <input type="checkbox"/> How can I be safe?	During an emergency, the public wants these 3 questions answered
<input type="checkbox"/>	Supporting Fact Sheets: (Who, what, when, where, why, how much)	
	<input type="checkbox"/> Size (how many, how much, geographic area...) <input type="checkbox"/> Location (proximity to well-known locations or communities) <input type="checkbox"/> Time and date of origin <input type="checkbox"/> Cause (if cleared) <input type="checkbox"/> What is threatened <input type="checkbox"/> Resources to be protected <input type="checkbox"/> Costs to date <input type="checkbox"/> Damages (property and resources) <input type="checkbox"/> Current and expected weather conditions <input type="checkbox"/> Steps being taken <input type="checkbox"/> Predicted containment/control time <input type="checkbox"/> Agencies/jurisdictions <input type="checkbox"/> Equipment and resources committed and responding	

2.4 Function 4: Establish Avenues for Public Interaction and Information Exchange

<input type="checkbox"/>	Sources of more Information: How the public can contact officials		
	<input type="checkbox"/> Hot Line/Call Center/Town Hall (local area number) & Mass211 <input type="checkbox"/> Leader designated <ul style="list-style-type: none"> o Protocols for interfacing with EOC/IC o IC approved scripts/messages o Staffing o Information Feedback Report 	<input type="checkbox"/> Twitter <input type="checkbox"/> Facebook <input type="checkbox"/> School Staff with scripts <input type="checkbox"/> Mass 211 (not 9-1-1) – provide emergency script <input type="checkbox"/> Suggestion Boxes <input type="checkbox"/> Letters/faxes <input type="checkbox"/> Websites	<input type="checkbox"/> Workshops and Forums <input type="checkbox"/> Call in radio shows <input type="checkbox"/> Door-to-Door <input type="checkbox"/> Focus Groups, conferences, meetings, special events <input type="checkbox"/> COAD/Volunteer Organizations, MRC, ARC... <input type="checkbox"/> Emails
<input type="checkbox"/>	Functional Needs Support Services (FNSS/IRAA) Messaging Distribution		
	<input type="checkbox"/> Translated Materials <input type="checkbox"/> Meals on Wheels <input type="checkbox"/> Day Care Centers <input type="checkbox"/> Senior Centers/and Councils on Aging <input type="checkbox"/> TDD/ATT Language Lines <input type="checkbox"/> Interpreter <input type="checkbox"/> WIC Programs <input type="checkbox"/> FNSS/IRAA Agencies <input type="checkbox"/> Group Homes	<input type="checkbox"/> Employers <input type="checkbox"/> Housing Authorities <input type="checkbox"/> Tribal Councils <input type="checkbox"/> Health Care Providers <input type="checkbox"/> Pharmacists <input type="checkbox"/> Law Enforcement <input type="checkbox"/> Mental Health Workers <input type="checkbox"/> Shelters/Soup Kitchens <input type="checkbox"/> Faith Community <input type="checkbox"/> Local/community leaders	www.mass211help.org (must pre-register to post information) http://www.world.att.com/lang_lines/english.htm
<input type="checkbox"/>	Webpage if available and can be updated:		
	<input type="checkbox"/> Email questions/comments <input type="checkbox"/> Post information and status reports <input type="checkbox"/> Define terms like “Boil Orders” <input type="checkbox"/> Provide links to other information/websites		(Note www.wordpress.com is easy to create a webpage)
<input type="checkbox"/>	Social Media: monitor frequently; use if able		

<ul style="list-style-type: none"> <input type="checkbox"/> Establish links to appropriate social Media sites <input type="checkbox"/> RSS Feeds to other websites such as MEMA/FEMA/NOAA <input type="checkbox"/> Wordpress.com and other Webpages/blogs <ul style="list-style-type: none"> o Fast way to create a webpage specific to the Incident <input type="checkbox"/> Email List Serves: Real time information to a select group <input type="checkbox"/> Twitter: Real time conversation with group/everyone <ul style="list-style-type: none"> o Create Incident Twitter account: #Incident... o Find volunteers (VOST – Virtual Operations Support Team) to provide Twitter monitoring, feeds <input type="checkbox"/> Facebook: Real Time News/Information Site that sends notices <ul style="list-style-type: none"> o Pre-established Facebook Page o Monitor and update hourly if possible o Provide links to additional information <input type="checkbox"/> Social Media Assistant should establish Facebook/Twitter Use Protocols: <ul style="list-style-type: none"> o Respectful, factual, nondiscriminatory, nonthreatening, legal, non-obscene, relevant o Protocol for posting, updating, clearing messages o Time frame for posting/clearing established o Personal Responsibility <input type="checkbox"/> Message Structure: <ul style="list-style-type: none"> o Action oriented messages o Target Audience appropriate o Messages stand-alone/independent <input type="checkbox"/> Public sign up for email or text alerts <input type="checkbox"/> Collection of matrices/data and evaluation 	<p>Beginning Social Media efforts at the onset of the emergency helps to monitor this form of communication method and helps prevent rumors and incorrect information from becoming an issue.</p> <p>It is also the best way to reach certain segments of the population.</p>
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3. Recovery

Support Recovery Operations	Resources/Notes
3.1 Continue to provide updates on Risks and Recovery Efforts	
<input type="checkbox"/> Risk Communications about ongoing hazards <ul style="list-style-type: none"> <input type="checkbox"/> Waste Disposal; Debris Management <input type="checkbox"/> Air/Water hazards; Boil Orders <input type="checkbox"/> Re-infection hazards; side effects <input type="checkbox"/> Where to register for extended medical/health monitoring 	ICS 221 Demobilization Checkout
<input type="checkbox"/> Risk Communications about Recovery <ul style="list-style-type: none"> <input type="checkbox"/> Coordinate with Community Organizations Active in Disasters- COAD <input type="checkbox"/> Coordinate with local Community Based Organizations (CBO) <input type="checkbox"/> Coordinate with local, State and Federal agencies 	
3.2 Support Recovery Operations and Return to New Normal	
<input type="checkbox"/> Release information about the new normal	
3.3 Submit Forms and Documents	
<input type="checkbox"/> Emergency Expenditure Documents/Forms	Within 30 days
<input type="checkbox"/> Document all Volunteer and Staff Time	
<input type="checkbox"/> Copies of all Response Actions/Logs	
3.4 Complete After Action Report with Improvement Plan	HSEEP Templates (within 30 days)
<input type="checkbox"/> Revise Public Information/CERC plans as needed	

Acronyms:

AAR	After Action Report
ARC	American Red Cross
BOH	Board of Health
CBO	Community Based Organization
CEO	Chief Elected Official
CEMP	Comprehensive Emergency Management Plan
CERC	Crisis + Emergency Risk Communications
CERT	Community Emergency Response Team
CHC	Community Health Centers
COAD	Community Organizations Active in Disasters
COOP	Continuity of Operations Plan
CORI	Criminal Offender Record Information
DEP	Department of Environmental Protection
DPH	Department of Public Health
EAC	Emergency Action Plan
EDS	Emergency Dispensing Site
EIC	Emergency Information Center
EMD	Emergency Management Director
EMS	Emergency Medical Services
EOC	Emergency Operations Center
ERT	Emergency Response Team
ESF	Emergency Support Function
FE	Food Establishment
FEMA	Federal Emergency Management Agency
FNSS	Functional Needs Support Services
GETS	Government Emergency Tel/com. Services
HAMS	Amateur Radio Operators
HMCC	Health and Medical Coordinating Coalitions
IC	Incident Commander
ICP	Incident Command Post
ICS	Incident Command System
IP	Improvement Plan
IRAA	Individuals Requiring Additional Assistance
JAS	Job Action Sheet

Functions:

Written to document/ improve emergency response actions
Voluntary agency providing sheltering/feeding support
Local agency with coordinate powers with the State DPH
Includes Faith and voluntary organizations and businesses
Selectmen, Mayors, and others responsible for a community
Each community has a detailed plan for emergencies
Plan that outlines Risk Communications during emergencies
Trained Citizen Core volunteers
Includes both public and private clinics with medical services
Network of private organizations with emergency resources
Backup plans/strategies for people, roles, facilities, resources
Background check required by most volunteer organizations
State agency responsible for clear air, water and soil
State Agency responsible for public health and safety
Pre-event, all hazards plans for an agency or organization
Public mass prevention/treatment medical materials
Physical location where the media gathers to obtain information
Appointed by CEO; plans /supports emergencies; operates EOC
Ambulances and staff, both private and public
Supports Emergency response; obtains emergency resources
Coordinated team to cover multiple operational periods/tasks
15 Federally designated emergency response functions/areas
Serves retail food to the public: free or paid; needs LHD permit
Federally designated emergency response organization
Additional services for individuals with functional/access needs
Priority phone access for government agencies – must preregister
Licensed, non-paid radio operators
Connects hospitals, EMS, LTC, CHC, LHD/Public Health Coalitions
Person in charge of an Incident; usually most qualified
Location near the Incident used to coordinate operations
Federal emergency response system; Minimum ICS 100/700
Plan outlines needed improvements, person to implement; time
Functional and Access Needs: At-Risk; Elderly; Poor; etc.
Check list of roles and Responsibilities

JIC	Joint Information Center	May be real or virtual center to coordinate information
JIS	Joint Information System	Usually a virtual system to coordinate multiple PIO/Centers
LE	Law Enforcement	Includes, local, state and federal officers, sheriffs, military, etc.
LEPC	Local Emergency Planning Committee	State required multi-discipline group to plan for HazMat spills
LHD	Local Health Department	Board of Health, Health Director, Health Agent, Nurses, Staff
LTC	Long Term Care Facility	Nursing Homes; group homes
MACC	Multi-Agency Coordination Center	Assists/coordinates Response and Recovery efforts.
	MAResponds	Massachusetts volunteer electronic pre-registration system
	Mass211	2-1-1 line used to provide information; reduces use of 9-1-1
MEMA	Massachusetts Emergency Management Agency	Massachusetts version of FEMA; provides support/resources
MRC	Medical Reserve Corps	Pre-trained, credentialed volunteers; both medical/non-med.
NPI	Non-Pharmaceutical Intervention	Includes strategies such as isolation/quarantine, hand-washing
PHF	Potentially Hazardous Foods	Generally foods that require refrigeration
PHN	Public Health Nurse	Works for the LHD to provide disease surveillance/investigation
PIC	Person in Charge	Knowledge/trained person in charge of a Food Establishment
PIO	Public Information Officer	Designated person who manages/plans public information
PHIL	Public Health Information Hot Line	Designated number for the Public to ask questions/gain info
POD	Point of Distribution	Site where food, water, supplies, medicines are dispensed
POC	Point of Contact	Individual appointed as the contact for an agency or organization
PPE	Personal Protective Equipment	Often includes N95 face mask/respirator, gloves, glasses, suits
PWS	Public Water Supply	Designated/regulated by DEP; serves 25+people /60+ days
REOC	Regional Emergency Operations Center	Obtains resources, assists/coordinates response/recovery efforts
REPC	Regional Emergency Planning Committee	Regional LEPC; many are also all hazard planning groups
RTE	Ready to Eat Food	Foods that require no further preparation to eat
SEOC	State Emergency Operations Center	State EOC provides 15 ESF support functions
SME	Subject Matter Experts	Individuals with special knowledge: college professors, doctors
SNS	Strategic National Stockpile	Federal stockpiles of Medical Materials ready to distribute in 24hrs.
SUV	Spontaneous Unaffiliated Volunteer	General public with no special emergency training)
SOG	Standard Operating Guide	Common operating picture; standard procedures; reminders
UC	Unified Command	Used when a response is multi-agency
VOAD	Voluntary Organization Active in Disaster	National CBO in emergencies such as Red Cross; Salvation Army
VNA	Visiting Nurse Association	Provides home medical care; may function as PHN nurse



