

PLANNING TODAY FOR A CRISIS TOMORROW

How to set yourself & your team up for success



WHAT WE'LL COVER

- Anticipating the worst
- Plans, policies & procedures
- Training integration
- First-hour checklist
- First-hour holding statements
- Q&A



THERE'S BEEN A NATURAL DISASTER...

How confident are you that you know what to do first?



ANTICIPATING THE WORST

Risk
What *might*
go wrong

Crisis
What *is*
going wrong



WHAT'S A CRISIS?

Any issue or event outside the 'normal' scope of your day-to-day work that requires thoughtful decision-making to mitigate potentially negative outcomes.

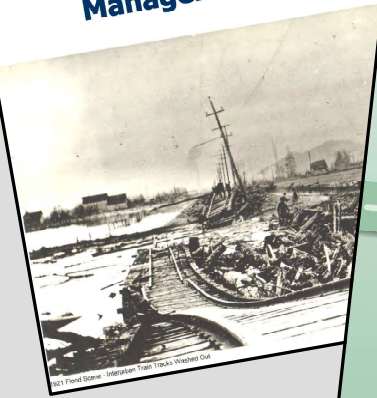
WHAT'S LIKELY TO GO WRONG?



- You know your community
 - Natural hazards
 - Man-made hazards
- Historic events
- Vulnerabilities
 - Who could be impacted?

RESEARCH MAY ALREADY EXIST!

Skagit County Comprehensive Emergency Management Plan




Hazard Mitigation Plan September 2015 Update

Summary

Volume 1
Risk Assessment

Volume 2
Planning Partner Annexes


Snohomish County
Emergency Management

- THIRA - Threat and Hazard Identification and Risk Assessment
- HVA - Hazard Vulnerability Analysis/Assessment
- CEMP - Comprehensive Emergency Management Plan
- NHMP – Natural Hazard Mitigation Plan
- COOP – Continuity of Operations Plan

A large, disorganized pile of playing cards is scattered across a black background. The cards are in various orientations, showing different suits and numbers. Some cards are face up, while others are face down, revealing red and blue patterns. The cards are piled on top of each other, creating a sense of chaos and randomness.

THERE IS NO *MAGIC* FORMULA

When it comes to
communicating a crisis, it's
all about plans & preparation

Not magic

COMMUNICATIONS PLANS

What plans
do you have?

What do they
say?

Who is
impacted by
them?

How are they
implemented?

WHAT TO
INCLUDE
*(IF IT'S NOT
ALREADY THERE)*

Roles &
responsibilities

Access

Records
retention

Approval
processes

Who's on your communications team?

Who's in your PIO network?

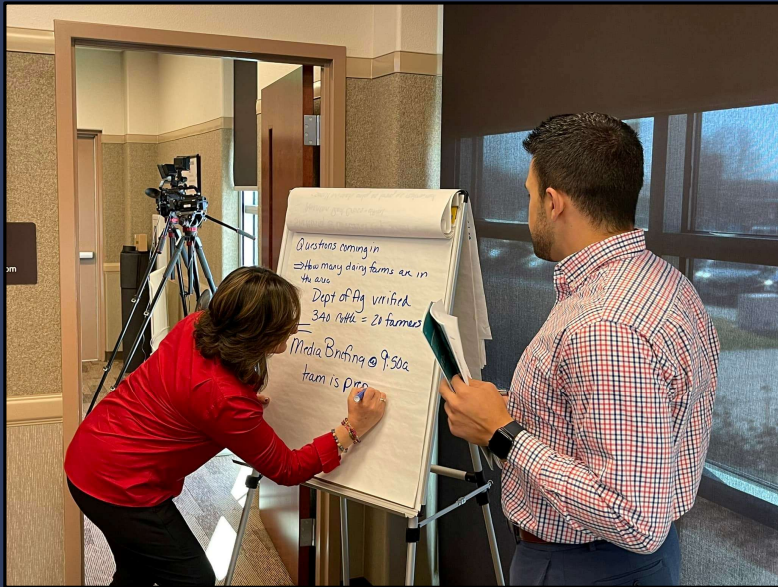
Who has access to social media/alerting platforms?

What's our primary communications method?

How do we share information externally? Internally?

WHAT POLICIES, PROCEDURES DO YOU HAVE?

TRAIN FOR SUCCESS



- Individual training
 - FEMA
 - Argonne National Laboratory
 - National Disaster Preparedness Training Center
- Agency training
 - Tabletop exercise
 - Drill or full-scale exercise

ASK TO BE A PART OF TRAINING

01

Existing
agency
training

02

Partner
agency
training

03

State or
regional
exercise

04

I'll just do it
myself, thanks

CHECKLISTS & HOLDING STATEMENTS

FIRST-HOUR CHECKLIST

- Who to contact
- What to ask
- When to report up
- Where to post information
- Where and how to listen



FIRST-HOUR EMERGENCY CHECKLIST

Customize the following checklist to align with your agency plans and procedures for emergency communication.

