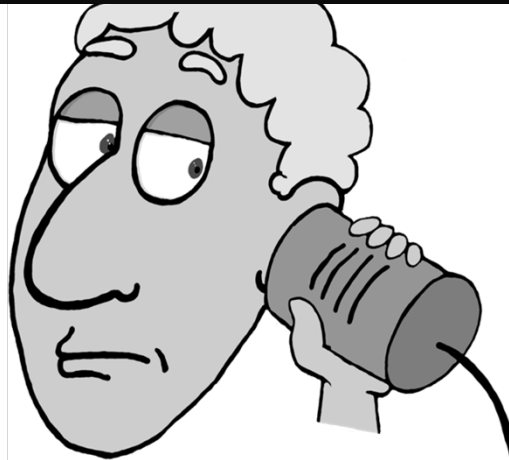


Why A Communication Plan?



Situational Awareness

Situation awareness

- involves being aware of what is happening in the vicinity to understand how information, events, and one's own actions will impact goals and objectives, both immediately and in the near future.



Communication Plan

- Must develop and maintain a communication plan that complies with local, state, federal laws.
- Reviewed and updated as necessary, minimally on an annual basis
- Ability to provide assistance to the authority having jurisdiction, Incident Command Center, or designee
- In patient hospice must provide census information, occupancy, and patient needs

Communication Plan

- have a written emergency communication plan that contains how the agency coordinates patient care within the agency, across healthcare providers, and with state and local public health departments.
- Plan should include how the agency interacts and coordinates with emergency management agencies and systems to protect patient health and safety in the event of a disaster. The plan must be reviewed annually and updated as necessary.
- Flexibility in how agencies formulate and operationalize the requirements of the communication plan.

Support to The Critical Infrastructure

- Hospitals
- Public health
- Continuity of care
- High rate of admissions

Hospice Communication

Names and contact information for the following:

- Hospice employees.
- Entities providing services under arrangement.
- Patients' physicians and Other hospices.

Contact information for the following:

- Federal, State, tribal, regional, and local emergency preparedness staff.
- Other sources of assistance.
- Primary and alternate means for communicating with the hospice's employees.

Communication Lists

- All employee contact information
- All information regarding contracts under arrangements
- Physician information
- Volunteer information
- Local, state and federal contact
- Other community resources
- Other Hospices in your area

Inpatient Hospice

- **OCCUPANCY**
Means of providing information about the hospice's inpatient occupancy, needs, and its ability to provide assistance, to the authority having jurisdiction, the Incident Command Center, or designee.

Communication Plan

Contact information for the following:

- Federal, State, tribal, regional, and local emergency preparedness staff.
- Other sources of assistance.



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Healthcare Coalitions

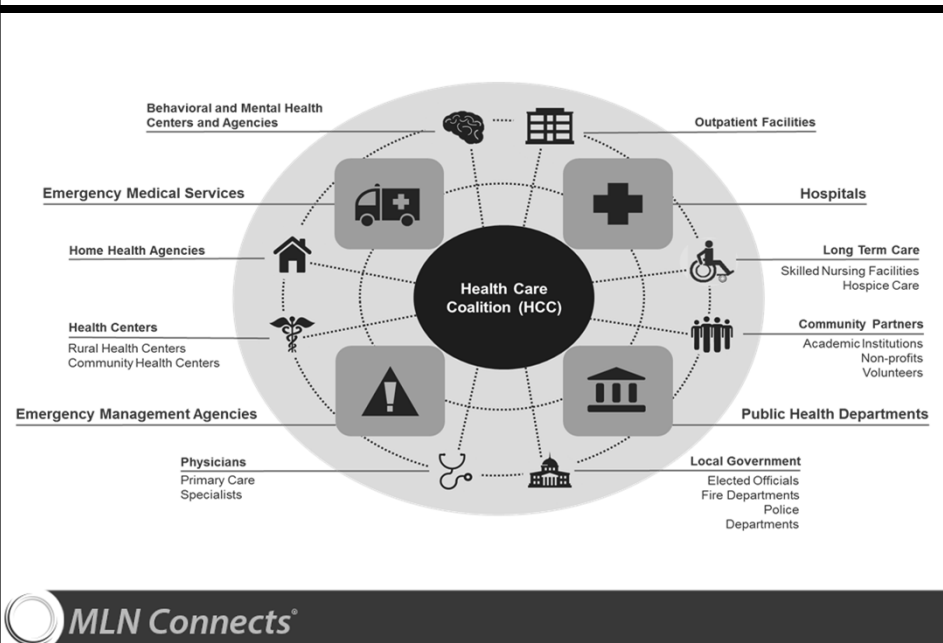
- Healthcare coalitions (HCC) are regional preparedness organizations where healthcare providers and suppliers connect with emergency management, public health, NGOs and Emergency Medical Services.
- Approximately 486 Healthcare Coalitions across the country