Region 1 Public Health Job Action Sheet

Command Staff: Public Information Officer

Job Description: Public Information Officer (PIO) (Appendix A PIO SOG)		
<ul style="list-style-type: none"> ▪ Ensures all public information has been approved by the Incident Commander (IC) ▪ Should have Advanced Risk Communications/Public Information Officer training/certification – suggest IMAT/PIO Task Book ▪ Briefs and supports the Incidence Spokesperson(s) (may act as the Incident Spokesperson) ▪ Tracks all Emergency Declarations and Releases ▪ Determines the most effective communication methods with the public, including those with functional/access needs ▪ Works with Media to provide public information/risk communication to the public ▪ Monitors media outlets for rumors and information needs; works with Media to ensure correct information/messages ▪ Works closely with JIS, other regional and local PIO, IC, and EOC/REOC/ MACC /HMCC to ensure that messages are coordinated/relevant ▪ Coordinates Agency outreach messages with the Liaison Officer(s) ▪ Works with IC, EOC/REOC/MACC/HMCC, Operations, Communications, Security, Liaison to facilitate the visits of VIP Dignitaries 		
Reports to	Contact Information	
Incident Commander (IC)		
Supervises		
PIO Assistant		
PIO Staff		
Partner Agencies	Contact Information	
Mass. Emergency Management Agency (MEMA)	MEMA SEOC - (508) 820-2000 – ESF 15 (Public Information)	
Local Municipal PIO		
Hospital PIO		
MEMA PIO	Peter Judge Peter.Judge@state.ma.us (508) 820-2002	
REOC/MACC/HMCC PIO		
Department of Public Health (DPH) PIO	John Jacob John.Jacob@state.ma.us (617) 624-6088	
Law Enforcement (LE) PIO		
Agency/Business PIO		
Mass 2-1-1	www.mass211help.org	
Mass 5-1-1	www.mass511.com	
Local Media/Social Media		
Interpreter Strike Team		
Forms, Protocols, and Other Resources	Description/Notes	Quantity/Location
<input type="checkbox"/> Job Action Sheet (JAS)		
<input type="checkbox"/> Activity Log (FORM)		
<input type="checkbox"/> Resource Request ICS 308 (FORM)		
<input type="checkbox"/> Region 1 Standard Operating Guide (SOG): PIO	Region 1 Public Health Coalitions	
<input type="checkbox"/> Media Contact Lists, including Functional Needs Support Services (FNSS/IRAA) Media		



Region 1 Public Health Job Action Sheet

Command Staff: Public Information Officer

<input type="checkbox"/> Communications Equipment Recommendations	Multiple phone lines, radio, radio scanner, smartphone, high speed internet	
<input type="checkbox"/> Minimum Equipment Recommendations	Laptop, printer, TV/radio, fax, copier, files, pens/paper, markers,	1 each
Initial Planning Actions		
<input type="checkbox"/> Plan for Incident Public Information with Incident Command/EOC		
<input type="checkbox"/> Review Region 1 PIO Standard Operating Guide (SOG)		
<input type="checkbox"/> Appoint Staff as needed, but at least one Assistant to:		
<input type="checkbox"/> Answer phones	<input type="checkbox"/> Media Monitoring	<input type="checkbox"/> Incident Spokesperson support
<input type="checkbox"/> Research/Facts	<input type="checkbox"/> IT/Com Maintenance	<input type="checkbox"/> EOC/IC support/liaison
<input type="checkbox"/> Rumor Control	<input type="checkbox"/> Situational Awareness	<input type="checkbox"/> Admin/Finance/Data Tracking
<input type="checkbox"/> Social Media	<input type="checkbox"/> Subject Matter Experts	<input type="checkbox"/> Liaison with other Agencies
<input type="checkbox"/> National Media		<input type="checkbox"/> VIP Liaison
		<input type="checkbox"/> Printing/Distribution
		<input type="checkbox"/> Liaison to other PIO
<input type="checkbox"/> Set up Media Staging Area near Incident		
<ul style="list-style-type: none"> o Near Incident, but out of the way o Good access o Interesting photo opportunities (Response vehicles, damage,..) o Large enough for Media/vehicles expected o Protects victim privacy o Security can be established 		
<input type="checkbox"/> Set up Joint Information Center (JIC) – Responders ONLY		
<ul style="list-style-type: none"> o Secure/safe location with adequate/safe parking o Tables, Chairs, White Boards o Lighting, HVAC, redundant power supplies o Paper, pens/pencils, white boards, note pads, etc. o Food, water, sanitation, trash o Communications Equipment (in/out private phone line , cell, HAM, radios, dispatch scanners, power cords, microphone, camera, video,) o Media Connections (TV, Radio, Internet, Smartphone, wireless router) o Computer, printer, fax, scanner, copier, supplies, cords 		
<input type="checkbox"/> Set up Media Emergency Information Center (separate from JIC) for press briefings		
<ul style="list-style-type: none"> o Food, water, HVAC, lighting and sanitation o Telephones, internet, cell service o Tables and chairs o Podium, flags for media events o Security to check press credentials and maintain order 		
<input type="checkbox"/> Update and obtain approval from IC for the Crisis + Emergency Risk Communication (CERC) Plan		
A. Information Gathering		
<ul style="list-style-type: none"> o Fact Checking o Rumor Control o Fact/FAQ Sheets 		



Region 1 Public Health Job Action Sheet

Command Staff: Public Information Officer

B. Information Dissemination

- Information Tracking System (Messages, Declarations, Releases)
- Media Briefing Policies/Procedures and Schedule
- Social Media Policies (Use or not use; but always monitor)
- Target audiences/Stakeholder identification
- Language, interpretation and cultural barriers/needs
- Methods of information distribution

C. Operations Support/Logistics

- Staffing/volunteer plans (JIC staffed by multiple agencies)
- Incident Media Staging Areas and Media Info Centers
- Security (Media Staging Area, Media Emergency Info Center , JIC)

D. Liaisons/Coordination

- Info Sharing System with Partners
- JIS/JIC Coordination with partner jurisdictions/agencies
- Other responding agency Information Systems; neighboring jurisdictions; Joint Information Systems (JIS)
- DPH/DEP/CDC/MEMA

Initial Response

- Establish communications with IC/EOC
- Establish communications with other PIO, EOC, Liaison Officers, ESF 15 Desk at MEMA
- Hold Initial Staff Briefing and distribute Activity Logs, Resource Request Forms
- Establish communications with MASS 2-1-1; Mass 5-1-1
- Coordinate all Risk Communications/Public Information.
IMPORTANT: All messages must be approved by Incident Command/EOC before release

- Initial Public “holding” Messages:**
 - This is an evolving emergency...
 - This is what we know right now...
 - We have activated our emergency response plans...
 - Local officials are investigating the situation...
 - Stay informed and follow official instructions...
 - More information will be available shortly...
 - Continue to monitor ... for official information

- Standard Press Release: Situational Awareness update**
 - Who is in charge
 - Sympathy for victims
 - What is being done to address the emergency (current status)
 - Who is at risk
 - Take these protective actions
 - Sources of more information

- Distribution:** Radio, newspapers, websites, Mass211, Town/City Halls, Outgoing 911, Posters, Social Media, other languages

Daily Operations

- Act as Incident Spokesperson**, if so designated by IC
- Provide Situational Awareness** information to IC



Region 1 Public Health Job Action Sheet

Command Staff: Public Information Officer

<input type="checkbox"/> Work with the Media to ensure that public messages are first, accurate, coordinated, credible, timely, sympathetic (FACCTS)
<input type="checkbox"/> Provide information on volunteer and donation opportunities
<input type="checkbox"/> Monitor all media outlets, including social media for rumors and information
<input type="checkbox"/> Correct inaccurate information before the next Media cycle
<input type="checkbox"/> Monitor Staff for “burn-out” and inappropriate behavior. Report concerns to IC/Medical Unit
<input type="checkbox"/> Hold shift change briefings with Staff and collect Activity Logs: <ul style="list-style-type: none"> <input type="checkbox"/> Situational updates <input type="checkbox"/> Collect/Distribute Forms: JAS; Activity Logs; Expense/Time Sheets <input type="checkbox"/> Emphasize the importance of documenting everything, especially injuries and complaints <input type="checkbox"/> Sign in/out Staff <input type="checkbox"/> Discuss needs or concerns for the next shift <input type="checkbox"/> Create update for the IC
<input type="checkbox"/> Implement a continuous 5 Step Information Cycle:
<input type="checkbox"/> Step 1: Gather Information: Monitor the Event; maintain Situational Awareness Stay in front of the Event so that information doesn’t become the disaster Create Incident Fact Sheets that are FACCTS: First, Accurate, Credible, Coordinated, Times and Sympathetic/Empathetic Monitor Media and Social Media Monitor ethnic and public interest groups/news Identify trends, gaps, misinformation and sources of rumors
<input type="checkbox"/> Step 2: Verify Information: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Check with on scene Responders/IC <input checked="" type="checkbox"/> Make regular visual/site checks <input checked="" type="checkbox"/> Hear and respond to what the public is saying <input checked="" type="checkbox"/> Provide forums for public to interact/exchange info. <input checked="" type="checkbox"/> Fact Check with State/Local Experts/SME/Official Websites <input checked="" type="checkbox"/> Rumor Control: Corrections before next news cycle
<input type="checkbox"/> Step 3: Coordinate Information: <ul style="list-style-type: none"> <input type="checkbox"/> Provide daily FAQ/Fact Sheets/Updates regarding the Incident to the EOC/REOC, Incident Spokesperson(s), public as IC approves <input type="checkbox"/> Coordinate with Liaison Officer <input type="checkbox"/> Liaison with State PIO <input type="checkbox"/> Liaison with hospital, neighbors, businesses, agencies, COAD <input type="checkbox"/> Liaison with Joint Information System (if activated), including MACC/HMCC <input type="checkbox"/> Ensure media briefings are done in collaboration with JIC
<input type="checkbox"/> Step 4: Approve Information: <ul style="list-style-type: none"> <input type="checkbox"/> Develop/review messages: 3 main message & supporting facts <input type="checkbox"/> Messages are PARTIS: Positive, Accessible, Researched, Targeted, Interesting, Short <input type="checkbox"/> <u>ALWAYS</u> obtain Incident Command (IC) approval before release <input type="checkbox"/> Track all expenses/staff time and keep all records/releases



