

# Crisis and Emergency Risk Communication Plan



Louisiana Department of Health

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## Summary

The Louisiana Department of Health (LDH) Crisis and Emergency Risk Communication Plan details the actions that will be implemented in the event of a natural disaster, disease outbreak, man-made emergency including bioterrorism, nuclear, or chemical event or other public health emergency. Timely, consistent, and accurate communications can impact how the media, public and clinical health care communities react to an event.

In alignment with the United States Department of Homeland Security's National Emergency Communication Plan<sup>1</sup>, the LDH Crisis and Emergency Risk Communication Plan provides guidance on formal decision-making structures and defining leadership roles for coordinating emergency communications capabilities; collaborating with other Divisions and Departments within state and local government structure; driving strategic planning opportunities within communications, and; integrating preparedness, mitigation, response, and recovery capabilities in all phases of communications. This document also adheres to the directive that models should be implemented for specified events and all-hazards response, wherein agencies should develop, coordinate, and share best practices and procedures that encompass both operational and technical components. Command and control protocols should be NIMS-compliant and incorporate the ICS as an operational guide.<sup>2</sup>

The Louisiana Emergency Health Powers Act as well as Louisiana State Administrative code grants authority to the Louisiana Department of Health to coordinate all matters pertaining to the catastrophic health emergency response of the state, including primary jurisdiction, responsibility, and authority for organizing public information activities regarding catastrophic health emergency operations.<sup>3</sup>

The Louisiana Department of Health (LDH) is designated as the primary state coordinating agency for Public Health and Medical Services in the State of Louisiana Emergency Operations Plan.<sup>4</sup> In addition, LDH is a supporting agency for 10 of the remaining 15 Emergency Support Functions (ESF).

This document provides the framework for all internal state government communications as well as external stakeholder messaging, both in a forecasted potential event/scenario, such as a pandemic influenza, anthrax attack, chemical spill, hurricane or other public health catastrophic events through the coordination and direction of the LDH via the Bureau of Media and Communications (BMAC).

### ***Purpose***

- Explain and inform the public, in simplest terms, about the risks.
- Increase the likelihood that the public will take the needed precautions.
- Reduce anxiety and avoid unnecessary care seeking by those not at risk.
- Facilitate relief efforts.

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<sup>1</sup> United States Department of Homeland Security, Office of Emergency Communications. National Emergency Communications Plan. July 2008. ([http://www.dhs.gov/xlibrary/assets/national\\_emergency\\_communications\\_plan.pdf](http://www.dhs.gov/xlibrary/assets/national_emergency_communications_plan.pdf))

<sup>2</sup> Ibid, page 22.

<sup>3</sup> Louisiana Emergency Health Powers Act

<sup>4</sup> See Executive Order No. KBB 05 in State of Louisiana OHSEP Emergency Operations Plan

## **Objectives**

- Be the first source for information.
- Develop a single, clear, and cogent message for the public.
- Deliver the message quickly and with credibility.
- Utilize all available communications vehicles to maximize reach.
- Immediately address rumors, inaccuracies, and misperceptions.
- Avoid harmful actions instigated by crisis-related psychological issues.
- Coordinate and collaborate with other credible sources.
- Promote cooperation between response partners.

Communications preparedness for disease outbreaks, natural disasters, acts of aggression or accidents follows seven key risk communications concepts.

1. When health risks are uncertain, as likely will be the case during a flu pandemic, hurricane, botulism, anthrax attack or any other public health crisis, people need information about what is known and unknown, as well as interim guidance to formulate decisions to help protect their health and the health of others.
2. Coordination of message development and release of information among federal, state, and local health officials is critical to help avoid confusion that can undermine public trust, raise fear and anxiety, and impede response measures.
3. Guidance to community members about how to protect themselves and their family members and colleagues is an essential component of crisis communication management.
4. Information provided to the public should be technically correct and succinct without seeming patronizing.
5. Information presented should minimize speculation and avoid over-interpretation of data, overly confident assessments of investigations and control measures.
6. A public health crisis will generate immediate, intense, and sustained demand for information from the public, healthcare providers, policy makers, and new media. Healthcare workers and public health staff are likely to be involved in media relations and public health communications.
7. Timely and transparent dissemination of accurate, science-based information about the crisis and the progress of the response can build public trust and confidence.<sup>5</sup>

