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Emergency Public Information

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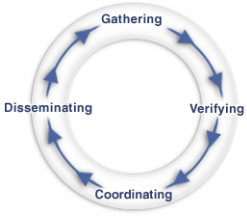
One Man Band



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What about when this happens?

What causes this?

- Emergency or crisis
- Large scale
- Multiple agencies involved
- Multiple jurisdictions involved
- State involved
- Feds involved

How do we deal with this?

- Work 24-7
- Stop answering our phone
- Augment communications staff
- Coordinate with partner agencies/jurisdictions

Joint Information System (JIS)

Provides the mechanism to organize, integrate, and coordinate information to ensure timely, accurate, accessible, and consistent messaging across multiple jurisdictions and/or disciplines with nongovernmental organizations and the private sector. (FEMA)

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The Big Picture – Goal

- The goal of the JIS/JIC is to save lives, protect property and preserve the environment by providing info:
  - Timely
  - Accurate
  - Accessible
  - Consistent

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Joint Information Center (JIC)

- A central location that facilitates operation of the Joint Information System. (FEMA)

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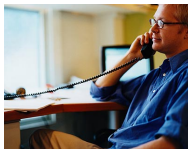
Where two or more are gathered…

- Wherever 2 or more people are gathered (even virtually) in the name of public information.



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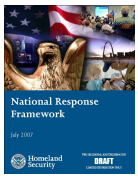
Where Does the JIS/JIC Come From?

National Response Framework

- Guide to how the federal government responds to all hazards
- Designed to be:
  - Scalable
  - Flexible
  - Adaptable



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National Incident Management System (NIMS)

- A set of preparedness concepts and principles
- Command and management: Multiagency Coordination Systems, and Public Information
- Standardized resource management to enhance coordination
- Scalable and dynamic

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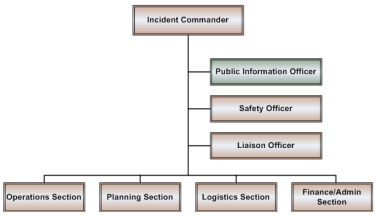
Incident Command System (ICS)

- Designed to enable effective, efficient incident management
- Integrates facilities, equipment, personnel, procedures, communications within common organizational structure
- Provides for unified command when multiple agencies/jurisdictions are responding

ICS Concepts and Principles

- Common terminology: allows entities to work together across jurisdictions and across incident management functions
- Chain of command/unity of command: Everyone has a supervisor, no one manages more than 7 individuals
- Modular organization: top-down development based on size/complexity of the incident

JIC's Place Within NIMS



Why the JIS?

- To be in the information loop
  - Feds don't talk to everyone
- Mutual aid

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Why the JIC?

- Eliminates physical communication barriers and promotes information sharing
- Concentrates diverse subject matter expertise
- Streamlines message creation and approval processes
- Centralizes media inquiries and helps control messaging
- Synergizes EPI activities by specialization

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What the JIS/JIC is not

- Not in charge
- Doesn't tell you want to tell the public

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Who's the Boss?

- Each organization/jurisdiction has full and complete autonomy and responsibility for distributing info
- Each incident is likely to have a primary responding agency to play lead
- A cooperative effort with supporting organizations

Every region is different

- **Kansas City** – high probability/high threat area
  - Huge plan detailing processes and tools to allow for better coordination like mutual aid for social media monitoring.
- **San Francisco Bay Area** plan is 15 pages long. Focused on Bay Area coordination and their concept of operations. Doesn't go into checklists and tools because it's very unlikely for the PIOs to come together in a physical JIC.

Every region is different

- **In Colorado** the PIOs across the state have a private facebook group that they use to coordinate virtually where the post questions and messages during disaster because they feel like conference calls not always feasible.
- **In San Francisco** they have lots of people supporting public information needs and they get on the phone within the first hour of an incident and talk about known, verified information.

Every region is different

- **FEMA region VII** coordinated a social media monitoring group to provide mutual aid during any emergency nationwide.
  - **Similar groups in** - San Francisco, Michigan, Iowa

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This is Key

- Take what we learn about the principles and concepts of the JIS/JIC and tailor them to a custom fit for Southeast Minnesota.

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Questions?