Region 1 Public Health Job Action Sheet

Command Staff: Public Information Officer

Step 5: Disseminate Information:

- Develop regular information/status update messages to inform staff/Responders of incident/community status
- Inform First Responders first before releasing information
- Regularly provide coordinated information using multiple formats/methods to reach all Stakeholders: public, Responders, Community Organizations Active in Disasters (COAD), businesses, individuals with Functional/Access Needs (FNSS/IRAA, C-MIST)
- Protect individual privacy
- Support the response with useful information
- Assist trusted Spokespersons; often agency leaders other than the PIOs
- Coordinate messages and release points/times
- Ensure the delivery of all electronic and printed materials to appropriate locations/individuals
- Single Message; Multiple Formats/Methods
- Assist with donation information: need/don't need -goods/volunteers/money

- VIP Dignitaries:** Work with IC/Operations/Security/Behavioral Health/Communications to prepare and facilitate visits
 - Notify all relevant Responders of the visit, their roles and likely presence of Media
 - Ensure that Security is ready and has extra Staff for the visit
 - Schedule extra PIO Staff to work with the Media and dignitary support staff
 - Arrange for a welcoming committee, guide, reception area and photo opportunities with Operations/Victims
 - Ensure Victim privacy is protected
 - Ensure that local hospitals/EMS are notified of the impending visit

Demobilization

- Develop Incident demobilization announcements
- Distribute demobilization information
- Continue to monitor all Media
- Assist with clean up and equipment return
- Turn in all logs to supervisor
- Participate in the After Action Report process, including identification of areas for improvement



Appendix B: PIO Fact Sheet

PIO FACT SHEET FORM	
Item	Information
PIO In Charge	
Person Completing Form	
Date/Time of Form completion	
IC Approval/Date/Time	
Date/Time coordinated with JIS/JIC	
Release Authorized by, Date/Time	
Location of Media Release	
Date/Time Release	
Release #	
Incident Name/Number	
Incident Commander	
Jurisdictions Involved	
Type of Incident	
Cause (if cleared/known)	
Area Involved/location	
Actual geographic area involved	
Time Began	
Percent Contained	
Predicted Containment time/date	
Control Declared time/date	
Current Threats	
Current/potential Problems/threats	
Resources to be protected	
Estimated Injuries	
Confirmed Life Loss	
Estimated Property Loss/Value	
Current Weather	
Predicted Weather (next 24 hrs)	
Cooperating Agencies	
Agencies Responding	
# Personnel engaged	
# Pieces Equipment committed/engaged	
Plan for next 24 hours	
Prepared Statements	



Appendix C: CERC Plan Check List

Crisis + Emergency Risk Communications (CERC) Plan	Resources
<p>A. Information Gathering</p> <ul style="list-style-type: none"> <input type="checkbox"/> Information Sources <ul style="list-style-type: none"> o Joint Information System (JIS)/Center (JIC) o Responders o Subject Matter Experts (SME) o State/local Agencies (DPH, DEP, LHD, CDC, MEMA/FEMA) o Direct Observation o Partner Agencies o Public/Social Media and informal media such as Blogs o Media, including local, regional, state, national, international o Internet <input type="checkbox"/> Quality Assurance <ul style="list-style-type: none"> o Process to assess Public Information strategies/effectiveness o Rumor Control o Fact Checking – Fact Sheets and FAQ sheets o Subject Matter Experts (SME) o Social Media (Use/not use; but always monitor) 	<p>Risk Communication Plan Communications Plan (ICS 205b)</p> <p>800 - CDC INFO www.mass.gov/dph www.mass.gov/dep www.mass.gov/mema</p> <p>Media Intake Form</p>
<p>B. Information Dissemination</p> <ul style="list-style-type: none"> <input type="checkbox"/> Information Tracking System (paper or electronic log) <ul style="list-style-type: none"> o Inquiries o Declarations o Releases <input type="checkbox"/> Messages: <ul style="list-style-type: none"> o Message approval process – chain of command o Coordination with partner jurisdictions/agencies o Target audiences/Stakeholder identification o Language, interpretation and cultural barriers/needs o Common underlying concerns o Key messages/talking points o Process for verifying information/facts o Restricted or delayed information, if any <input type="checkbox"/> Distribution: <ul style="list-style-type: none"> o Target audiences/Stakeholder identification o Universal Access o Language, interpretation and cultural barriers/needs o Methods of information distribution <input type="checkbox"/> Media <ul style="list-style-type: none"> o On-site Media access o Frequency of public information briefings o Media Staging Areas and Emergency Information Centers o Security (Media Staging Area, Media Emerg. Info Center, JIC) o Media Briefing Policies/Procedures and Schedule 	



<p>C. Operations Support/Logistics</p> <ul style="list-style-type: none"><input type="checkbox"/> Approvals:<ul style="list-style-type: none">o Get CERC sign-off from IC/EOC/REOC/JIC (sign and date)o Confirm approval process for messages and CERC changes<input type="checkbox"/> Staffing:<ul style="list-style-type: none">o Staffing/volunteer plans (JIC staffed by multiple agencies)o Staff appointment and reporting protocol (JIC staffed by multiple agencies)o Shift changes (maximum 12 hour shifts)o Staff IC/EOC/REOC/MACC HMCC briefing frequency	
<p>D. Liaisons/Coordination</p> <ul style="list-style-type: none"><input type="checkbox"/> IC/EOC/REOC/MACC/HMCC<input type="checkbox"/> Operations<input type="checkbox"/> JIS/JIC<ul style="list-style-type: none">o Coordination with partner jurisdictions/agencieso Other responding agencieso Other responding and neighboring jurisdictionso DPH/DEP/CDC/MEMA<input type="checkbox"/> VIP/Dignitaries	



Appendix D: Initial Messages

Initial Short Messages	Resources
<input type="checkbox"/> Initial Workforce/Responder Protection/Information Messages: <ul style="list-style-type: none"> ○ This is the current situation... ○ A Public Announcement will be made.... ○ Responders should take the following protective actions... ○ Responders should use the following Personal Protective Equipment (PPE).... ○ Responders should maintain the following distances.... 	ICS 202b: Incident Objective/Update
<input type="checkbox"/> Initial Public Holding Messages: <ul style="list-style-type: none"> ○ This is an evolving emergency... ○ This is what we know right now... ○ We have activated our emergency response plans... ○ Local officials are investigating the situation... ○ Stay informed and follow official instructions... ○ More information will be available in two hours.... ○ Continue to monitor ... for official information ○ We will continue to gather information and release it to you as soon as it is confirmed and we know more.... ○ We ask for your patience as we respond to this emergency. 	PIO Media Templates ICS 306: Press Release
<input type="checkbox"/> Standard Press Release: <ul style="list-style-type: none"> ○ Who is in charge ○ Sympathy for victims ○ What is being done to address the emergency (current status) ○ Who is at risk ○ Take these protective actions ○ Sources of more information 	
<input type="checkbox"/> Positive Message Options: <ul style="list-style-type: none"> ○ Assurance Messages: We are aware of the situation and are activating our emergency plans. ○ Positive Action Messages: evacuate, shelter, report situations, care for your neighbors, help is coming... ○ Caring/Sympathy Messages: we share the public’s concerns.. ○ Volunteer Messages: affiliated volunteer opportunities... ○ Donation Messages: donations of money are most needed... ○ More Information: 2-1-1; MassHelp211, HotLine, Website... 	Templates, prewritten message, press release forms: PIO Toolkit
<input type="checkbox"/> Short Medical Messages: (coordinate with LHD, hospitals) <ul style="list-style-type: none"> ○ Seek medical attention if you have the following symptoms... ○ The illness is treatable... ○ The illness is not easily contracted... ○ Symptoms are easily recognized... ○ Take these protection precautions/actions... ○ Safe food and water are available at... ○ Shelters are opening at..... ○ Emergency rooms are full and reserved for..... 	Medical SME, hospital partners



Initial Long Messages:	
<input type="checkbox"/>	<p>“Holding” Messages:</p> <ul style="list-style-type: none"> ○ We’ve just learned about the situation and are trying to get more complete information now. ○ All our efforts are directed at bringing the situation under control. ○ I can’t speculate about the causes or status of the incident. ○ We will have another briefing in one hour <u>OR</u> how can I reach you when I have more information?
	<ul style="list-style-type: none"> ○ This is an evolving emergency and we all want more information as soon as possible. ○ While we work to get your questions answered quickly, I want to tell you what we can confirm at this time: at approximately (time) a (what happened: who what where, when, how, why).
	<ul style="list-style-type: none"> ○ At this point we do not know the number of persons (ill, injured, dead). ○ We have a plan in place for just such an emergency and we are being assisted by (police, fire, public health, EMD, etc.) as part of that plan. ○ The situation (is or is not) under control and we are working with (local, state, federal) authorities to (contain the situation, determine what happened, determine what actions individuals need to take, prevent this from happening again, etc.)
<input type="checkbox"/>	<p>Protective Action Statements/Directions/Orders:</p> <ul style="list-style-type: none"> ○ Residents can/should/must take the following immediate actions to protect themselves and families ○ Residents in the impacted areas can best help by ○ Residents outside the impacted areas can best help by.... ○ First Responders need residents to only use 911 for immediate life threatening emergencies ○ Evacuate/Don’t evacuate ○ How to safely shelter in place (always the first option) ○ Sources of safe food and water & Points of Mass Distribution for bulk water and food ○ Boil, Do Not Use or Do Not Drink orders ○ Filtering and Disinfection procedures ○ Risk of using perishable, contaminated, compromised food and water
<input type="checkbox"/>	<p>Include Caring/Sympathy/Empathy Statements: (Must be true statements)</p> <ul style="list-style-type: none"> ○ We too have families and friends that are impacted by this emergency. ○ We recognize that is a concern.... ○ We too are concerned about this issue. ○ I share your concern about... ○ Looking at this issue from your point of view, I think I begin to understand your point of view and why you are concerned about....
<input type="checkbox"/>	<p>Volunteer/Donation Messages:</p> <ul style="list-style-type: none"> ○ We know that everyone wants to help the victims of this tragedy. What is needed right now is ... ○ What is needed most at this time is money to help the victims to stabilize and recover from this disaster. Donations of money may be made by -----. ○ Donations of food are greatly appreciated for both the responders and the victims. All food donations must be from an approved source and should be first coordinated with -----. ○ Donations of clothing and other supplies are being coordinated by ---- and should first be coordinated with ---- ○ Volunteers who are not pre-registered should contact their local Medical Reserve Corps or Red Cross unit to find out about volunteer opportunities and just-in-time training options or volunteers may become local volunteer heroes by going to -----.
<input type="checkbox"/>	<p>Medical Messages (coordinate with hospital, medical providers, Local Health Department)</p> <ul style="list-style-type: none"> ○ We recognize that people are concerned about the situation, but we ask that 911 and hospital



	emergency rooms be reserved for life threatening emergencies only.
	o The seriously ill or those with the following symptoms should seek immediate medical attention...
	o Call 2-1-1 for more information. Specially trained operators are standing by with more information.
	o Printed handouts with more information are available at...
	o More information and regular updates can be found on the following radio and TV stations:
	o Individuals with children, elderly family members or pets should monitor the situation closely and take the following precautions:
	o Hospitals are at capacity... Seek medical advice only if you have a life threatening emergency or these symptoms.....
	o Disease and injury prevention actions
<input type="checkbox"/>	Shelter opening announcement:
	o When/where
	o Who should go to the shelter: individuals who can care for themselves, or bring a caregiver
	o Who should NOT go to the shelter: individuals with serious medical conditions, drug withdrawal,
	o Safe routes or provided transportation
	o Universal accommodation and functional needs will be addressed for daily living
	o Items to <u>not</u> bring to the shelter: weapons, alcohol, illegal drugs, farm animals, valuables
	o What to bring to a shelter: prescriptions and medications, special food, clothing, blankets, personal care items, toys,
	o How to secure your home before leaving:
	• Lock/Don't lock houses
	• Post notices on house for responders regarding pets, hazards, occupancy
	• Turn off utilities (gas, water, electric main, etc.)
	• Secure and drain house water pipes if appropriate
	• Pets, farm animals care options... (let loose, cage outside with food and water, find caregiver, find shelter)
<input type="checkbox"/>	Pet Shelter Information and what to bring with your pet:
	o Location/Times
	o Immunization Records and medications, leash , Cage, Pet food and pet care items and toys