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<sup>5</sup> United States Department of Health and Human Services. Pandemic Influenza Plan, Supplement 10 Public Health Communications. (<http://www.hhs.gov/pandemicflu/plan/sup10.html>)

# Crisis Communications Line and Staff Responsibilities

## ***Chain of Command***

In times of emergency, when a state of emergency is declared by the Governor or when the decision is made to activate operations at either the state or Department of Health Emergency Operations Center, the LDH Communications Director shall direct all media and communications issues for the agency and its offices. This includes the authority over the work assignments and scheduling of all communications personnel within the agency. For example, for emergencies that require the activation of a Joint Information Center (JIC), the LDH Communications Director will reassign communications staff to ensure that LDH is represented within the JIC. Staffing of the JIC will take priority over staffing of the LDH Emergency Operations Center. It is the responsibility of the Communications Director to keep the incident commander and agency executive staff members informed of communications personnel assignments.

## ***Command and Control***

The director of the Bureau of Media and Communications (BMAC), or in his/her absence, LDH Public Information Officers will assume these responsibilities:

- Direct work related to the release of information to the media, public, and partners.
- Activate the plan based on careful assessment of the situation and the expected demands for information by media, partners, and the public.
- Coordinate with horizontal communications partners as outlined in the plan to ensure that messages are consistent and within the scope of LDH's responsibility.
- Provide updates to the LDH Secretary, State Health Officer, Office of Public Health Assistant Secretary, Emergency Operations Center (EOC) Command and Governor's Office, as determined in the plan.
- Advise the LDH Secretary and the chain of command regarding information to be released, based on the LDH role of response.
- Ensure that risk communication principles are employed in all contact with the media, public, and partner information release efforts.
- Know incident-specific policy, science, and situation.
- Review and approve materials for release to the media, public, and partners.
- Obtain required clearance of materials for release to media on all information not previously cleared.
- Determine the operational hours/days and reassess these throughout the emergency response.
- Ensure that resources are available (people, equipment, and supplies).
- Document response actions on LDH EOC daily situation reports (sit-reps).

## ***Direct Media***

Public Information Officers or other BMAC personnel as appointed by the Communications Director, will:

- Assess media needs and organize mechanisms to fulfill those needs during the crisis.
- Triage the response to media requests and inquiries.

- Ensure that media inquiries are addressed as appropriate.
- Support spokespersons.
- Develop and maintain media contact lists and contact logs.
- Produce and distribute media advisories and news releases.
- Produce and distribute materials, like fact sheets, audio releases, and video releases.
- Ensure that risk communication principles to build trust and credibility are incorporated into all public messages delivered through the media.
- Act as a member of the Joint Information Center (JIC) or field site team for media relations.
- Serves as a liaison from LDH to the Joint Information Center.

### ***Direct Public Information***

Communications office personnel as appointed by the Communications Director shall:

- Manage the mechanisms to respond to the public who request information directly from the organization by telephone, in writing, or by e-mail;
- Oversee media monitoring system and reports (analyzing news clips and video collected, and to identify concerns, interests, and needs arising from the crisis and the response);
- Supervise the telephone information line established within the OPH Emergency Operations Center:
- Manage the email inquiries received through the website;
- Activate or participate in the public correspondence system; and
- Organize and manage, with the Webmaster, the emergency response website and social media, including establishing links to other emergency response Web sites.

### ***Direct Partner/Stakeholder Information***

Communications office personnel, or other qualified LDH staff, as appointed by the Communications Director shall:

- Establish communication protocols based on prearranged agreements with identified partners and stakeholders.
- Arrange regular partner briefings and updates.
- Solicit feedback and respond to partner information requests and inquiries.
- Oversee partner/stakeholder monitoring systems and reports (analyzing environment and trends to determine needed messages, to discover which information needs to be corrected and to identify concerns, interests, and needs arising from the crisis and to the response).
- Help organize and facilitate official meetings to provide information and to receive input from partners and stakeholders.
- Develop and maintain lists and call logs of legislators and special interest groups.
- Respond to requests and inquiries from legislators and special interest groups.

