

Talk to Me!

Communicating with Community Partners during a Public Health Emergency



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Public Health Department
Santa Clara Valley Health & Hospital System

Welcome

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Sponsored by: Santa Clara County Public Health Department, Social Services Agency, Office of Human Relations and CADRE

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Objectives

Increase Understanding

1. Public Health's role as an emergency responder during a medical/health event.
2. What's different about communicating during a medical/health emergency.
3. Introduction to Incident Command, it's relationships, operations and functions.
4. How a Joint Information Center functions and it's key roles.
5. How governmental and community organizations can work together to reach and serve special and vulnerable populations.

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Agenda

Part I Public Health's role in emergency preparedness

Part II What's different about communicating in an emergency?

Group Activity and Lunch

Part III Introduction to Incident Command relationships and the Joint Information Center

Quiz Activity

Part IV Working together during a medical/health emergency

Group Discussion and Wrap Up

PART I

Public Health's Role



Dr. Marty Fenstersheib MD, MPH - Health Officer, SCCPHD

- **Mission of Public Health**
- **Background Public Health Emergency Preparedness**
- **Public Health as a First Responder**
- **Why communications is key?**



Mission of Public Health

Goals of the Public Health Department

- Protect the health of the community
 - Authority in Health & Safety Code
- Prevent spread of disease
- Promote health
 - Provide health status; trend data

Background

Public Health & Emergency Preparedness

- From 911 and anthrax attacks, PH recognized as a first responders by Presidential Directive
- Began with Biological Terrorism
- Need for all-hazard emergency plans for different scenarios that are medical/health emergencies either natural or man-made
 - ♦ May require mass prophylaxis, mass vaccination, isolation and quarantine, mass fatality management, etc.

As a First Responder

Public Health's Role

- Lead agency for medical/ health response

Current Situation

- What are current medical/ health threats?
- Pandemic Flu Status - why the concern?

Communications is Key

Why it's so Important?

Provide health information so that people will make an informed choice and take actions needed to protect their own health.

Can't do it alone - need community partners in reaching all parts of our community to help save lives.

- Especially reaching special & vulnerable populations:
 - ♦ Young Women & Children, Elderly, Homeless, Mentally & Physically Disabled, Blind and Hard of Hearing, Immigrant Populations, etc.

Public Health at Work

Mass Vaccination Drill [Video Clip](#)



PART II

What's different about communicating in an emergency event?



Role of Public Information in Medical/ Health Emergency

To provide sound and thoughtful information to preserve and protect the public's health in a crisis or emergency risk situation

To provide necessary information to limit ineffective, fear-driven and potentially damaging response to a serious event.

To establish and maintain confidence in the response by providing timely, accurate and consistent information.



Public Information Operations

No one is above a human reaction

No longer business as usual

Working in a Joint Information Center

Centralized, Satellite, Virtual

Postponement of normal reporting/job responsibilities

May never be quick enough

At first, the information is often inaccurate

Never have enough, whether it be resources, information

News Media

No one is above a human reaction

Journalists are part of the community

Their perspective: what does the public need to know?

Some will be the first to arrive at the scene

Most want to treat victims with dignity and respect

Accuracy does matter, they'll need details

To do their job they need access - to officials, people in the field, victims and their families

Public Perception of Risks

Risk Communication – Our Role in Response

Communicate Risks and Benefits
Experts Perception versus Public Perception

Risk = Hazard + Outrage

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Public Perception of Risks

Outrage Factors

Key Factors

- Voluntary
- Control
- Fairness
- Trust
- Responsiveness

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Public Perception of Risks

Outrage Factors

Key Factors

- Mortality
- Familiarity
- Memorable
- Dread
- Diffusion in Time and Space

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During an Emergency Event...

Start where your audience starts
Don't be afraid to frighten people

and...

Acknowledge uncertainty
Share dilemmas

and...

Give people things to do
Be willing to speculate - responsibly
Don't get caught in the numbers game
Stress magnitude more than probability
Guide the adjustment reaction

Risk Communication

and finally...