Emergency Contact Phone Numbers

Even if this information is in your work phone, make sure staff have a printed updated copy of this checklist (in case of power outage) and a digital version for reference.

Supervisor name: Supervisor phone number

911 dispatch center: Phone number

Emergency manager name: Phone number (cell and work)

Duty officer: Phone number (cell and work)

Fire Chief name: phone number (cell and work)

Police Chief name: Phone number (cell and work)

Sheriff name: Phone number (cell and work)

0 to 15 minutes after the event

1a. Research the incident – Internal

When notified of an emergency, confirm verified information about what happened. Contact [Identify specific individuals from the list above here: 911 dispatch center, emergency manager, fire chief, police chief, sheriff] and ask the following questions:

- ☐ What happened?
- ☐ When did it happen/Is it still happening?
- ☐ Where is it happening?
- ☐ Is it in one location or multiple locations? Is the incident moving (e.g., a flood)?
- ☐ What first responders are on scene or headed to the scene? What is their ETA for arrival?
- ☐ What agency or agency is/will be in charge?
- ☐ What are the current known impacts? (Road closure, injured people, etc.)
- ☐ What are first responders' next steps?
- ☐ Who has been notified? (Internal staff, elected officials, mutual aid, Red Cross, etc.)
- ☐ Who is the main point of contact for incident information?
- ☐ Is media on scene? If yes, who? If not, is there a safe staging location for media (and where is it)?

WHAT'S IN YOUR TOOLKIT

- What communications tools do you use in an emergency?
- Who has access to them?
- Where are your plans saved?



[AGENCY] EMERGENCY COMMUNICATIONS TOOLS

Customize the following list to align with your agency communications tools and procedures for emergency communication. Retain a digital copy on servers and/or shared drives; print a copy in case of power outage or connectivity issues.

Website

In this section, list the page or pages of your website used for emergency communication, the individuals who have access to post content on those pages, and any special instructions for access.

- ☐ [INSERT URL OF AGENCY WEBSITE]
- ☐ [PAGE OWNER – INDIVIDUAL OR DEPARTMENT NAME]
- ☐ [SPECIAL INSTRUCTIONS IF NEEDED]

Social Media

In this section, list the social media pages/platforms your agency uses to share emergency communication, the individuals who have access to post content on those pages, and any special instructions for access.

- ☐ [NAME OF SOCIAL MEDIA PAGE (e.g. Twitter - @AgencyName)
 - [PAGE OWNER – INDIVIDUAL OR DEPARTMENT NAME]
 - [ACCESS INSTRUCTIONS IF NEEDED]
- ☐ [NAME OF SOCIAL MEDIA PAGE (e.g. Twitter - @AgencyName)
 - [PAGE OWNER – INDIVIDUAL OR DEPARTMENT NAME]
 - [ACCESS INSTRUCTIONS IF NEEDED]
- ☐ [NAME OF SOCIAL MEDIA PAGE (e.g. Twitter - @AgencyName)
 - [PAGE OWNER – INDIVIDUAL OR DEPARTMENT NAME]
 - [ACCESS INSTRUCTIONS IF NEEDED]

HOLDING STATEMENTS

- What you say when you really don't know anything
- Anticipate risks, draft fill-in-the-blank messaging
- Saves you time & sanity



[AGENCY] EMERGENCY HOLDING STATEMENTS

Customize the following holding statements based on the common risks or hazards your agency is likely to experience AND based on existing emergency communications plans or procedures. Retain a digital copy on servers and/or shared drives; print a copy in case of power outage or connectivity issues.

General

This is a general holding statement that could apply to any situation. This statement is intended for websites, phone interviews, news releases, or any long-form communication.

This is [INSERT YOUR NAME] and I'm an [INSERT YOUR TITLE] with [INSERT YOUR AGENCY NAME]. I can confirm that [TYPE OF INCIDENT] has occurred. IF APPROPRIATE, PROVIDE VERIFIED DETAILS OF WHAT HAPPENED, WHERE AND WHEN IT HAPPENED, AND WHO/WHAT AGENCIES ARE RESPONDING.

What we need the community to do is [INSERT ACTIONS YOU WANT THE PUBLIC TO TAKE OR ACTIONS YOU DON'T WANT THE PUBLIC TO TAKE]

We are still gathering information. As we learn more, we will share that information TELL PEOPLE WHERE YOU'LL POST UPDATES.

We understand that you have questions about this incident, and we are working quickly to gather more details that we can share. We expect to provide another update [INSERT TIME OF NEXT UPDATE].

Social Media General

This section is for social media holding statements that could apply to any situation. These statements are intended for all social media platforms and short-form communication.

We can confirm that [insert type of incident] has occurred. [If appropriate, provide information about what happened, where and when it happened, and who/what agency/agencies are responding].

Please follow [insert social handle and/or websites] for updated information.



THERE'S BEEN A NATURAL DISASTER...

NOW how confident are you that you know what to do first?



GOT QUESTIONS?
NOW'S THE TIME TO ASK



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