



Meeting Agenda: Mohawk Area Public Health Coalition

Date	September 12, 2022	Location	VIDEO/CONFERENCE CALL	Facilitators	Carolyn Shores Ness & Norene Pease, Co-Chairs
Time	4:30 – 5:30 p.m.	Call-In #	(929) 205-6099		
		Video	https://us06web.zoom.us/j/84683174962?pwd=ekM2bJtbVNmZjFzQ0pJTm9wYXVMUT09		
		Meeting ID	846 8317 4962		
		Passcode	N/A		

Agenda Items	Point Person(s)	Time	Action Required
1) Welcoming remarks, introductions, review agenda	Co-chairs	4:30 p.m. (5 minutes)	
2) Review/approval of August 8, 2022 minutes	Co-chairs	4:35 p.m. (5 minutes)	Vote to approve or amend
3) Old business a. EDS plan improvements b. Officer nominations	a. Xander b. Co-Chairs	4:40 p.m. (15 minutes)	a. Status update b. Update. c. Discuss and decide course of action.
4) New business a. PIO, ICS, and crisis communications training needs b. WAG Updates c. Ardent AAR + PHEP strategic planning recommendations	a. Xander b. Xander c. Linda	4:55 (30 minutes)	a. Review Draft document "MAPCHO PIO Needs"
5) Business not reasonably anticipated 48 hours before the meeting	Co-chairs	5:25 p.m. (5 minutes)	
6) Wrap up and adjourn	Co-chairs	5:30 p.m.	Public Health Roundtable Date?

Meeting Documents:
 Agenda - p. 1
 8/8/22 minutes - p. 2:
 MAPCHO PIO Needs – p. 5

Helpful Links:

- [FRCOG COVID page](#)
- [MAPHCO COVID-19 After-Action Review and Improvement Plan](#)



Meeting Minutes: Mohawk Area Public Health Coalition Steering Committee			
Date	August 8, '22	Location	Zoom Call
Time	5:30-6:30 PM	Meeting ID	
		Passcode	
		Facilitators	Carolyn Shores Ness & Norene Pease, Co-Chairs

<p>ATTENDEES: Ashfield BOH: Duncan Colter Deerfield BOH: Carolyn Shores Ness Erving Fire Dept.: Phillip Wonkka Leverett BOH: John Hillman Shutesbury BOH: Norene Pease Williamsburg BOH: Donna Gibson</p> <p>ABSENT: Representatives from Charlemont, Colrain, Greenfield, Heath, Montague, and Shelburne</p>	<p>GUESTS:</p> <p>STAFF: Mark Maloni; Liz Jacobson-Carroll</p>
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Agenda Items	
1. Welcoming remarks/ introductions/agenda	Called to order by Pease at 4:30 PM. Maloni announced that recently promoted Emergency Preparedness Program Manager Xander Sylvain will take on the FRCOG staff role of coordinating MAPHCO meetings beginning in September, and that he himself will return to working full-time as Communications Manager. He summarized the re-organization of EPP that is currently underway, noting in particular that Dan Nietche has returned to his earlier position of Emergency Preparedness Planner.
2. Review/approval of past meeting minutes	Pease moved to accept the June 13, 2022 minutes, Hillman seconded the motion, and the motion passed unanimously.

3. Old business

- a) BP4 workplan and budget
- b) AAR/IP Focus Groups with Ardent
- c) MAPHCO Officers BP4/FY23.

a. Referencing an earlier review of DPH's revised workplan format, Maloni described the three focus areas under which MAPHCO activities and "deliverables" were organized in the recently submitted BP4 Workplan: Emergency Dispensing Plans; Communications; and Continuing Education and Professional Development. Under these categories, the BP4 Workplan consisted of more substantive programmatic changes, and fewer details regarding day-to-day administration. The Workplan and the corresponding budget were approved, he said.