### ***Regional Responsibilities***

Regional OPH PIO and support staff, using the SITREP and other resources, will be responsible for directing the following response activities:

- Identifying appropriate message outlets for specific communications
- Coordinating with Regional response partners to assure current and accurate information during response such as surge management, mass patient care or mass prophylaxis operations
- Disseminating POD locations and operating schedules
- Directing general public to appropriate POD locations
- Informing the public on what personal information that will be required for assistance at the PODs
- Monitoring media reports; documenting and alerting BMAC PIOs
- Providing specific information on the agent, signs and symptoms of exposure or illness, and the mechanisms/methods to receive evaluation and treatment
- Initiating rumor control activities
- Setting up a regional toll-free telephone line for public inquiries
- Disseminating information on the state's call center for medical professionals
- Requesting from LDH EOC mass reproduction of printed materials
- Requesting from LDH EOC mass reproduction of electronic/digital materials

### ***Content and Material for Public Health Emergencies***

Communications office personnel, or other qualified LDH staff, as appointed by the Communications Director shall:

- Develop and establish mechanisms to rapidly receive timely and accurate information from the EOC regarding the public health emergency.
- Translate EOC situation reports and meeting notes into information appropriate for public and partner needs.
- Work with subject matter experts to create situation-specific fact sheets, Q/A sheets, and updates.
- Develop accurate, timely messages to communicate information on possible public health emergency topics.
- Test messages and materials for cultural and language requirements of vulnerable and special populations.
- Receive input from other communication team members regarding content and message needs.
- Use analysis from media, public and partner monitoring systems to adopt messages.
- Identify additional content requirements and material development.
- LDH does not release names or identifiable information of any individual as a result of a public health surveillance, investigation or public health intervention.
  - Information about individuals under isolation or quarantine will be maintained as confidential. Information about individuals under isolation or quarantine which is required for response actions or to meet needs of these individuals will be coordinated through Unified Command under the direction of LDH Leadership for an event specific response.
  - LDH has fact sheets and information prepared to help educate the public in the event it is necessary for the use of the public health interventions of isolation, quarantine or social distancing.



## ***Process and Procedures for Developing Messages***

### **Verification**

- Information received early in a crisis is often inaccurate and verification from official sources is essential.
- All internal and external communications will be reviewed and approved by the appropriate subject matter experts and/or LDH leadership prior to being issued.

### **Notification/ Coordination**

- LDH leadership and response partner organizations will be notified.
- Follow the ICS structure as well as use the support of the Emergency Support Functions

### **Assessment**

- During the initial phase, it is critical to do a quick assessment to help predict the level of public information and media response that will be required. Use existing templates and consider:
  - Is the event acute?
  - Is the event evolving?
  - Is this the first, worst, biggest?
  - Is the event a legitimate public health emergency requiring swift and widespread public education to prevent further morbidity and mortality?

### **Initial Media Response**

- It is important to give the public some idea of the kind of plans and procedures the organization is formulating to manage the crisis.
- Initial information should provide the public with actionable recommendations.

### **Assignments**

- Important areas of responsibility in a crisis communication operation include the following:
  - Hands-on response to the media;
  - Collection of accurate and timely public health information translated into a language valid to media, public, stakeholders and partners;
    - LDH must have translation services on stand-by to support the release of public information.
  - Rapid execution of support tasks that keep the information flowing;
  - Scanning and analysis to identify rumors, myths, errors, and trends; and
  - Continued operation of the tasks not related to the crisis event.