Inform the public early and aim for total candor and transparency

Other Risk Communication Basics

People process information differently, need a variety of ways of presenting the information

Empathy first – a person is more likely to hear what you have to say after a statement of empathy

Different or contradictory information causes confusion and distrust – this can slow or stop a person from taking action


Our mission – protect the health of this community

GROUP EXERCISE



PART III

Understanding Incident Command Relationships



Incident Command

Miguel Grey, SCC Office of Emergency Services (OES)

- Santa Clara County Emergency Operations Services (OES)
- Incident Command Systems Overview
 - Local Operations and Relationships with other EOCs
- Importance of working with community partners

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Incident Command Structure

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graph TD
    AgencyExecutive[Agency Executive] -.- IncidentCommand[Incident Command]
    IncidentCommand --- PublicInformation[Public Information Officer]
    IncidentCommand --- SafetyOfficer[Safety Officer]
    IncidentCommand --- LiaisonOfficer[Liaison Officer]
    IncidentCommand --- OperationsSection[Operations Section]
    IncidentCommand --- PlanningSection[Planning Section]
    IncidentCommand --- LogisticsSection[Logistics Section]
    IncidentCommand --- FinanceAdmin[Finance/Administration Section]
  
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Command Staff: The Command Staff provides Information, Safety, and Liaison services for the entire organization.

General Staff: The General Staff are assigned functional authority for Operations, Planning, Logistics, and Finance/Administration.

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Incident Command

All **Command Staff** report to the Incident Commander:

- **Public Information Officer (PIO).** Responsible for distribution of information to the public, government officials and collaborating agencies.
- **Safety Officer.** Responsible for scene safety, availability and appropriate use of personal protective equipment, basic human needs.
- **Liaison Officer.** Responsible for coordinating activities with other agencies and groups involved in the response



Incident Command

General Staff has responsibility for primary segments of incident management.

- **Operations Section Chief** is responsible for managing all tactical operations at an incident.
- **Planning Section Chief** is responsible for providing planning services for the incident.
- **Logistics Section Chief** provides all incident support needs with the exception of support to air operations. The Logistics Section is responsible for providing: facilities, transportation, communications, supplies, equipment maintenance and fueling, food services etc.
- **Finance/Administration Section Chief** is responsible for managing all financial aspects of an incident.

Local Operations and Relationships with other EOCs

The Santa Clara County EOC must be activated when:

- A local EOC is activated and requests County activation
- There is more than one (1) local emergency proclamation

Importance of working with community partners

- Consistency of information
- Distribution of information to key audiences & partners
- Best use of available/limited resources

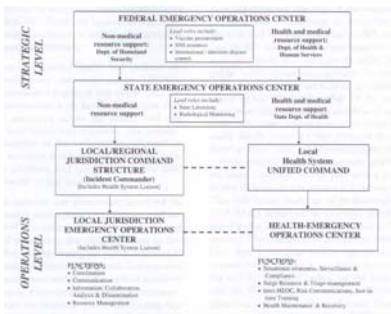
Public Health Emergency Operations

In the Case of a Pan Flu Emergency

- Activate Medical Health Operations Center
- Responsible for Medical/Health Operations
- Risk Communications for Pandemic flu
 - ♦ Accomplished through the use of a Joint Information Center- established by County EOC

Medical/ Health Functions in ICS

Comparisons of structure, functions, and relationships of jurisdictions and health-related EOCs, that may be involved in the response to a medical/health emergency event.



Joint Information Center (JIC)

A JIC gathers, coordinates, and disseminates information across jurisdictions and agencies effectively and efficiently.

The JIC serves as a "central hub" for information to be coordinated and shared across jurisdictions and agencies and among all government partners, the private sector, and nongovernmental agencies.

A well-organized Joint Information Center increases our capacity to direct the public's response & protect their health.



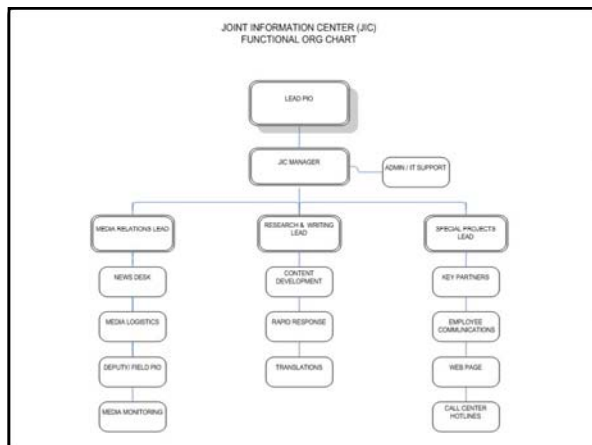
Joint Information Center (JIC)

A Joint Information Center (JIC) can be activated by Incident Command or the EOC.