Upon reviewing the budget, he indicated the \$14,200 unspent on salaries is available for continuing education/professional development before June 30, 2022. Advanced crisis/risk communications, the role of a Public Information Officer, the Incident Command System, and EMD credentialing were discussed as possible topics for training sessions, as were a couple of known trainers, and the offerings of FEMA and MEMA. Members agreed that in-person sessions open to all emergency responders will promote necessary collaboration and build regional capacity. Staff will propose several options in the coming weeks for members to review prior to the next meeting.

b. Maloni summarized the process and presented preliminary findings of the focus groups conducted by Ardent consulting for MAPHCO's After Action Report. Among several themes that emerged, he said, was a recognition for a need to prepare for hazards beyond those involving infectious disease. Overall, MAPHCO's role in the region needs to be clarified and better aligned with other preparedness and response structures, including CPHS and REPC. Further, response coordination should include:

- situational awareness and coordination of regional and municipal equipment caches and availability during large-scale emergencies;
- logistical/resource planning and assistance before and during an emergency (even when a town dealing with a single-town emergency needs specialized equipment)
- a strong regional communication role/PIO for the county
- Gibson identified Williamsburg's omission from the focus groups; Maloni apologized for the oversight, and offered to meet with stakeholders to get their input. He referenced the now one-town EDS in Williamsburg, suggesting further discussion on implications.

Shores Ness emphasized the need for strategic communications and deployment of organizations, citing NIMWITS brief involvement, and MAPHCO's lack of a role in pandemic response. She noted that the three regional health districts in the county that recently received Public Health Excellence grants all have boards and groups that meet regularly, and that these must be included as coordination activity moves forward.

	<p>Maloni summarized stakeholders desire for FRCOG to provide situational awareness and logistical support – coordinating regional response activities, convening groups but not dictating activity, and streamlining communications – while recognizing municipal sovereignty.</p> <p>Maloni will bring feedback to Sylvain and Linda Dunlavy, who will work with Ardent as they prepare a final draft of the AAR.</p> <p>c. There was no discussion of the MAPHCO officer positions.</p>
<p>4. New business a.) EDS Plan Improvements</p>	<p>Maloni indicated that while individual towns and EDSs report some level of readiness, they are all dependent on mutual aid. What does that mean in a regional disaster, when neighboring communities/EDSs are at capacity within their own towns? A single EDS plan for the entire county presents its own problems, he said, but suggested that a shared template used in sub-regional plans that allow for some local nuance may be best.</p> <p>In response to feedback that EDS plans are unwieldy and under-used, Maloni proposed crafting shorter plans, with details and procedural specifics accessible via links and supplemental documents.</p> <p>There was discussion regarding the role of the MACC, operationalized briefly in the early weeks of the pandemic, but dismantled for lack of use. Attendees expressed support for the model, but recognized the need to strategize for enhanced buy-in.</p>
<p>5. Business not reasonably anticipated 48 hours prior to the meeting</p>	<p>None</p>
<p>6. Wrap up and adjourn</p>	<p>Pease moved to adjourn the meeting, Gibson seconded the motion, and the meeting adjourned at 5:56 PM. The next meeting will be on September 12, 2022.</p>
<p>Documents Distributed / Presentations Viewed:</p>	<ul style="list-style-type: none"> • Agenda • DRAFT Minutes of June 13, 2022 Meeting • BP4 Workplan • BP4 Budget • Focus group draft findings

MAPHCO PIO Needs and Options

Needs Based Approach

The Mohawk Area Public Health Coalition COVID-19 Response, After-Action Report/Improvement Plan identified both a lack of communications planning and trained Public Information Officers (PIOs) as areas for improvement. Additionally, MAPHCO members have expressed interest in obtaining training surrounding crisis communications and public information. MAPHCO's membership includes a wide spectrum of representatives from across all areas of public health. This includes everything from untrained volunteers to trained, full-time, public health professionals. The composition's variety means a one-size-fits-all approach to training may not be appropriate to address the needs of MAPHCO's membership and communities.

In order to determine what trainings are necessary to address identified gaps, outlined by MAPHCO members, we need to acknowledge that not every community's public health representatives have the same needs surrounding communications. While a full-time municipal public health agent may have primary responsibility for all public health communications, and volunteer board of health may only be asked to provide the framework for messages, which are then communicated by another official. Training recommendations should consider these varied needs and skillsets, and be targeted to address specific groups of MAPHCO members.