### **Dissemination of Information**

- All information disseminated by LDH will be written by the PIO in plain language, in coordination with and verified by the subject matter expert and approved by LDH Executive Leadership and the Incident Commander, depending on the scope of the emergency.
- The following methods will be used to disseminate information to the public, news media, community partners and stakeholders during a public health emergency:
  - Press releases;

- News conferences or briefings;
  - Community meetings/special events/presentations;
  - Visits to leaders/elected officials;
  - Internal and External Websites
  - Social/Digital Media;
    - Facebook
    - Twitter
    - Instagram
    - Blogs
  - Rumor control or information hotlines or call center such as 211 and the Louisiana Poison Center;
  - E-mail;
  - Radio;
  - Television;
  - Print media (Newspapers, magazines);
  - Public Service Announcements;
  - Fact sheets, talking points;
  - Newsletters;
  - List-serves;
  - Emergency information line; and
  - Flyers, brochures and other paper-based methods.
- When electrical outages or any other malfunction occurs information may be disseminated via telephone, cellular phones/devices, e-mail through laptop that is battery operated and hand deliver information as needed.
    - Staff must have knowledge of and access to appropriate battery charging sites/devices

### **Monitoring of Information**

- Through a coordinated effort to monitor television and radio newscasts, news stories (online, newspapers and in magazines) BMAC identifies and appropriately addresses rumors and also keeps a log of rumors and action taken to control them.
  - calling the media outlet that is disseminating the misinformation for correction;
  - as appropriate, issuing a statement with the correct information to all media outlets; and
  - placing correct information on LDH website and social media sites.

### ***Information Verification and Approval Prior to Release***

Four people should officially review and approve a document before it's released from LDH:

1. Secretary of LDH/State Health Officer or his designee.
2. LDH Chief of Staff.
3. Director of the Bureau of Media and Communications or, in his/her absence, Public Information Officers.
4. Subject matter expert at LDH/OPH.

This clearance process for approval of messages will be done by email, telephone or verbally within an identified timeframe based on the specific public health threat. A signature process for Incident

Command is required for the Health Alert Network (HAN) and is included on the HAN Messaging Template. Others, such as agency legal counsel, may provide input and suggestions as needed.

As a courtesy, response agencies and partners with a stake in the release will also be provided with a pre-release copy, as time allows.

Information posted on the Internet and links (other than to official web sites such as the CDC) shall undergo the same process. Information cleared for release shall automatically be cleared for website publication and posting to other LDH communication channels, as well.

## **Information Release Authorizations**

Information release will be handled in accordance with the provisions of the Louisiana Emergency Health Powers Act and Emergency Support Function 15 – Public Information Annex of the State of Louisiana Emergency Operations plan.

### ***Louisiana Emergency Health Powers Act***

1. In addition to the information provided in the declaration of a state of public health emergency as set out in R.S. 29:766(B), the Secretary of the Department of Health or his designee shall inform the public how to protect themselves during a state of emergency, and what actions are being taken to control the emergency.
2. Means of dissemination. The Secretary of the Department of Health or his designee shall provide information by all available and reasonable means calculated to bring the information promptly to the attention of the general public.
3. Languages. If the Secretary of the Department of Health or his designee has reason to believe there are large numbers of people of the state who lack sufficient skills in English to understand the information, the public health authority shall make reasonable efforts to provide the information in the primary languages of those people as well as in English.
4. Access. The provision of information shall be made in a manner accessible to individuals with disabilities.<sup>6</sup>

### ***ESF 15 – Public Information Annex***

#### **Mitigation:**

1. The Director, Governor’s Office of Homeland Security and Emergency Preparedness (GOHSEP), will designate an ESF 15 Public Information Officer who will be the Coordinator of information programs and initiatives.
2. The ESF 15 Coordinator will coordinate with other state departments and agencies to develop and maintain information and educational programs for the general public.

#### **Preparedness:**

1. The ESF 15 Coordinator will develop plans, procedures and agreements with other state agencies, private and commercial communications media and media-related volunteer groups and individuals in order to have responsive channels for the dissemination of emergency information.
2. The ESF 15 Coordinator will develop plans, procedures and agreements for the activation and operation of a Joint Information Center (JIC) for large scale and catastrophic incidents and emergencies. The ESF Coordinator will work with Federal authorities to make sure that Federal Government public information activities will be integrated into the state JIC as needed.