Specific Hazard Messages (from Spokane Emergency Management ESF 15)

Hazardous Materials Safe Handling in the Home:

- Citizens should be encouraged to prevent chemical accidents at home; awareness programs can focus on the following items:
- Recognize that flammable liquids are extremely dangerous and should be used only in certain ways.
- Store all liquids such as gasoline, acetone, benzene, and lacquer thinner in tightly capped, metal cans, away from the house. Store 1 gallon or less of each.
- Use storage can with an Underwriter's Laboratories (UL) or Factory Method (FM) approved label.
- Keep hazardous materials away from heat sources and open flames.
- If materials are used in-doors, make sure the area is well ventilated.
- Never use gasoline or similar materials to start or freshen a fire.
- Paint thinner, kerosene, charcoal lighter fluid, turpentine, and other combustible liquids are flammable when heated, when in a spray, or when spread in a thin layer over a large surface.
- Keep all such materials away from heat.
- Store all toxic chemicals away from children.
- Always wash thoroughly after exposure to strong chemicals. Change clothes and allow them to dry in a well-ventilated cool area.
- The dangers from chemical exposure come from inhalation, skin exposure, swallowing, and eye exposure. Read the instructions on the chemical label for the first aid measure for each of these.

If a Chemical Accident Occurs in the Home:

- Get out immediately if there is a fire or explosion. Call the fire department. Do not fight the fire alone!
- Avoid breathing toxic fumes. Stay away from the house.
- Wash any chemicals off your skin immediately.
- Discard contaminated clothing.

Poor Outdoor Air Quality such as Smoke:

- Stay out of the area if possible.
- Stay inside with your doors and windows closed and locked.
- Turn off outside ventilation intake systems.
- Run your air conditioner.
- Avoid physical activity until the air clears.
- Children and individuals with respiratory problems should leave the area if it is safe to do so.

In the Event of an Industrial/Transportation Chemical Accident:

- Stay out of the area.
- If near the area, don't panic. Follow the directions of those in charge.
- Leave instantly to avoid breathing the toxic fumes.
- Wash any chemicals off your skin. Discard contaminated clothing.
- Don't attempt to rescue someone who has been overcome by fumes unless you have proper respiratory equipment.
- Stay tuned to radio and television for directions from public officials.
- If directed to evacuate, move quickly, via designated routes, out of the area or to specified shelters.
- If directed to shelter-in-place, stay in-doors, seal windows and doors with tape, newspapers, plastic, or other similar material. Shut off any appliances, air conditioners, etc. that take in air from the outside. Remain calm and await further direction.

Flood

Flooding Preparedness Activities for PIO:

- Ensure flood warning information is disseminated to the public by radio, television, etc.
- Include information on shelters opened, evacuation routes, emergency assistance numbers, transportation assistance provisions, etc.
- Based on flood hazard information have a general knowledge of those areas in community prone to flooding.



Flooding Health and Safety Instructions:

- Stock food that requires little cooking and no refrigeration.
- Keep portable radio, flashlights, candles, etc. available.
- Keep first aid and critical medical supplies at hand.
- Keep automobile fueled. □

- Keep materials like sandbags, plywood, plastic sheeting, and lumber handy for emergency waterproofing.
- Store drinking water in closed, clean containers. (water service may be interrupted)
- If time permits, and flooding is likely, move essential items and furniture to upper floors of home
- If forced to evacuate, move to safe area as quickly as possible, before roads are closed.
- Shut off electric and water service to home and follow public announcements on what to do about gas service.

When Flooding Conditions Occur:

- Monitor flooding/weather conditions on radio and television.
- Get to high ground and stay there.
- Do not try to cross a flowing stream or travel through flooded intersections/roads in a vehicle. (many flood-related deaths have occurred in vehicles)
- Avoid areas subject to flooding.
- If your vehicle stalls, abandon it immediately and seek higher ground.
- During evacuation take warm clothing and blankets, flashlights, radio, personal documents and identification, and necessary emergency supplies to include special food and medicine.
- During evacuation follow recommended routes.

After the Flood:

- Use flashlights instead of lanterns, matches, or torches in damaged buildings.
- Report broken utility lines, etc. to proper authorities.
- Clean, dry, and check appliances and other equipment before use.
- Purify all water before drinking.
- Discard all food contaminated by floodwaters.
- Stay away from flood damaged areas. Sightseeing interferes with rescue efforts.
- Keep tuned to radio and TV for advice and instructions. Government should be providing information on where medical attention can be obtained, where to go for emergency assistance such as housing, clothing, food, etc., and other ways in which a citizen can recover from the flood emergency.

Winter Storm

- Winter Storm Preparedness Activities for the PIO:
- Ensure Winter Storm information is disseminated to the public by radio, television, etc. Include information on shelters opened, evacuation routes, emergency assistance numbers, transportation assistance provisions, etc.

Winter Storm Preparedness Activities for the Public:

- Insulate homes. Caulk and weather-strip doors and windows or cover windows with plastic. Walls and attics should also be insulated.
- Maintain a two-week supply of food, water, heating fuel, and clothing. Keep battery-operated radio and flashlight on hand.
- Prevent fire hazards due to overheated coal or oil burning stoves, fireplaces, heaters, or furnaces by installing adequate heat sources.
- If citizens live in rural areas they should be instructed to make trips for necessary supplies before the storm develops.
- Winterize vehicles.
- Keep a full tank of gas. In addition to being prepared to travel, this will lessen the chance of tank freezing.
- Carry a winter storm kit in vehicle. Include: 1) blankets, 2) matches or candles, 3) first aid kit, 4) shovel, 5) sack of sand, 6) flashlight, 7) windshield scraper, 8) booster cables, 9) tow chains, 10) road maps, 11) extra clothing, 12) empty coffee can with lid for melting snow to drink, and 13)



high-energy, nonperishable food.

Instructions to Prevent Pipes From Freezing During a Winter Storm:

- Keep pipes from freezing by wrapping them in insulation or layers of old newspaper, lapping the ends, and tying them around the pipes. Cover newspaper with plastic to keep out the moisture.
- When it is extremely cold, let faucets drip a bit. This may prevent freezing.
- Know where the valve is for shutting off the water. Shutting off the main valve and draining all the pipes may prevent freezing and bursting.
- Have emergency heating equipment, such as wood, kerosene, or coal burning stove, or fireplace, in case furnace won't operate, be sure to allow for good ventilation.
- Monitor the weather service bulletins for news of approaching storms.

During the Winter Storm:

- Stay indoors.
- If outdoor activity is necessary don't overwork. Dress warmly in loose-fitting, layered, lightweight clothing. Wear a hat. Mittens will keep hands warmer than gloves.
- Watch for signs of cold weather exposure when outdoors. These include uncontrollable shivering, such as, vague, slow, slurred speech, memory lapses, immobile or fumbling hands, frequent stumbling, lurching walk, drowsiness, exhaustion, and inability to get up after a rest.
- Cold weather exposure can be treated as follows: get victim into dry clothing; put victim in a warm bed with a hot water bottle, warm towels, heating pad, or some heat source concentrate heat on the trunk of the body first; keep the head low and feet up; give victim warm drinks; never give the victim alcohol, sedatives, tranquilizers, or pain relievers; keep the person quiet, don't massage or rub; call for professional help if symptoms persist.

If house is without heat do the following:

- Use alternate heat source such as wood stove or fireplace.
- Use only one or two rooms. Close off the rest of house.
- Hang blankets over windows. Stuff cracks around doors with rugs or newspapers.
- Have all members of family dress warmly in layers.
- Eat well-balanced meals and quick-energy food such as raisins or other dried fruit.
- Wear hats, especially when sleeping.
- Sleep with several light blankets rather than one heavy one.
- Do not travel. Travel only if essential, keep a full tank of gas, travel in pairs, convoy with other vehicles, plan travel routes before departing, select alternate routes, identify shelters along your route. If possible travel only during the day, keep radio on for the latest weather information and seek shelter immediately if the storm becomes worse.

If Trapped in a Vehicle in a Winter Storm:

- Avoid overexertion.
- Stay in your vehicle.
- Keep fresh air in the vehicle; beware of carbon monoxide poisoning, run motor/heater only when necessary.
- Turn on inside light at night so work crews can see vehicle.
- Exercise by clapping hands and moving arms and legs.
- Avoid staying in one position.
- Keep watch, one person should always stay awake.



Public Health
Prevent. Promote. Protect.

Contact:
Phone
Fax 1

Address
Town, Zip
Phone:
Fax:

Agency Name

Press Release

- your location
- details about the specific situation
- add quotes from local officials
- your contact information.

[NAME OF DISEASE] Outbreak Confirmed in [NAME OF AREA]

[NAME OF CITY OR LOCATION] — The [NAME OF Local Board of Health] has received confirmation that the illness affecting the [NAME OF AREA] area is [NAME OF ILLNESS OR AGENT].

People who were not in the [NAME OF AREA] have an extremely low chance of exposure to [NAME OF ILLNESS OR AGENT].

However, people who are experiencing symptoms of [NAME OF ILLNESS OR AGENT] should report directly to [Location: hospital, EDS, Triage Center, Doctor]. Symptoms are [LIST OF SYMPTOMS].

[NAME OF ILLNESS OR AGENT] is [CONTAGIOUS OR NOT CONTAGIOUS] and [CAN OR CANNOT] be passed on to others. Symptoms of [NAME OF ILLNESS OR AGENT] typically develop [EXPOSURE or INCUBATION PERIOD].

[NAME OF ILLNESS OR AGENT] [CAN or CANNOT] be treated with [MEDICINE, VACCINE, ETC.]. [MEDICINE, VACCINE, ETC.] has been distributed to emergency responders and hospital workers to help assure their ability to continue serving the needs of the public. Additional [MEDICINE, VACCINE, ETC.] has been requested from the federal government to treat the general public. We ask that residents and visitors remain in the area so they can receive [MEDICINE, VACCINE, ETC.] as it becomes available.

