Domain III: Information Management

Capability 4: Emergency Public Info and Warning

Capability 6: Information Management

Info MGMT – what we'll cover

Individual capabilities – EPIW and Info Sharing

- **Background** – quick look at capability structure
- **Old stuff** – what's been assessed
- **New stuff** – what to prioritize and how to sustain

Then

- **Feedback** – what we've learned from exercises and real responses and how that matches up with what we've prioritized
- **Next steps** – how to take action with your feedback

Emergency Public Information and Warning

Emergency public information and warning (EPIW) is the ability to develop, coordinate, and disseminate information, alerts, warnings, and notifications to the public and incident management responders.

EPIW - Capability Break down by function

1. Activate the emergency public information system
2. Determine the need for a joint public information system
3. Establish and participate in information system operations
4. Establish avenues for public interaction and information exchange
5. Issue public information, alerts, warnings, and notifications

Old Stuff - BP4 Self-Assessment

Statewide averages:

1. Activate the emergency public information system
   - High intermediate
2. Determine the need for a joint public information system
   - Intermediate
3. Establish and participate in information system operations
   - Intermediate
4. Establish avenues for public interaction and information exchange
   - Low intermediate
5. Issue public information, alerts, warnings, and notifications
   - Intermediate

Old Stuff - MCM ORR (planning)

The ORR simplified the function components further:

1. contact lists for public info staff
2. trigger points & decision criteria for JIS operations
3. media notification/credentialing, press advisories and briefings, media monitoring/validation w/ social media too
4. public can contact LHD through multiple channels
5. info verification/message development/approval/dissemination and translation/adaptation of materials for specific audiences

Each ranked out established on the statewide average.

Old Stuff - MCM ORR (operational)

Averages for tasks done during exercises or real events:

- F2: scaling joint info system operations – intermediate
- F4: 2 way communications w/ public through a bunch of different methods – intermediate
- F5a: messages about MCM have been created & disseminated – established
- F5b: materials translated or adapted for at-risk populations - early

Old Stuff - CERC Plan Reviews

1. Activate the emergency public information system
   - established
2. Determine the need for a joint public information system
   - established except for the trigger points/decision criteria (may be due to only looking at CERC plan)
3. Establish and participate in information system operations
   - established for media notification procedures and contact lists - intermediate and early results for credentialing, procedures for briefings, and media monitoring (especially for social media)
4. Establish avenues for public interaction and information exchange
   - established overall – some of the details lacking may have been in other plans/policies/ procedures
5. Issue public information, alerts, warnings, and notifications
   - established on approval/dissemination – established on translation, some lower intermediate scores for communicating with specific audiences varied

New Stuff – moving forward with EPIW

- The priorities
  - What's missing from ORR? – ensuring media/partners/at-risk contact lists are practical and up to date
    - Which staff are responsible for making sure all contacts are up-to-date? What's the process for each list? How is outreach to all numbers/addresses/emails conducted during an emergency?
  - Real demands – plain language, image driven materials, translated materials
  - AAR process should include analysis on if CERC principles were followed
    - Could help make the case more CERC training is needed at higher levels or w/ county PIOs
  - Operational concept – moving to capability-based assessments from individual plan reviews should help
    - structure plans/procedures/etc. how they make sense, are easiest to access, and understand
- Ideas for sustainment?

Information Sharing

The Information Sharing capability refers to the exchange of information among federal, state, local, territorial, and tribal governmental agencies and their key partners. Sharing information and maintaining situational awareness are essential for routine activities, as well as during an incident, so that leaders can make timely and informed decisions, including the appropriate allocation of resources.

Info Sharing - Capability Break down by function

1. Identify stakeholders to be incorporated into information flow
2. Identify and develop rules and data elements for sharing
3. Exchange information to determine a common operating picture

Old Stuff - BP4 Self-Assessment

1. Identify stakeholders to be incorporated into information flow
   - statewide averages were established
2. Identify and develop rules and data elements for sharing
   - higher on the intermediate side
3. Exchange information to determine a common operating picture
   - intermediate on function 3 – scores were pulled down by the health alert templates, template for info sharing access agreements, what to do if there is a data breach and HIPAA compliance components

Old Stuff - MCM ORR (planning)

The ORR covered simplified the functions further. Each ranked out established on the statewide average for all:

1. Procedures to identify all stakeholders, show communication pathways exist, and evidence that contacts are up-to-date
2. Minimum info sharing requirements – when to share, who is authorized to share/receive, types of info to share, info use & re-release, legal considerations for protected info
3. Procedure to share info for common operating picture and evidence of access to platform to share

Old Stuff - MCM ORR (planning)

Averages for tasks done during exercises or real events:

- F3: Procedures for sharing MCM-related info have been exercised within the last five years - established

New Stuff - moving forward with Info Sharing

- The priorities
  - ORR seemed on point
    - Detailed procedures are in place for systems & responsible POCs for sharing info between internal LHD staff, regionally with partners, & statewide w/ partners
    - Scope of when & what info to share on each communications system is clearly defined
    - Instruction guides for all communications-related equipment & software
  - The redundant communication testing requirements are a big part of keeping partners familiar with using systems and expectations on how they'll receive info during an emergency.
  - CHECC and LHD conference call protocols – start talking early in multi-jurisdiction responses
  - Integrate all systems into exercises (i.e. not just MISNS SharePoint – also IMATS and MCIR)
  - Submit LHD Contact Lists to DEPR whenever staff changes occur (add MEs?)
- Ideas for sustainment?

Feedback

The hepatitis A response has required a great deal of information sharing and public information efforts. All LHDs ended up with some level funding and have been in the mix to report to the state and conduct outreach. Think about the communication activities your agency has engaged in over the last 6 months both in terms of the information you've received, contributed, shared with partners and shared with the media/public. Do you feel looped in? Do you feel you've looped in everyone you needed to? Is the public informed & engaged?

Feedback – pick a card

When you think about the overall communication component of the hepatitis A response – is your immediate impression a positive or negative one?

If positive grab a blue card, if negative grab a red card.

Feedback – do something with the card

On the card you picked, summarize in 5 words or less summarize as best you can the theme or issue that contributed to your overall positive or negative impression.

Feedback – do another thing with the card

Now flip the card – offer 1 action you think could be taken to either:

- Help sustain or build on the positive theme you identified
- Help correct the negative theme you identified

Feedback – share your thoughts

Discuss with answers with your table. Were the themes identified similar or varied?

Next steps

- DEPR planned activities
- Adjusting EPIW and Info Sharing Review Criteria