#### **Response:**

1. The ESF 15 Coordinator will begin operating in the State EOC and initiate contact with the Public Information officers of the state and local agencies to ensure that valid and timely information is processed and released to the news media and the public. The highest priority will be for information about potential threats to the public. Evacuation warnings will be given special attention. An aggressive rumor control effort will be pursued.

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<sup>6</sup> R.S. 29:770 of the Louisiana Emergency Health Powers Act

2. The Governor or the Press Secretary to the Governor will release all official Emergency Public Information (EPI), provided by the GOHSEP Director about State operations and assistance during a disaster. Upon direction of the Governor or the Governor's Press Secretary, this function may be delegated to the GOHSEP Director and the ESF 15 Coordinator.
3. If the event is of such a magnitude that catastrophic news coverage can be expected, the ESF 15 Coordinator will advise the Director whether it would be advisable to activate a JIC. When the decision is made the Coordinator will ensure that all appropriate organizations and individuals are represented and able to function in the JIC. When federal authorities enter into operations they will be integrated into the JIC.
4. See Appendix F.

Recovery:

1. Emergency Public Information activities will continue as long as they are needed. The Coordinator will continue to monitor information needs to determine when activities can be turned to recovery.
2. As soon as possible after the emergency has passed, all agencies involved in the emergency will conduct assessments. Assessments will be used to define the need for resources and strategies needed for future operations. If a JIC had been activated its operations will be evaluated and, if necessary, its operational procedures will be reviewed and changed for future operations.<sup>7</sup>

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<sup>7</sup> Emergency Support Function 15 – Public Information Annex, State of Louisiana Emergency Operations Plan  
Louisiana Department of Health

# Communicating with Partners and Stakeholders

The Bureau of Media and Communications will:

- Establish communication protocols based on prearranged agreements with identified partners and stakeholders;
- Arrange regular partner briefings and updates;
- Solicit feedback and responds to partner information requests and inquiries;
- Oversee partner/stakeholder monitoring systems and reports (e.g., analyzing environment and trends to determine needed messages, determining what misinformation needs to be corrected, identifying concerns, interests, and needs arising from the crisis and the response);
- Help organize and facilitate official meetings to provide information and receive input from partners and stakeholders;
- Develop and maintain lists and call logs of legislators and special interest groups; and
- Respond to legislators, special interest group requests, and inquiries.

The ESF 8 Incident Command Team has a robust event management and communications system used both during normal operations and declared events. This communication process will be used for mass patient care and coordination in Louisiana. The system, termed the ESF 8 Portal, has the following major modules:

1. **Security Management:** This module allows ESF 8 and critical healthcare facilities to manage access to various modules and functions and is the repository for all critical healthcare contact information. Each facility maintains current contact information on key staff at their facility that has roles in emergency preparedness and event response. Information is maintained for all hospitals, nursing homes, alternative residential care facilities, facilities for the developmentally disabled, and EMS agencies. Facilities can maintain contact information for a variety of positions and for any number of staff. Staff can be assigned multiple roles/positions and multiple staff can have the same role/position. Examples of positions are CEO, Emergency Preparedness Coordinator, Facility Point of Contact, EMS Director, Emergency Department Communications, Incident Commander, etc. These position titles can then be used to quickly form messaging groups for targeted communications or surveys during an event.
2. **Resource Management:** This module allows healthcare facilities to update the status of their operations and the availability of key resources types in real time. This information is displayed in a dashboard view by region and can be altered to include additional resource items. The data maintained by healthcare facilities is used for trauma network management and patient routing as well as coordinating services between facilities during an event. This module has the capability to electronically transfer bed availability to the federal HHS HAvBED system as needed.
3. **Messaging:** This module is the event management and emergency notification module. The spectrum of ESF 8 partners, from the State Incident Command to the facility level can create and update events as they occur. Event management is integrated with a notification system that allows the user to message out to any or all contacts via 10 different delivery methods that include: business phone, business cell, business text message, business email personal phone,

personal cell, personal text message, personal email, other SMTP text message, and a scrolling notification bar in the Resource Management application.