We are in the process of setting up Emergency Dispensing Sites and/or ALTERNATE CARE CENTERS] for the public and will provide information on center locations as soon as possible. Protecting the public and working to contain the outbreak continue to be our top priorities. Every effort is being made to meet the medical needs of the community.

For more information and updates, access the [NAME OF LOCAL BOH/HEALTH DEPT] Web site at: BOH OR DPH WEB SITE AS APPLICABLE]. We have also opened a toll-free hotline for general information at [PHONE NUMBER].

NOTE: The next press conference will take place later this afternoon in the [PLACE, ROOM]. The time will be announced.

Press Release Approved by:



FOR IMMEDIATE RELEASE

CONTACT: (name of contact)

PHONE: (number of contact)

Date of release: (date)

Headline—(primary message)

Three supporting messages:

1)

2)

3)

Dateline (your location)—Two-three sentences describing current situation

Insert quote from an official spokesperson demonstrating leadership and concern for victims.

" _____
_____ "

Insert actions being taken.

List actions that will be taken.

List information on possible reactions of public and ways citizens can help.

Insert quote from an official spokesperson providing reassurance.

List contact information, ways to get more information, and other resources.



Media Response Planning Template

Sympathy/Empathy Acknowledge their concerns	Quotable Conclusion 7-12 Positive Words Addressing Real Concerns	Supporting Information Real Stories, Credible Sources Supporting Facts	Repeat Quote Repeat <u>SAME</u> Exact Conclusion	Follow-Up Resolve Uncertainties Commit to Involvement Give Information Sources
		1. 2.		1. 2.
		1. 2.		1. 2.
		1. 2.		1. 2.

Message Map Template

Stakeholder:		KEY CONCLUSION (Question/Concern/Issue):					
Key Message 1		Key Message 2		Key Message 3			
Keywords		Keywords		Keywords			
Keywords: Supporting Information 1-1		Keywords: Supporting Information 2-1		Keywords: Supporting Information 3-1			
Keywords: Supporting Information 1-2		Keywords: Supporting Information 2-2		Keywords: Supporting Information 3-2			
Keywords: Supporting Information 1-3		Keywords: Supporting Information 2-3		Keywords: Supporting Information 3-3			



Appendix E: Tips for Effective Risk Communications

- First: do no harm.
- Stay on message. Bridge questions back to your message. Repeat main/important message often
- Correct errors quickly and quietly.
- Perception = Reality
- Acknowledge and care about the public's concerns
- Keep presentations under 15 minutes. Quick quotes to 20 seconds.
- Use the pronoun "we."
- Promise only what you can deliver.
- Focus on empathy, efforts and results.
- Accept the public and media as partners.
- Respond to issues, not to people.
- Be polite and treat all questions seriously ALL the time.
- Be honest; tell the truth; say when you don't know and when you will.
- Never speak "off-the-record."
- Never say "no-comment;" say "you can't answer because...."
- Avoid jargon, acronyms and highly technical terms if possible. Always use the same terms.
- Use humor very cautiously.
- Refute negative allegations without repeating them.
- Never say I know what a victim feels unless you have been one of the victims.
- Avoid speculation.
- Stress certainty more than uncertainty, but don't avoid reasonable what-if questions.
- When possible, use positive or neutral terms.
- Don't assume you've made your point. Ask whether you've made yourself clear.
- Ultimately, money will become an issue. Focus on the benefits/not costs. Don't lead with money.
- At all costs, avoid one-liners, clichés, and off-the-cuff comments.
- Discuss what you know, not what you think.
- Do not express personal opinions.
- Don't show off. This is not the time to display an impressive vocabulary.
- Dress conservatively and appropriately to the conditions.
- Be aware of non-verbal communications. Remain relaxed.
- Maintain eye contact.
- Don't be defensive or judgmental
- Don't attack those with higher credibility.
- Perception of risk is real and has real consequences.
- Speed of disclosure is important in maintaining trust and credibility.
- Give people real actions to take; things to do.
- Ask more of people, not less.
- Involuntary risks are less acceptable than voluntary risks.
- Show concern/acknowledge for health issues that are very important to most people.
- Show concern/acknowledge for issues that impact families (children and pets, especially).
- Show concern/acknowledge for community values (fairness, morality, social justice, etc.)
- Offer question and answer opportunities.
- Stress that remaining calm, aware and ready
- Sites/links for more information is helpful.



Appendix F: Risk Communication Memory Aids:

- Risk Communications should be: FACCTS**
 - First
 - Accurate
 - Coordinated
 - Credible
 - Timely
 - Sympathetic, Acknowledged, Compassionate, Caring, Empathetic
- Message content should be: PARTIS**
 - Positive
 - Accessible to Individuals Requiring Additional Assistance (FNSS/IRAA)
 - Researched and Referenced
 - Targeted
 - Interesting and address the issues
 - Short and free of jargon and acronyms (3 important messages backed up by facts)
- Messaging Goals**
 - Ease public concerns
 - Give guidance on how to respond
- Messages should address:**
 - Regular and timely Situational Awareness updates
 - Sources of more information (Mass 211, local radio, cable TV, newspapers, websites, town hall)
 - Who is at risk, what the risks are and how to mitigate the risks.
 - Ill should seek medical attention
 - Concerned should monitor the situation
 - Disease prevention and treatment messages as appropriate
 - Non-pharmaceutical interventions if available
 - Isolation and Quarantine protocols if needed
 - What to bring/not to; do/not to do as appropriate
 - What to do for elderly, pets, children, immune compromised
- Messaging that Works**
 - Prepare in Advance. Do your Homework!
 - Pick the right Spokesperson
 - Limit the number of messages/words
 - Repeat the important points several times
 - Tell relevant stories/pictures
 - Avoid negatives
 - Acknowledge existing beliefs
 - Avoid comparisons
 - Be sensitive to non-verbal messages (posture, crossed arms, facial expressions, humor)



Appendix G: ICS Forms

ICS 201	Incident Briefing Form
ICS 201a	Resource Status
ICS 202b	Station Objective & Update Form
ICS 203	Organizational Assignment List
ICS 205b	Personnel & Communications List
ICS 211	Personnel Sign-In
ICS 213	General Message/Resource Request
ICS 214	Activity Log
ICS 221	Demobilization Checkout
ICS 308	Resource Request Form

REGIONAL COMMAND

ICS 201 – INCIDENT BRIEFING FORM

ICS 201 – Incident Briefing Form		Purpose: Documents the situation and objectives determined by the Incident Commander/SHELTER Manager, Command and General staff during Activation and Notification
1. Incident Name:		When to fill out: At the start of the <i>FIRST</i> Operational Period
2 Date	3. Time	Completed by: Shelter Manager
4. Operational Period:		Approved by: Incident Commander
5. Prepared by: Name: Position: IC/Shelter Branch Manager		Send to: All responders as a component of the Incident Action Plan for the FIRST operational period ONLY
6. Approved by: Name: Position:		Note Well: This form has <i>multiple pages</i> – please check that all are duplicated! Revise to reflect scope and nature of the emergency.
<p>7. Situation Summary</p> <p>What has happened here?</p> <ul style="list-style-type: none"> Where? Likely Duration Scope/Size Risk Factors/Exposures/Protective Actions Assess impacted population Access and Functional Needs Assessment <p>What have I never seen before?</p> <ul style="list-style-type: none"> What is foreign to me? What have I seen before; what is familiar to me? What do I know? What do I need to know? <p>Once these questions are answered, consider:</p> <ul style="list-style-type: none"> What do I want to do? What do I have to do? What can I do? <p>Event summary:</p> <p>Statistics:</p> <ul style="list-style-type: none"> ▪ Total population ▪ # impacted ▪ # expected at shelter ▪ <p>Duration:</p> <ul style="list-style-type: none"> ▪ Anticipated duration of <u>situation</u>: days / weeks / months / unknown ▪ Anticipated duration of the <u>infectious disease emergency response</u>: days / weeks / months / unknown 		
8. Summary of Current Actions Taken:		Continued...
▪		

-

9. Objectives And Tasks For The Initial Operational Period:

Objectives	Tasks for each objective
1.	1.
2.	1.
3.	1.
4.	1.
5.	1.
6.	1.

10. Other agencies involved:

-
-
-
-
-

11. Stations and Staff required for the Response:

Activate*	Station	Recommended Staff	Total Staff
	Command		
<input type="checkbox"/>	<i>Incident Commander</i>		
<input type="checkbox"/>	<i>Liaison Officer</i>		
<input type="checkbox"/>	<i>Safety/Security Officer</i>		
<input type="checkbox"/>	<i>Public Information Officer</i>		
<input type="checkbox"/>	<i>FNSS/IRAA Advisor</i>		
<input type="checkbox"/>			
<input type="checkbox"/>	Operations		
<input type="checkbox"/>	<i>Operations Section Chief</i>		
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>	Planning		
<input type="checkbox"/>	<i>Planning Section Chief</i>		
<input type="checkbox"/>			
<input type="checkbox"/>	Demobilization Unit		
<input type="checkbox"/>	Logistics		

Continued...

<input type="checkbox"/>	Logistics Section Chief			
<input type="checkbox"/>				
<input type="checkbox"/>	Service Branch Leader			
<input type="checkbox"/>	Communication Unit			
<input type="checkbox"/>	Food Unit			
<input type="checkbox"/>	Staffing Unit			
<input type="checkbox"/>				
<input type="checkbox"/>	Support Branch Leader			
<input type="checkbox"/>	Facilities Unit			
<input type="checkbox"/>	Volunteer Management			
<input type="checkbox"/>	Supplies Unit			
<input type="checkbox"/>	Transportation			
<input type="checkbox"/>	Donations			
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>	Finance and Administration Section			
<input type="checkbox"/>	Finance and Admin Section Chief			
<input type="checkbox"/>	Cost Unit			
<input type="checkbox"/>	Time Tracking Unit			
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

* Pre-checked boxes indicate Stations/positions that should be activated for every response

12. Key Resources required for the FIRST Operational Period

Resource	# Requested	ETA	Location / Assignment
		am / pm	
		am / pm	
		am / pm	
		am / pm	

13. Operational Period Time Frame (Date , Hours):

14. Time for first Command and General Staff Meeting: am / pm

REGIONAL COMMAND OPERATIONS

ICS 202b – STATION OBJECTIVE & UPDATE FORM

		How to use this form
1. Incident Name:		Purpose: Summarize situational information, status of objective completion, resource changes and problems/concerns <u>for your station</u> . This update will be reviewed by Shelter leadership once Plans Section compiles it with forms from other stations.
2. Date	3. Time	
4. Operational Period:		
5. Station:		When to fill out: At the end of the operational period, or as directed by Plans
6. Prepared by: Name: Position:		Completed by: All stations
7. Approved by: Name: Position:		Approved by: Branch-level Director → Section Chief
		Send to: Planning Section
		Note Well: <ul style="list-style-type: none"> ▪ Keep a copy in your station binder for future reference ▪ During shift transfers provide copies to the new station lead ▪ Revise to reflect scope and nature of the emergency. ▪ This form has multiple pages; make sure to complete all fields!