Page 12

Healthcare Coalitions

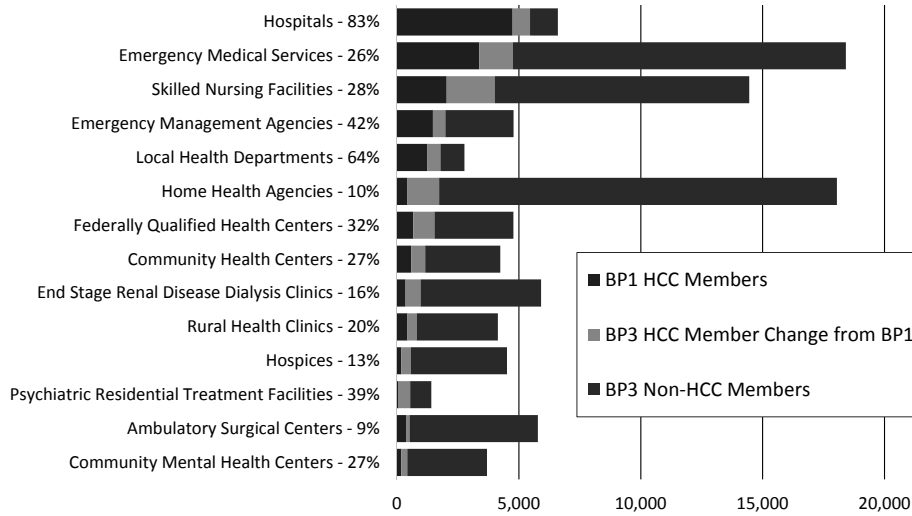
- \$510 million awarded for 62 health departments that support healthcare coalitions
- Combine critical members of local healthcare for preparedness and response
- Funded through and supported by the Hospital Preparedness Program (HPP)

HPP Invests in Regional Health Care Preparedness, Response, and Recovery Capabilities through Health Care Coalitions



HCC Membership is Growing

26,271 HCC members nationwide, a 63 percent increase in two years



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Capabilities

- Capability 1: Foundation for Health Care and Medical Readiness
- Capability 2: Health Care and Medical Response Coordination
- Capability 3: Continuity of Health Care Service Delivery
- Capability 4: Medical Surge

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Communication Plan

Primary and alternate means for communicating with the following:

- *staff*
- Federal, State, tribal, regional, and local emergency management agencies.

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Alert/Notification Process Succession

- How each person will communicate to each other, team. Various offices
- Dedicated Lines for employee/families
- Dedicated line for patients/families

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Primary and Alternate Means of Communication

- Must have policies that address alternate means who where and when
- should be compatible with local, state and federal systems of communication
- Method for sharing patient information to maintain continuity of care
- Agencies are expected to provide patient information to receiving agencies within a reasonable time frame

Page 18

How Will You Communicate To Staff/Patients/ Partners

- Dedicated phone lines
- Website
- Social media
- Texting
- Emails
- Mass notification system
- Call down Trees

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Use of Social Media

- Twitter
- Facebook
- Instagram
- Mobile apps



Follow me on Twitter
#barbcit

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Off Site Communication

- Telephones with dedicated or addressable lines for incoming calls and separate lines for outgoing calls
- Access to any electronic notification system used to inform employees
- Electronic mail (with access to “info@” inbox and ability to send messages)
- Fax machine (one for receiving and one for sending)
- Webmaster access to company website to post updates
- Access to social media accounts

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Communicating in a disaster is different

- In a disaster, all affected people . . .
 - Take in information differently
 - Process information differently
 - Act on information differently
- In a catastrophic event: communication is different
- Be first, be right, be credible

Page 23

Communication

- Contact information
- Provide information and location of patients
- Methodology for sharing information
- Primary/secondary means of communication
- GETS/WPS card



Page 24

GETS Card

- The Government Emergency Telecommunications Service (GETS) provides NS/EP personnel priority access and prioritized processing in the local and long distance segments of the landline networks, greatly increasing the probability of call completion. GETS is intended to be used in an emergency or crisis situation when the network is congested and the probability of completing a normal call is reduced.



Sample Calling

Making a GETS Call

The diagram illustrates the process of making a GETS call. It includes a sample call card with the following information:

- GETS Access Number:** Dial 1-710-NCS-GETS (627-4387). Note: All the time, enter area 710. When prompted, dial your destination number (area code + number).
- Toll Free number for each GETS carrier (backup):** AT&T: 1-800-228-4287 (in 1910 + 2887); MCI: 1-800-800-4287 (in 1910 + 287); Sprint: 1-800-287-4277 (in 1910 + 287).
- Toll Free User Assistance number (24x7):** 1-710-627-4387.
- 12 Digit Personal Identification Number (PIN):** 1234 5678 9012.
- User Name and Organization:** Name: _____; Organization: _____.