Training recommendations/resources should be compiled (or developed) for two types of public health representatives:

- Full-time public health staff and professionals
- All other public health staff, volunteers, and representatives

With respect to the first group, public health professionals, there are existing trainings, offered through FEMA, MEMA, and others, which provide comprehensive instruction on the best practices for communications. They offer multiple levels of communications training for emergency management professionals including advanced and master level PIO courses. Public health professionals should be encouraged to designate a public information officer within their organization and have that person attend trainings appropriate to that role.

Professional Staff Recommended trainings:

E/L0105 – Public Information Basics

<https://training.fema.gov/empp/e105.aspx>

<https://mematraining.chs.state.ma.us/TRS>

E/L0388 Advanced Public Information Officer

<https://training.fema.gov/programs/pio/e388.aspx>

FEMA/EMI Public Information Officer Training Opportunities

<https://training.fema.gov/programs/pio/trainops.aspx>

The second group presents unique challenges with respect to training recommendations. Members of this group have wide range of education levels, experience, and expertise. They are unlikely to serve as an official PIO for their communities and would instead be involved in message development and outreach messaging. They may not have time to invest in comprehensive trainings. They may have little or no experience with public communications, let alone crisis communications. They may have other responsibilities, in addition to their public health roles, during an emergency. Their community may not have anyone in any department trained in communications or public information.

For this group, basic level training in ICS and NIMS, and a “crash course” in crisis communications (perhaps a guided “workshop” of topics covered IS 29 and 42), along with the development of, or training in the use of an existing, crisis communications toolkit, may be more appropriate. Members of this group should exercise communications concepts and plans with other emergency management, public safety, and leadership positions within their community, and the broader region, to reinforce trainings and better understand the roles, expectations, and potential pitfalls related to crisis communications.

Recommended trainings for non-professionals:

IS-29.A: Public Information Officer Awareness

<https://training.fema.gov/is/courseoverview.aspx?code=IS-29.a&lang=en>

IS-42.A: Social Media in Emergency Management

<https://training.fema.gov/is/courseoverview.aspx?code=IS-42.a&lang=en>

IS-242.C: Effective Communication

<https://training.fema.gov/is/courseoverview.aspx?code=IS-242.c&lang=en>

The Western Region Homeland Security Advisory Council has developed a training for crisis communications <https://learning.wrhsac.org/courses/creating-effective-crisis-information-messages-using-message-mapping> and an easy to use guide and template for developing crisis communications messages <https://wrhsac.org/projects-and-initiatives/message-mapping/>. This template could serve as the basis for a workshop.

This group should also ensure they have taken the following ICS and NIMS introductory courses:

IS-100.C: Introduction to the Incident Command System, ICS 100

<https://training.fema.gov/is/courseoverview.aspx?code=IS-100.c&lang=en>

IS-700.B: An Introduction to the National Incident Management System

<https://training.fema.gov/is/courseoverview.aspx?code=IS-700.b&lang=en>

Other Public/Private Sector Resources

Focus Group Consulting also offers a variety of communications services and trainings.

<http://focusgroupconsulting.com/riskcommunicationtraining.php>

The Rural Domestic Preparedness Consortium

<https://ruraltraining.org/course/awr-209/>

DELVALLE INSTITUTE Learning Center

https://delvalle.bphc.org/mod/page/view.php?id=409#cm_submenu_10

PUBLIC HEALTH LEARNING NAVIGATOR

<https://www.phlearningnavigator.org/training/emergency-risk-communication>

CDC

<https://emergency.cdc.gov/cerc/manual/index.asp>

<https://www.cdc.gov/ccindex/>

https://tools.cdc.gov/ewapi/termsearch.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fhealthcommunication%2Feverydaywords%2Findex.html

University of Washington, Northwest Center for Public Health Practice

<https://www.nwcphp.org/training/emergency-risk-communication-for-public-health-professionals>

HHS/ASPR TRACIE

<https://asprtracie.hhs.gov/technical-resources/79/risk-communications-emncy-public-information-and-warning/77#education-and-training>

Training-Source.org

<https://www.training-source.org/training/courses/Don%27t%20Panic%3A%20%20Principles%20of%20Crisis%20and%20Risk%20Communication%20Scenario/detail>