As the event unfolds and evolves, update messages can be sent to target groups with single-click access to an update screen. This update function is provided in both event and notification views. The following is an example of the update capability that is accessed from the History button in the Event dashboard view:

The screenshot shows a 'Notification History' window. At the top, there is a table with columns: Event Name, Title, and Message. Below this is an 'Update Notification' form with a text area and an 'Update' button. To the right, there is a 'Notification History' section with a table showing notification details.

Event Name	Title	Message
Tornado at DeQuincy Memorial Hospital	Tornado at DeQuincy Memorial Hospital	Tornado hit DeQuincy Memorial Hospital at 0830 AM. Roof damage over patient area. 7 patients need relocated.
Tornado at DeQuincy Memorial Hospital	Tornado at DeQuincy Memorial Hospital	Dequincy Memorial received damage to the roof in a patient area. 7 patients are being assessed to be moved or discharged. No additional actions are required at this time. Patients have been placed. 1 to Allen Parish, 1 to Cal Cam (patient request), 3 to LCMH. No additional actions are necessary. I am ending the event. Thanks for your assistance. Hospital Coordinators, Please set your radio on HRSA 5 channel. Dequincy needs to move 7 Acute patients. Please let me know your bed availability by phone, radio or email.
Tornado at DeQuincy Memorial Hospital	Tornado at DeQuincy Memorial Hospital	Dequincy Memorial received damage to the roof in a patient area. 7 patients are being assessed to be moved or discharged. No additional actions are required at this time. Patients have been placed. 1 to Allen Parish, 1 to Cal Cam (patient request), 3 to LCMH. No additional actions are necessary. I am ending the event. Thanks for your assistance. Hospital Coordinators, Please set your radio on HRSA 5 channel. Dequincy needs to move 7 Acute patients. Please let me know your bed availability by phone, radio or email.
Tornado at DeQuincy Memorial Hospital	Region 5 Notification	

**Update Notification**  
 Enter the update message here and click "Update". The message is sent to the same targets via the same methods as the parent notification.  
 Characters remaining: Email/Fax - 0 Sms - 0  
 Estimated # of Sms Messages: 0  
 Update

**Notification History**  
 »semien Processed 12/20/2011 9:08 AM Tornado hit DeQuincy Memorial Hospital at 0830 AM. Roof damage over patient area. 7 patients need relocated.

This area shows the history of messaging around the event. Clicking in the list above shows the details.

The system has the ability to create and store templates for events and notifications, with pre-defined groups of contacts and delivery methods so that during an event, a user can activate a template and simply enter the message that needs to be delivered to a target group. As part of configuration, ESF 8 has pre-defined different notification groups that can be selected for notifications without any further modification, reducing the workload on event managers from the state level down to the facility level.

The screenshot shows a 'Groups' interface with a search bar and a table of groups. A red arrow points to the 'Member Count' column, and a red text box explains that each group shows the number of members.

Name	Member Count	
EMS Points of Contact - Statewide	100	hyennie
ESF 8 State Contacts	11	hyennie
Facility Points of Contact Group - Statewide	294	hyennie
HEAR R4	206	lharmon
HenryRaviTestGroup	2	hyennie
Hospital DRCs	18	hyennie
Kim	0	kimbeetz
Kim 1	51	kimbeetz
LERN Points of Contact Group - Statewide	165	hyennie
LERN State Contacts	10	hyennie
LJCMC users	11	VFolse
LSU Health Sciences Center-Shreveport EM	9	dchagn
LSU-LJChabert EM	12	VFolse

This is a sample of the messaging groups currently configured. Note that each group shows the number of members.

The status of confirmation receipts can be monitored in real-time, showing counts as well as name lists of those persons confirming or not confirming receipt of the message; those without contact information, or those that are unable to be contacted. An example of the monitoring capability is shown in the following screen shots from the messaging module. This first capture shows the real-time dashboard. The data cells are updated once every 60 seconds:

**Broadcast Result Summary** X

Refreshed On: 12/27/2011 9:34:19 AMTrue

**Message Details**

**Event Name:** Tornado at DeQuincy Memorial Hospital

**Title:** Region 5 Notification

**Message:** Hospital Coordinators, Please set your radio on HRSA 5 channel. Dequincy needs to move 7 Acute patients. Please let me know your bed availability by phone, radio or email.