The call card also includes a "Government Emergency Telecommunications Service" logo and a "Name:" field.

1. Dial GETS Access Number
2. Listen for tone, then enter your PIN (**do not** enter # after last digit)
3. Listen for voice prompt: "Please enter your destination number now."
4. Enter the destination number (omit the 1 before the area code)
5. You will hear an announcement "You are using GETS, AT&T/MCI/Sprint"
6. Network will route your call to the destination telephone number

Periods of silence are normal – particularly if call is queued during heavy congestion. Calls may take 30 to 90 seconds to complete

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WPS Card

- Wireless Priority Service (WPS) supports national leadership; federal, state, local, tribal and territorial governments; and other authorized national security and emergency preparedness (NS/EP) users.
- It is intended to be used in an emergency or crisis situation when the wireless network is congested and the probability of completing a normal call is reduced.

SHARES

SHARED RESOURCES (SHARES) High Frequency (HF) Radio Program

- The SHARED RESOURCES (SHARES) High Frequency (HF) Radio program, administered by the Department of Homeland Security's (DHS) National Coordinating Center for Communications (NCC), provides an additional means for users with a national security and emergency preparedness mission to communicate when landline and cellular communications are unavailable.

Telecommunications Service Priority (TSP)

- Telecommunications Service Priority (TSP) is a program that authorizes national security and emergency preparedness (NS/EP) organizations to receive priority treatment for vital voice and data circuits or other telecommunications services.

- support@priority-info.com

HIPAA

HIPAA requirements are not suspended during a national or public health emergency.

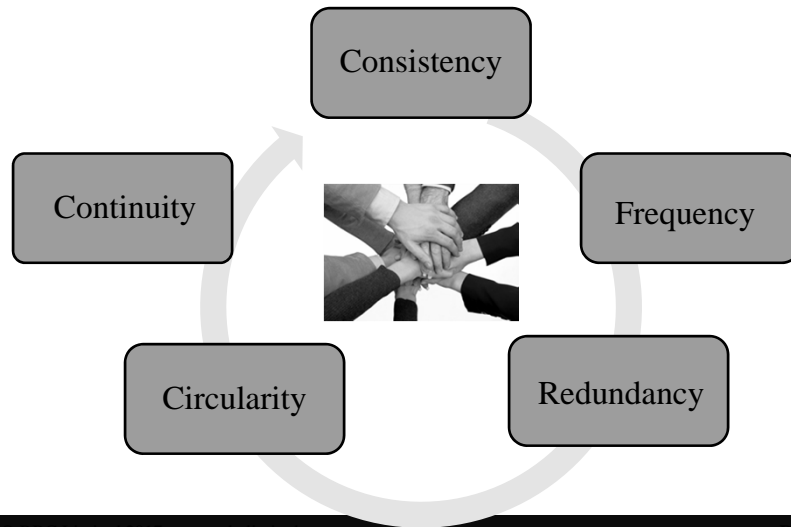
Sharing Patient Information

- Verify the communication plan includes a method for sharing information and medical documentation for patients under care, as necessary, with other health providers to maintain the continuity of care by reviewing the communication plan.
- Verify has developed policies and procedures that address the means the agency will use to release patient information to include the general condition and location of patients, by reviewing the communication plan

Poor Crisis and Emergency Risk Communications

Execute response and recovery efforts
Increase illness, injury, and deaths
Misallocation of limited resources
Rumors surrounding recovery
Wasting of resources

Characteristics of Communication



Scripting Communication

Pre-scripted messages should be prepared using information developed during the risk assessment.

- property damage to company facilities
- Office closings
- Various languages
- service interruptions/disruptions
- Special needs vision impaired

PIO

- The ICS public information officer's role is to follow the STARCC Principle.
- Monitor social media and the internet

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The STARCC Principle

Your messages in an event must be:

Simple

Timely

Accurate

Relevant

Credible

Consistent

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Risk Communication Principles for Emergencies

Don't overreassure

- A high estimate of harm modified downward is much more acceptable to the public than a low estimate of harm modified upward.
- Communicate often

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“Chance favors the prepared mind”

- Louis Pasteur

1822-1895

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RBC Limited

48 West Pine Road
Staatsburg, NY 12580

T- (845) 889-8128

F- (845) 889-4147

E - rbc@netstep.net

www.rbclimited.com

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Memorandum of Understandings

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