Situational Update for your station

(e.g. # clients, # requests for information – your station’s section in the Shelter plan may contain guidance on what information to include)

Your Station’s Objectives / Activities for this Operational Period

Objectives and Activities	Completion Status
A.	
B.	
C.	
D.	
E.	

Major Decisions / Policy Changes made by your station

Time	Description of decision / policy change

REGIONAL COMMAND

ICS 203 – ORGANIZATIONAL ASSIGNMENT LIST

Organization Assignment List		1. INCIDENT NAME	2. DATE PREPARED	3. TIME PREPARED
POSITION	NAME	4. OPERATIONAL PERIOD (DATE/TIME)		
5. INCIDENT COMMAND AND STAFF		9. OPERATIONS SECTION		
Incident Commander		Chief		
Deputy		Deputy		
Safety Officer		A. Branch I- Division/Groups		
Public Information Officer		Branch Director		
Liaison Officer		Deputy		
		Division/Group		
6. AGENCY REPRESENTATIVES		Division/ Group		
AGENCY	NAME	Division/ Group		
		Division/Group		
		Division /Group		
		B. Branch Ii- Divisions/Groups		
		Branch Director		
		Deputy		
		Division/Group		
7. PLANNING SECTION		Division/Group		
Chief		Division/Group		
Deputy		Division/Group		
Resources Unit				
Situation Unit		C. Branch Iii- Divisions/Groups		
Documentation Unit		Branch Director		
Demobilization Unit		Deputy		
Technical Specialists		Division/Group		
		Division/Group		
		Division/Group		
8. LOGISTICS SECTION				
Chief				
Deputy				
a. SUPPORT BRANCH				
Director				
Supply Unit				
Facilities Unit				
Ground Support Unit		10. FINANCE/ADMINISTRATION SECTION		
		Chief		
		Deputy		
b. SERVICE BRANCH		Time Unit		
Director		Procurement Unit		
Communications Unit		Compensation/Claims Unit		
Medical Unit		Cost Unit		
Food Unit				
PREPARED BY (RESOURCES UNIT)				

REGIONAL COMMAND LOGISTICS COMMUNICATIONS

ICS 205b- PERSONNEL & COMMUNICATIONS LIST

1. Incident Name		How to use this form
2. Date	3. Time	Purpose: Records responders working in this Operational Period and methods of contacting them. Add rows as needed.
4. Operational Period.		When to fill out: At the start of an Operational Period upon assignment of communications equipment, update as appropriate.
5. Prepared by: Name: Position:		Completed by: Personnel/Volunteer Unit Leader and Communications Unit Leader
6. Approved by: Name: Position:		Send to: <ul style="list-style-type: none"> ▪ At start of operational period: to all responders as a component of the Incident Action Plan ▪ During operational period: to all responders as needed
		Approved by: <ul style="list-style-type: none"> ▪ Logistics Section Chief
		Note Well: Revise to reflect scope and nature of the emergency. <ul style="list-style-type: none"> ▪ This form contains multiple pages

Basic Communication Information

Station	Name	Room	Email	Phone	Cell / pager/ Radio #	Language	Other
Command							
Incident Commander							
PIO							
Safety Officer							
Liaison Officer							
FNSS/IRAA Advisor							
Planning Section							
Planning Section Chief							
Logistics Section							
Logistics Section Chief							
Service Branch							
Service Branch Director							
Communication Unit Leader							
Support Branch							
Support Branch Director							
Facilities Unit Leader							
Supplies Unit Leader							

Donation Unit Leader							
Finance Section							
Finance Section Chief							
Time Tracking Unit Leader							
Cost Unit Leader							
Operations Section							
Operations Section Chief							

Continued...

REGIONAL COMMAND

ICS 211 – PERSONNEL SIGN-IN

1. Incident Name:		How to use this form
2. Date	3. Time	Purpose: Records the time each responder is working for reimbursement purposes. Each room with responders should use one form per operational period.
4. Operational Period		When to fill out: Anytime responders reports to duty, is relieved or takes a break of 15 min or more.
5. Station(s):		Completed by: responders
6. Prepared by: Name: Position:		Send to: <ul style="list-style-type: none"> ▪ Time Tracking Unit Leader in the Finance Section at the end of the Operational Period ▪ Time Tracking Unit Leader in the Finance Section or Volunteer Unit Leader in the Logistics Support Branch
7. Approved by: Name: Position: Time Tracking Unit Leader or Volunteer Unit Leader		Note Well: Add rows as needed <ul style="list-style-type: none"> ▪ May include multiple pages, copy all pages

Personnel Information				Time Tracking									
Station	Position	Name	Job class	In	Out	In	Out	In	Out	In	Out	In	Out
			<input type="checkbox"/> Credentialed <input type="checkbox"/> CORI <input type="checkbox"/> SORI <input type="checkbox"/> SUV <input type="checkbox"/> Badge #										
			<input type="checkbox"/> Credentialed <input type="checkbox"/> CORI <input type="checkbox"/> SORI <input type="checkbox"/> SUV <input type="checkbox"/> Badge#										
			<input type="checkbox"/> Credentialed <input type="checkbox"/> CORI <input type="checkbox"/> SORI <input type="checkbox"/> SUV <input type="checkbox"/> Badge#										
			<input type="checkbox"/> Credentialed <input type="checkbox"/> CORI <input type="checkbox"/> SORI <input type="checkbox"/> SUV <input type="checkbox"/> Badge#										
			<input type="checkbox"/> Credentialed <input type="checkbox"/> CORI <input type="checkbox"/> SORI <input type="checkbox"/> SUV <input type="checkbox"/> Badge#										

ICS 213 – GENERAL MESSAGE/RESOURCE REQUEST

1. Incident Name:		How to use this form:
2. Date	3. Time	Purpose: <ul style="list-style-type: none"> Transmit any <i>messages</i> from one responder to another (usually used in conjunction with a runner) To transmit any personnel or resource request
4. Operational Period:		<ul style="list-style-type: none"> When to fill out: Anytime
5. From: Name: Position:		Completed by: Any staff
6. To: Name: Position:		Approved by: <ul style="list-style-type: none"> Resource requests for personnel or large amount of resources must be approved by Branch-level Director
		<ul style="list-style-type: none"> Send to: Messages: intended recipients <i>Resource Requests:</i> Branch-level Director → Section Chief → Logistics Section
7. Subject:		
8. Message:		
9. Resource Request:		
10. Reply:		
11. Date and Time of reply:		
12. Person replying: Position:		

REGIONAL COMMAND PLANNING

ICS 221 - DEMOBILIZATION

1. Incident Name: _____ **2. Incident Number:** _____

3. Planned Release Date/Time:
 Date: _____ Time: _____ **4. Resource or Personnel Released:** _____ **5. Order Request Number:** _____

6. Resource or Personnel: You and your resources are in the process of being released. Resources are not released until the checked boxes below have been signed off by the appropriate head / Demobilization Unit Leader (or Planning Section)

LOGISTICS SECTION

	Unit/Manager	Remarks	Name	Signature
<input type="checkbox"/>	Supply Unit			
<input type="checkbox"/>	Communications Unit			
<input type="checkbox"/>	Facilities Unit			
<input type="checkbox"/>	Ground Support Unit			
<input type="checkbox"/>	Security Manager			
<input type="checkbox"/>				

FINANCE/ADMINISTRATION SECTION

	Unit/Leader	Remarks	Name	Signature
<input type="checkbox"/>	Time Unit			
<input type="checkbox"/>				
<input type="checkbox"/>				

OTHER SECTION/STAFF

	Unit/Other	Remarks	Name	Signature
<input type="checkbox"/>				
<input type="checkbox"/>				

PLANNING SECTION

	Unit/Leader	Remarks	Name	Signature
<input type="checkbox"/>				
<input type="checkbox"/>	Documentation Leader			
<input type="checkbox"/>	Demobilization Leader			

7. Remarks: _____

8. Travel Information: Room Overnight: Yes No
 Estimated Time of Departure: _____ Actual Release Date/Time: _____
 Destination: _____ Estimated Time of Arrival: _____
 Travel Method: _____ Contact Information While Traveling: _____
 Manifest: Yes No Area/Agency/Region Notified: _____
 Number: _____

9. Reassignment Information: Yes No
 Incident Name: _____ Incident Number: _____
 Location: _____ Order Request Number: _____

10. Prepared by: Name: _____ Position/Title: _____ Signature: _____

ICS 221 Date/Time: _____

REGIONAL COMMAND LOGISTICS

ICS 308 RESOURCE REQUEST FORM

1. Incident Name:		How to use this form:			
2. Date:		Purpose: To transmit any personnel or resource request			
3. Operational Period	4. Time	When to complete: Anytime during the Operational Period			
5. Station:		Completed By: Any Staff			
6. Prepared by: Name Position:		Approved By: Your supervisor Resource requests for personnel or large amount of resources must be approved by Branch-level Director			
7. Approved by: Name Position		Send to: Supervisor → Branch-level Director → Section Chief → Logistics Section			
Resource Order (completed by requestor)					Order Status (Completed by)
Quantity	Detailed item description	Requested arrival date / time	Priority	Order number	Final Disposition
			<input type="checkbox"/> Urgent <input type="checkbox"/> Routine <input type="checkbox"/> Low		
			<input type="checkbox"/> Urgent <input type="checkbox"/> Routine <input type="checkbox"/> Low		
			<input type="checkbox"/> Urgent <input type="checkbox"/> Routine <input type="checkbox"/> Low		
			<input type="checkbox"/> Urgent <input type="checkbox"/> Routine <input type="checkbox"/> Low		
			<input type="checkbox"/> Urgent <input type="checkbox"/> Routine <input type="checkbox"/> Low		
			<input type="checkbox"/> Urgent <input type="checkbox"/> Routine <input type="checkbox"/> Low		
			<input type="checkbox"/> Urgent <input type="checkbox"/> Routine <input type="checkbox"/> Low		
Logistics Notes:					
Logistics Chief Signature of Approval:				Date / Time:	

Continued...

Documents / Products Developed	
---------------------------------------	--

Time	Name and Description	Location

Changes in personnel and/or resource deployment since last situation status update			
---	--	--	--

Resource (include name if personnel)	Time of change	Disposition	Current Location

List of major problems or concerns since last update:

Recommendations for the next operational period (e.g., objectives, tasks, resources):

Other comments:

ICS 201A RESOURCE STATUS			TASK #		TASK NAME:				FOR OPERATIONAL PERIOD #		DATE PREPARED: TIME PREPARED:	
#	RESOURCE		REQUESTED RESOURCES						AVAILABLE RESOURCES		# ON ASSIGNMENT	
			STANDBY		CALLED-IN		ETA		EST # OF PEOPLE	# UN-ASSIGNED ON SCENE		REPORTING LOCATION
			DATE	TIME	DATE	TIME	DATE	TIME				
1	TYPE:											
	CONTACT:	PHONE:										
2	TYPE:											
	CONTACT:	PHONE:										
3	TYPE:											
	CONTACT:	PHONE:										
4	TYPE:											
	CONTACT:	PHONE:										
5	TYPE:											
	CONTACT:	PHONE:										
COMMENTS:												
PREPARED BY (PLANNING):										ICS 201A		

REV 97/01/10

Appendix H: Media Contact Lists

Berkshire County

Berkshire Eagle

Website: www.berkshireeagle.com

news@berkshireeagle.com

Phone: (413) 496-6201

Fax: (413) 499-3419.

