

Public Health Preparedness Response & Core- Capacity Building

TOOL UPDATE: “EMERGENCY COMMUNICATION PLAN”

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EpiSouth

Network for the Control of Public Health Threats
in the Mediterranean Region and South East Europe

Definition

Emergency communications is defined as the ability of emergency responders to exchange information via data, voice, and video as authorized, to complete their missions.

SYSTEM



PLAN

Objectives

Emergency Communication Plan (ECP)

To recapitulate techniques and needs of communication in one document that allows emergency responders to communicate easily : As needed, on demand, and as authorized. At all levels of government. Across all disciplines.

Summary

- Legal framework
- Internal & technical Communication
- Communication with authorities
- International Communication
- Communication with the population and the media

I- Legal framework

- Key legislation
- Data protection
- Laws of each part of the communication process
- Legislative requirement compliances

Name	Date	Description	Section of ECP
Order 23/34	05/03/2013	Kids protection in disaster	Section 3 Videos to publish

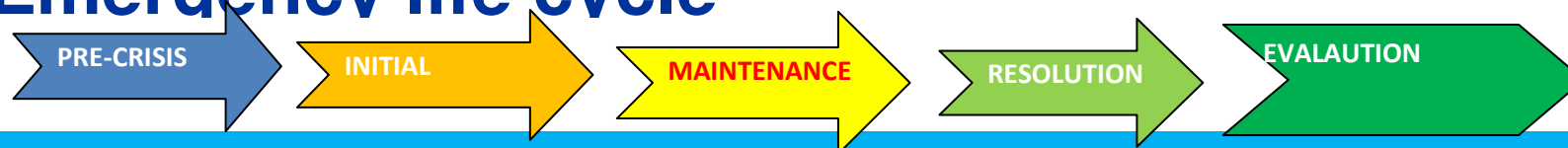
II- Internal & technical communication

Groups and partnerships that should provide input to ECP ← **Local level**

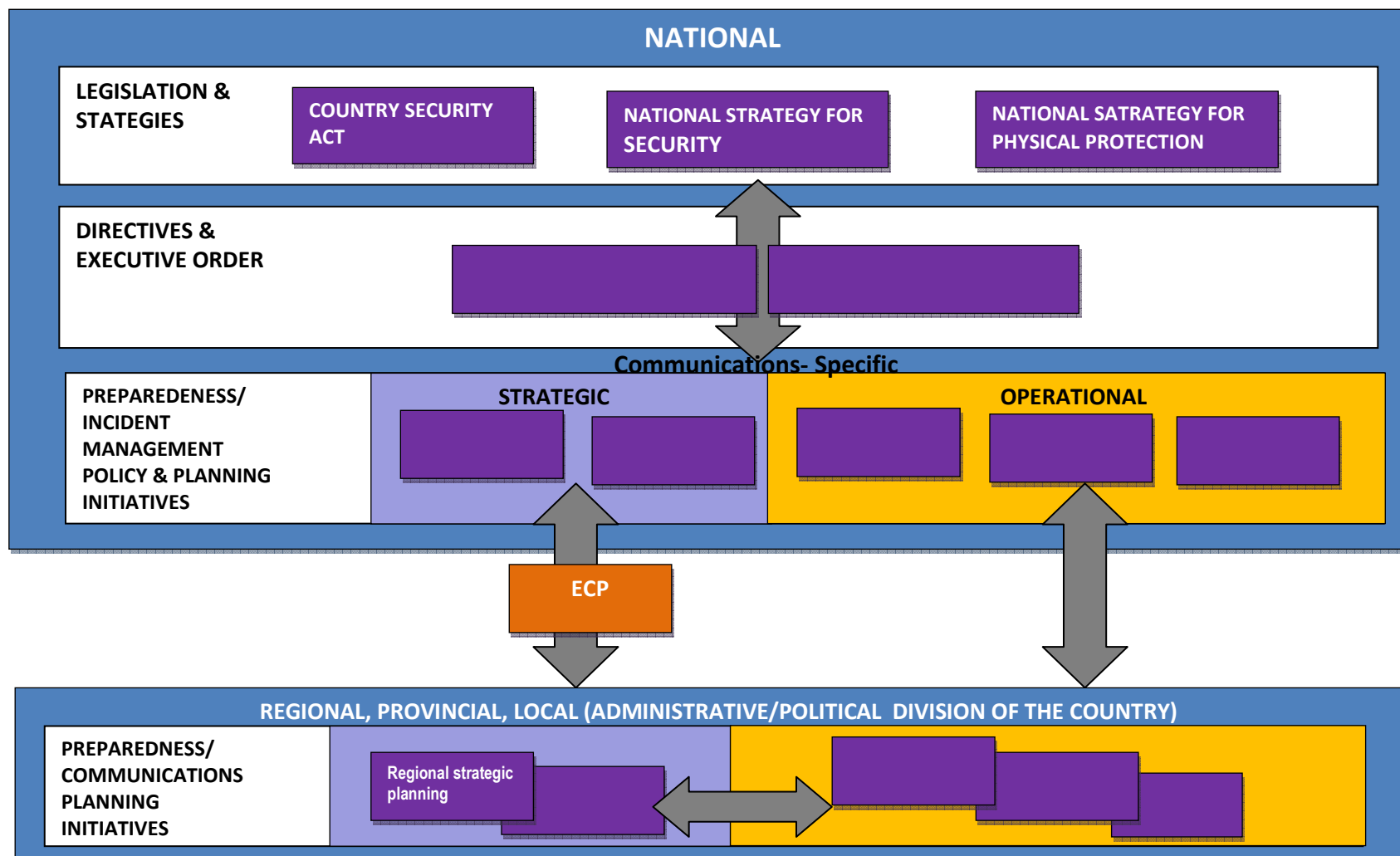
Entity	Roles and Responsibilities
National Surveillance System	is the focal point for interagency emergency communications efforts and seeks to minimize the duplication of similar activities

■ Schedule

■ Emergency life cycle



III- Emergency communication to National Authorities



IV- International Communication

What	<ul style="list-style-type: none">▪ What information is essential▪ What information can be shared
Who	<ul style="list-style-type: none">▪ Who needs the information▪ Who has the information
When	<ul style="list-style-type: none">▪ On what schedule information will be compiled and transmitted▪ In what instances transmission should not wait for established schedules▪ When alerts, warnings, and notification will be released
Where	<ul style="list-style-type: none">▪ Where responsibility for, and coordination of, communications hardware and software, information processing, and release of WHO information will reside.
How	<ul style="list-style-type: none">▪ How communications systems and platforms will be used▪ How information will flow among all stakeholders▪ How information will be coordinated for release to the public and media

- WHO → IHR 2005 (annex II), ECDC
- Episouth

V- Communication to the population and media

■ **Sender**

■ **Channel**

■ **Context**

■ **Receiver**

■ **Message**

} **Key
elements**

Simple	frightened people don't want to hear big words
Timely	frightened people don't want information now
Accurate	frightened people don't get nuances, so give it straight
Relevant	Answer their questions and give actions steps
Credible	Empathy and openness are key to credibility
Consistent	The slightest change in the message is upsetting and dissected by all.



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Communication to the population

- Accept and involve the public as a legitimate partner
- Listen to the audience
- Coordinate and collaborate with other credible sources
- Avoid technical jargon
- Culture in your message
- ...and so on

TOOL



GUIDELINES

Communication to the media

- The needs of the media
- How to speak with the media
- How to select the channel audience
- Responding to Social Media Regarding Serious Errors, Myths, and Misperceptions
- Mobiles devices and its role in emergency

TOOL  GUIDELINES & WORKSHEET

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