County of Santa Clara PIOs have agreed:

- If the event involves more than one agency, activation of the JIC should be requested
- PIO of the lead agency responding to the event can also request the JIC be activated (if its going to be BIG!)





JIC Sections

JIC Command has overall oversight of JIC operations and is responsible for activating under direction of Incident Command/ EOC. Key positions include: Lead PIO, JIC Manager and Admin/Support. The Lead PIO activates functions as needed to manage and conduct risk communications activities.

Media Relations is responsible for getting information from and to the news media. Key positions include: Media Relations Lead, News Desk, Media Logistics, Media Monitoring and Deputy/ Field PIO.

Research and Writing is responsible for overseeing the gathering of information, verifying and updating of information, and for the final content development of materials. Key positions include: Research & Writing Lead, Content Development, Rapid Response, and Translations.

Special Projects Section

Role & Responsibilities

Responsible for handling and distributing information to all non-media partners.

Key positions include: Special Projects Lead, Key Partners, Employee Communications, Web Page, and Call Center.



Special Projects Section

Key Partners Role

Works with other JIC units such as Research and Writing to develop content and get translations. Provides this information to Key Partner groups and organizations.

Key Partner groups include community and faith-based, education, government, non-profits, and business organizations.


Key Partners staff will use various communications tools, including E-mail list and servers, phones and faxes, websites and any other communication vehicles.



Jeopardy

Jeopardy Quiz

PART IV
Working Together During an Emergency Event



Community Partners

Barbara Larson, CEO American Red Cross Santa Clara Valley Chapter

Role and priorities for the Red Cross

- ♦ Disaster Preparedness (Disaster Training, CPR/ First Aid)
- ♦ Disaster Response (primary provider of mass care/ shelter)
- ♦ Volunteer Led

Emergency preparedness efforts and activities

- ♦ Community Disaster Education (businesses, employees, ngos)
- ♦ Partnerships (faith based, government agencies, nonprofits, corporations)

Participation in local trainings, drills and exercises

- ♦ Local, regional, state-wide – ARC and non-ARC

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Community Partners

Red Cross Activities During a Local Emergency

Teams of volunteers on call 24 hours/7 days a week

Approximately 100 local disasters per year (increasing)

Local Red Cross volunteers sent to National Disasters

Shelter/Mass Care (primary), client services, and mental health counseling

Coordinate Red Cross communications with governmental agencies regarding where shelters are open

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Community Partners

Importance of Working Together in an Emergency

- Community preparedness is critical
- Partnerships are key - we can't do it alone
- Neighbors helping neighbors
- Faith Based/Business/Non-profit continuity of operations planning is essential
- Red Cross is here for the community

The JIC, Public Health & Community Partners

JIC

Provides and distributes overall event information, including information supplied by Public Health

Communicates with news media, elected officials and Key Partners

Public Health

Works in the JIC to produce medical/health information, including instructions for medically vulnerable populations

Communicates with the medical/ health community

Community Partners

Gets information from the JIC, shares what they know, learn, hear
Distributes information to your audiences

TALK to ME!

Day-to-Day Communications

- Who do you serve?
- Who are your primary external audiences?
- How do you communicate with them now?

TALK to ME!

Emergency Communications

What might be different in communicating during an emergency?

Does your organization have an emergency communication plan? Where will you be working? Will you have additional resources?

How will you reach your key audiences during an event?

What will you need for communications during an event?

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TALK to ME!

Communications Resources

How can we reach you?

How can you reach us?

Would other trainings or workshops help? What kind?

What else?

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Logo for Santa Clara Valley Health & Hospital System, featuring a stylized diamond shape above the text "SANTA CLARA VALLEY HEALTH & HOSPITAL SYSTEM".

Dedicated to the Health of the Whole Community