Address: 75 South Church St., Pittsfield, MA 01201

iBerkshires

Website: www.iberkshires.com

info@iberkshires.com

Phone: 413-663-3384

Fax: 413-664-4251

Address: 102 Main Street, North Adams, MA 01247

WAMC Radio

Website: www.wamc.org

news@wamc.org

Phone: (800)323-WAMC (9262)

Fax: (518) 432-0991

Address: P.O. Box 66600, Albany, NY 12206

WSBS Radio

Website: www.wsbs.com

Phone: 413-528-0860

WBCR Radio

Website: www.berkshireradio.org

wbc-web@berkshireradio.org

Phone: 413-644-9797

Fax:

Address: P.O. Box 152 Great Barrington, MA 01230

WRGB-TV Channel 6

Website: news@cbs6albany.com

Phone: 518-346-6666

Address: 1400 Balltown Road, Schenectady, NY 12309

WBRK 101.7 FM -- Headquarters

Website: www.wbrk.com

Phone: (413) 442-1553

Fax: (413) 445-5294

Address: 100 North St Pittsfield, MA 01201-

WCFM 91.9 FM (Williams Col.) -- Headquarters

Website: wcfm.williams.edu

Phone: (413) 597-3265

Fax: (413) 597-2259

Address: Baxter Hall Williamstown, MA 01267-

WNYA/WNYT TV Channel 13

Website: newstips@wnyt.com

Phone: 1-800-999-WNYT

Fax: 518-434-0659

Address: - 715 N. Pearl St., Albany, NY 12204

NBCT – Northern Berkshire Community TV

nobctv@bcn.net

PCTV – Pittsfield Community TV

Phone: 413 445 4234

Fax: 413 445 4258

CTSB TV – Community TV Southern Berkshire

info@ctsbtv.org - (413) 243-8211

Pioneer Valley (Franklin, Hampden, Hampshire Counties)

Daily Hampshire Gazette -- Headquarters

Website: www.gazettenet.com

Phone: (413) 584-5000

Fax: (413) 585-5222

Address: 115 Conz St Northampton, MA 01060

Republican & Sunday Republican -- Headquarters

Website: www.masslive.com/republican/index.ssf

Phone: (413) 788-1000

Fax: (413) 788-1301

Address: 1860 Main St Springfield, MA 01101-

Valley Advocate -- Headquarters

Website: www.valleyadvocate.com

Phone: (413) 529-2840

Fax: (413) 529-2844

Address: 116 Pleasant St, 3rd Fl Easthampton, MA 01027

Recorder -- Headquarters

Website: www.recorder.com

Phone: (413) 772-0261

Fax: (413) 772-2906

Address: 14 Hope St Greenfield, MA 01302-1367

Reminder -- Headquarters

Website: www.thereminder.com

Phone: (413) 525-6661

Fax: (413) 525-5882

Address: 280 N Main St East Longmeadow, MA 01028-

Westfield Evening News -- Headquarters

Phone: (413) 562-4181

Fax: (413) 562-4185

Address: 62 School St Westfield, MA 01085-

Mount Holyoke News (MA Edu)

mhnews@mtholyoke.edu

Fax: (413) 538-2476

Address: 3215 Blanchard Campus Center South Hadley, MA 01075-6007

Website: <http://www.mtholyoke.edu/org/mhnews/>

Republican, The (Springfield, MA)

Contact: letters@repub.com

Website: <http://www.masslive.com/republican/>

Address: 1860 Main Street, Springfield, MA 01101

Fax: (413) 788-1301

ACTV (Ch. 12, 15, 17) -- Headquarters

Website: www.actvamherst.com

Phone: (413) 256-1010

Fax: (413) 256-0038

Address: 246 College St Amherst, MA 01002-

M-PACT (Ch. 12, 15) -- Headquarters

Website: www.m-pact.tv

Phone: (413) 283-7373

Fax: (413) 283-8396

Address: 1659 N Main St, Ste A Palmer, MA 01069-

GCTV (Ch. 15) -- Headquarters

Website: www.tv15.org

Phone: (413) 774-4288

Fax: (413) 774-6996

Address: 393 Main St Greenfield, MA 01302-

WGBY (PBS) -- Headquarters (Also in Berkshire)

Website: www.wgby.org

Phone: (413) 781-2801

Fax: (413) 731-5093

Address: 44 Hampden St Springfield, MA 01103-

WGGB (ABC-40) -- Headquarters

Website: www.wggb.com

Phone: (413) 733-4040

Fax: (413) 788-7640

Address: 1300 Liberty St Springfield, MA 01104

WPA-TV (Ch. 5, 62, 63) -- Headquarters

Website: www.wpatv.org

Phone: (413) 599-0940

Fax: (413) 596-3950

Address: 23 Springfield St Wilbraham, MA 01095-

WWLP (NBC-22) -- Headquarters

Website: www.wwlp.com

Phone: (413) 786-2200

Fax: (413) 377-2261

Address: One Broadcast Ctr Chicopee, MA 01013-

WACE 730 AM -- Headquarters

Phone: (413) 594-6654

Address: 326 Chicopee St Chicopee, MA 01013-

WACM 1490 AM -- Headquarters

Website: www.wacm1490.com

Phone: (413) 781-5200

Fax: (413) 734-2240

Address: 2034 Sylvan St West Springfield, MA 01089-

WAIC 91.9 FM -- Headquarters

Website: www.waicsports.com

Phone: (413) 736-7662

Fax: (413) 737-2803

Address: 46 Amaron Springfield, MA 01103-

WAQY 1600 AM / 102.1 FM -- Headquarters

Website: www.rock102.com

Phone: (413) 525-4141

Fax: (413) 525-4334

Address: 45 Fisher Ave East Longmeadow, MA 01028-

WCCH 103.5 FM (Holyoke Comm. Col.) -- Headquarters

Website: www.wcch.blogspot.com/

Phone: (413) 552-4288

Address: 303 Homstead Ave Holyoke, MA 01040-

WGAM 1520 AM -- Headquarters

Phone: (413) 772-2522

Fax: (413) 772-2322

Address: 267 Main St Greenfield, MA 01301-

WJDF 97.3 FM -- Headquarters

Website: www.wjdf.com

Phone: (978) 544-5335

Fax: (978) 544-2131

Address: 11 S Main St, Ste 401 Orange, MA 01364-

WAMH 89.3 FM (Amherst Col.) -- Headquarters

Website: www.amherst.edu/~wamh/

Phone: (413) 542-2224

Address: WAMH AC #1907 Amherst, MA 01002-

WEIB 106.3 FM -- Headquarters

Website: www.weibfm.com

Phone: (413) 585-1112

Fax: (413) 585-9138

Address: 8 N King St Northampton, MA 01060-

WHAI 98.3 FM -- Headquarters

Website: www.whai.com

Phone: (413) 774-4301

Fax: (413) 773-5637

Address: 81 Woodard Rd Greenfield, MA 01301-

WHMP 1240 AM / 1400 AM / 1600 AM

Phone: (413) 586-7400

Fax: (413) 585-0927

Address: 15 Hampton Ave

Northampton, MA 01060-

WHYN 560 AM -- Headquarters

Website: www.whyn.com

Phone: (413) 781-1011

Fax: (413) 734-4434

Address: 1331 Main St, 5th Fl Springfield, MA 01102-

WLZX 99.3 FM -- Headquarters

Website: www.lazer993.com

Phone: (413) 586-7400

Fax: (413) 585-0927

Address: 15 Hampton Ave Northampton, MA 01060-

WMAS 1450 AM / 94.7 FM -- Headquarters

Website: www.947wmas.com

Phone: (413) 737-1414

Fax: (413) 737-1488

Address: 101 West St Springfield, MA 01104-

WMHC 91.5 FM (Mt. Holyoke Col.) -- Headquarters

Website: www.mtholyoke.edu/org/wmhc

Phone: (413) 538-2019

Fax: (413) 538-2431

Address: c/o Mount Holyoke College South Hadley, MA 01075-

WMUA 91.1 FM (Univ. of MA - Amherst) -- Headquarters

Website: www.wmua.org

Phone: (413) 545-2876

Fax: (413) 545-0682

Address: 105 Campus Ctr Amherst, MA 01003-

WNNZ 640 AM -- Headquarters

Website: www.wnnz.com

Phone: (413) 781-1011

Fax: (413) 858-1958

Address: 1331 Main St, 5th Fl Springfield, MA 01103-

WNYN 99.9 FM -- Headquarters

Website: www.wcatradio.com

Phone: (978) 544-2321

Fax: (978) 544-6977

Address: 660 E Main St Orange, MA 01364-

WOZQ 91.9 FM (Smith Col.) -- Headquarters

Website: sophia.smith.edu/org/wozq/

Phone: (413) 585-4956

Address: Davis Student Ctr Northampton, MA 01063-

WPKX 97.9 FM -- Headquarters

Website: www.kix979.com

Phone: (413) 781-1011

Fax: (413) 734-4434

Address: 1331 Main St, 4th Fl Springfield, MA 01103-

WPNI 1430 AM (NPR) -- Headquarters

Phone: (413) 536-1105

Fax: (413) 536-1153

Address: 98 Lower Westfield Rd Holyoke, MA 01040-

WPVQ 95.3 FM -- Headquarters

Website: www.wpvq.com

Phone: (413) 585-9555

Fax: (413) 585-5801

Address: 100 Main St Northampton, MA 01060-

WRNX 100.9 FM -- Headquarters

Website: www.wrnrx.com

Phone: (413) 536-1105

Fax: (413) 536-1153

Address: 98 Lower Westfield Rd, Ste 3 Holyoke, MA 01040-

WRSI 95.3 FM -- Headquarters

Website: www.wrsi.com

Phone: (413) 585-9555

Fax: (413) 585-8501

Address: 100 Main St Northampton, MA 01060-

WSKB 89.5 FM (Westfield St. Col.) -- Headquarters

Website: wskb.tripod.com

Phone: (413) 572-5427

Fax: (413) 572-5625

Address: 577 Western Ave Westfield, MA 01086-

WTCC 90.7 FM (Springfield Tech. Comm. Col.) -- Headquarters

Website: www.wtccfm.org

Phone: (413) 746-9822

Fax: (413) 781-3747

Address: 1 Armory St Springfield, MA 01105-

WTTT 1150 AM -- Headquarters

Website: www.talk1150.com/pages/1/index.htm

Phone: (413) 256-1009

Address: 551 Belchertown Rd Amherst, MA 01002-

Union-News (MA)

Contact: unews-letters@union-news.com

Website: <http://www.masslive.com/unionnews/index.ssf>

Forum: <http://www.masslive.com/forums/springfield/>

Address: P.O. Box 2350, Springfield, MA 01102-2350

Fax: (413) 788-1301

Valley Advocate (MA)

Contact: tvannah@valleyadvocate.com

Website: <http://www.valleyadvocate.com/>

Address: 116 Pleasant St., 3rd Floor, Easthampton, MA 01027

Fax: (413) 529-2844

Massachusetts Daily Collegian (MA Edu)

Website: <http://www.DailyCollegian.com>

Address: 113 Campus Center, University of Massachusetts at Amherst, Amherst, MA 01003

Fax: 413-545-1592

M-PACT (Ch. 12, 15) -- Headquarters

Website: www.m-pact.tv

Phone: (413) 283-7373

Fax: (413) 283-8396

Address: 1659 N Main St, Ste A Palmer, MA 01069-

GCTV (Ch. 15) -- Headquarters

Website: www.tv15.org

Phone: (413) 774-4288

Fax: (413) 774-6996

Address: 393 Main St Greenfield, MA 01302-

WGBY (PBS) -- Headquarters

Website: www.wgby.org

Phone: (413) 781-2801

Fax: (413) 731-5093

Address: 44 Hampden St Springfield, MA 01103-

WGGB (ABC-40) -- Headquarters

Website: www.wggb.com

Phone: (413) 733-4040

Fax: (413) 788-7640

Address: 1300 Liberty St Springfield, MA 01104

WPA-TV (Ch. 5, 62, 63) -- Headquarters

Website: www.wpatv.org

Phone: (413) 599-0940

Fax: (413) 596-3950

Address: 23 Springfield St Wilbraham, MA 01095-

WWLP (NBC-22) -- Headquarters

Website: www.wwlp.com

Phone: (413) 786-2200

Fax: (413) 377-2261

Address: One Broadcast Ctr Chicopee, MA 01013-

WACE 730 AM -- Headquarters

Phone: (413) 594-6654

Address: 326 Chicopee St Chicopee, MA 01013-

WACM 1490 AM -- Headquarters

Website: www.wacm1490.com

Phone: (413) 781-5200

Fax: (413) 734-2240

Address: 2034 Sylvan St West Springfield, MA 01089-

WAIC 91.9 FM -- Headquarters

Website: www.waicports.com

Phone: (413) 736-7662

Fax: (413) 737-2803

Address: 46 Amaron Springfield, MA 01103-

WAQY 1600 AM / 102.1 FM -- Headquarters

Website: www.rock102.com

Phone: (413) 525-4141

Fax: (413) 525-4334

Address: 45 Fisher Ave East Longmeadow, MA 01028-

WCCH 103.5 FM (Holyoke Comm. Col.) -- Headquarters

Website: www.wcch.blogspot.com/

Phone: (413) 552-4288

Address: 303 Homstead Ave Holyoke, MA 01040-

WGAM 1520 AM -- Headquarters

Phone: (413) 772-2522

Fax: (413) 772-2322

Address: 267 Main St Greenfield, MA 01301-

WJDF 97.3 FM -- Headquarters

Website: www.wjdf.com

Phone: (978) 544-5335

Fax: (978) 544-2131

Address: 11 S Main St, Ste 401 Orange, MA 01364-

WAMH 89.3 FM (Amherst Col.) -- Headquarters

Website: www.amherst.edu/~wamh/

Phone: (413) 542-2224

Address: WAMH AC #1907 Amherst, MA 01002-

WEIB 106.3 FM -- Headquarters

Website: www.weibfm.com

Phone: (413) 585-1112

Fax: (413) 585-9138

Address: 8 N King St Northampton, MA 01060-

WFCR 88.5 New England Public Radio

Website: www.wfcr.org

Phone: (413) 545-0100

Fax: (413) 545-2546

Address: 131 County Circle Amherst, MA 01003-

WHA1 98.3 FM -- Headquarters

Website: www.whai.com

Phone: (413) 774-4301

Fax: (413) 773-5637

Address: 81 Woodard Rd Greenfield, MA 01301-

WHMP 1240 AM / 1400 AM / 1600 AM -- Headquarters

Phone: (413) 586-7400

Fax: (413) 585-0927

Address: 15 Hampton Ave Northampton, MA 01060-

WHYN 560 AM -- Headquarters

Website: www.whyn.com

Phone: (413) 781-1011

Fax: (413) 734-4434

Address: 1331 Main St, 5th Fl Springfield, MA 01102-

WLZX 99.3 FM -- Headquarters

Website: www.lazer993.com

Phone: (413) 586-7400

Fax: (413) 585-0927

Address: 15 Hampton Ave Northampton, MA 01060-

WMAS 1450 AM / 94.7 FM -- Headquarters

Website: www.947wmas.com

Phone: (413) 737-1414

Fax: (413) 737-1488

Address: 101 West St Springfield, MA 01104-

WMHC 91.5 FM (Mt. Holyoke Col.) -- Headquarters

Website: www.mtholyoke.edu/org/wmhc

Phone: (413) 538-2019

Fax: (413) 538-2431

Address: c/o Mount Holyoke College South Hadley, MA 01075-

WMUA 91.1 FM (Univ. of MA - Amherst) -- Headquarters

Website: www.wmua.org

Phone: (413) 545-2876

Fax: (413) 545-0682

Address: 105 Campus Ctr Amherst, MA 01003-

WNNZ 640 AM -- Headquarters

Website: www.wnnz.com

Phone: (413) 781-1011

Fax: (413) 858-1958

Address: 1331 Main St, 5th Fl Springfield, MA 01103-

WNYN 99.9 FM -- Headquarters

Website: www.wcatradio.com

Phone: (978) 544-2321

Fax: (978) 544-6977

Address: 660 E Main St Orange, MA 01364-

WOZQ 91.9 FM (Smith Col.) -- Headquarters

Website: sophia.smith.edu/org/wozq/

Phone: (413) 585-4956

Address: Davis Student Ctr Northampton, MA 01063-

WPKX 97.9 FM -- Headquarters

Website: www.kix979.com

Phone: (413) 781-1011

Fax: (413) 734-4434

Address: 1331 Main St, 4th Fl Springfield, MA 01103-

WPNI 1430 AM (NPR) -- Headquarters

Phone: (413) 536-1105

Fax: (413) 536-1153

Address: 98 Lower Westfield Rd Holyoke, MA 01040-

WPVQ 95.3 FM -- Headquarters

Website: www.wpvq.com

Phone: (413) 585-9555

Fax: (413) 585-5801

Address: 100 Main St Northampton, MA 01060-

WRNX 100.9 FM -- Headquarters

Website: www.wrn.com

Phone: (413) 536-1105

Fax: (413) 536-1153

Address: 98 Lower Westfield Rd, Ste 3 Holyoke, MA 01040-

WRSI 95.3 FM -- Headquarters

Website: www.wrsi.com

Phone: (413) 585-9555

Fax: (413) 585-8501

Address: 100 Main St Northampton, MA 01060-

WSKB 89.5 FM (Westfield St. Col.) -- Headquarters

Website: wskb.tripod.com

Phone: (413) 572-5427

Fax: (413) 572-5625

Address: 577 Western Ave Westfield, MA 01086-

WTCC 90.7 FM (Springfield Tech. Comm. Col.) -- Headquarters

Website: www.wtccfm.org

Phone: (413) 746-9822

Fax: (413) 781-3747

Address: 1 Armory St Springfield, MA 01105-

WTTT 1150 AM -- Headquarters

Website: www.talk1150.com/pages/1/index.htm

Phone: (413) 256-1009

Address: 551 Belchertown Rd Amherst, MA 01002-

Appendix I: More Information:

Resources:

Local Risk Communication/ Public Information plans, policies and procedures

www.mass.gov/dph

www.cdc.gov

Message Template for the First Minute for all Emergencies:

<http://www.emergency.cdc.gov/firsthours/resources/messagetemplate.asp>

– Communicating in the First Hours / First Hours Resources:

<http://www.emergency.cdc.gov/firsthours/resources/index.asp>

– Communicating in the First Hours / Terrorism Emergencies: <http://www.bt.cdc.gov/firsthours/terrorist.asp>

CDC's guidance on using social media: <http://www.cdc.gov/SocialMedia/Tools/guidelines/pdf/microblogging.pdf>

Translated Material: http://www.diversitypreparedness.org/Resources/23/resourceTypeld_7782/

– National Resource Center on Advancing Emergency Preparedness for Culturally Diverse Communities / National Standard:

http://www.diversitypreparedness.org/Resources/Subtype/47/resourceTypeld_14784/subtypeld_16079/

– National Resource Center on Advancing Emergency Preparedness for Culturally Diverse Communities / National Consensus Statement and Guiding Principles on Emergency Preparedness and Cultural Diversity:

<http://www.diversitypreparedness.org/Topic/Subtopic/Record->

[Detail/18/resourceTypeld_14784/subtypeld_16946/resourceld_16947/](http://www.diversitypreparedness.org/Topic/Subtopic/Record-Detail/18/resourceTypeld_14784/subtypeld_16946/resourceld_16947/)

– Cultural Competency Curriculum for Disaster Preparedness and Crisis Response: <http://www.thinkculturalhealth.hhs.gov>

– CDC/Association of State and Territorial Health Officials At-Risk Populations and Pandemic Influenza: Planning Guidance for State, Territorial, Tribal, and Local Health Departments: <http://www.astho.org/Display/AssetDisplay.aspx?id=401>

– Preparedness Tools and Resources: <https://www.disability.gov/>

Centers for Disease Control and Prevention/Simply Put: A Guide for Creating Easy-To-Understand Materials:

http://www.cdc.gov/healthmarketing/pdf/Simply_Put_082010.pdf

– National Cancer Institute/Clear and Simple: Developing Effective Print Materials for Low-Literate Readers:

<http://www.cancer.gov/cancerinformation/clearandsimple>

- Public Health Workbook to Define, Locate and Reach Special, Vulnerable, and At-Risk Populations in an Emergency:

<http://emergency.cdc.gov/workbook>

Required training for the Command and General Staff:

- Introduction to the Incident Command System (ICS-100) <http://training.fema.gov/EMIWeb/IS/is100.asp>
- ICS for Single Resources and Initial Action Incidents (ICS-200) <http://training.fema.gov/EMIWeb/IS/is200.asp>
- Intermediate Incident Command System (ICS-300) <http://www.fema.gov/about/contact/statedr.shtm>
- National Incident Management System (NIMS), An Introduction (IS-700)
<http://training.fema.gov/EMIWeb/IS/is700.asp>

Recommended courses:

- Basic Public Information Officers Course (G-290) <http://training.fema.gov/EMIWeb/IS/is29.asp> and
- Advanced Public Information Officer (E-388) <http://training.fema.gov/emcourses/crsdetail.asp?cid=E388&ctype=R>
- National Incident Management Systems (NIMS), Public Information Systems (IS-702) <http://training.fema.gov/EMIWeb/IS/is702.asp>
- National Response Plan (NRP), An Introduction (IS-800) <http://training.fema.gov/EMIWeb/IS/is800a.asp>