**Initiated By:** lharmon

**Type:** Standard

**Confirm:** Yes

**Sender Email:** lharmon@gmc.com

**Sender ID:** (337) 570-4230

**Start Date:**

**End Date:**

**Broadcast Summary**

<b>Confirmed</b>	<b>Confirmed Late</b>
13	0
<b>Not Confirmed</b>	<b>Not Reachable</b>
15	0
<b>No Contact Info</b>	
0	

**Message Additional Details**

**Voice Message:** NoMessage

**Email Results:** No

**Email:**

**Fax Results:** No

**Fax:**

**Attachments:** No

**Attachments Sent Via:** EmailAndFax

**Close**

*This is the Broadcast history view for a recent real event - a tornado strike at a hospital in southwest Louisiana*

*Each cell is updated at least once every minute. It is "clickable" to show the names associated with the confirmation status*

This second capture shows the information provided when one of the Status boxes is clicked:

Refreshed On: 12/27/2011 9:36:49 AMFalse

**Members**

**Members**

Allen, Abshire	Allhea, Tran	Becke, Bromley
Charly, Murrell	Dedra, Williams	Greg, Neely
Joey, Stowell	Kari, Cook	Liz, Harmon
Rob, Daughdrill	Rosanne, Prats	Scott, Kyle
Thomas, Chapman	Tressy, Bergeron	William, Wilkie

**Close**

**Broadcast Summary**

<b>Confirmed</b>	<b>Confirmed Late</b>
13	0
<b>Not Confirmed</b>	<b>Not Reachable</b>
15	0
<b>No Contact Info</b>	
0	

**Message Additional Details**

**Voice Message:** NoMessage

**Email Results:** No

**Email:**

**Fax Results:** No

**Fax:**

**Attachments:** No

**Attachments Sent Via:** EmailAndFax

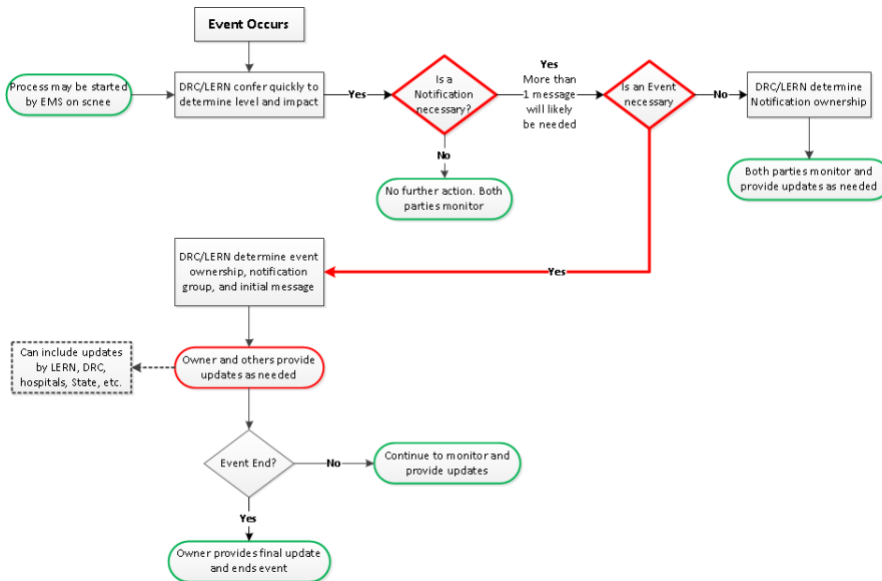
**Close**

*These are members that did not confirm this message. It is accessed by clicking on the number in the "Not Confirmed" cell.*



- Survey Module: This application is a powerful survey creation and management tool that allows the creation of complex surveys to be distributed on-line to targeted users. It accesses the Messaging module to deliver the survey to the target audience. The survey is tied to each facility so that ongoing survey updates can be brief, allowing the facility to update only information that has changed. Used in conjunction with Resource Management, the Survey tool is another powerful means to gather real-time intelligence on the status and capabilities of critical healthcare facilities.

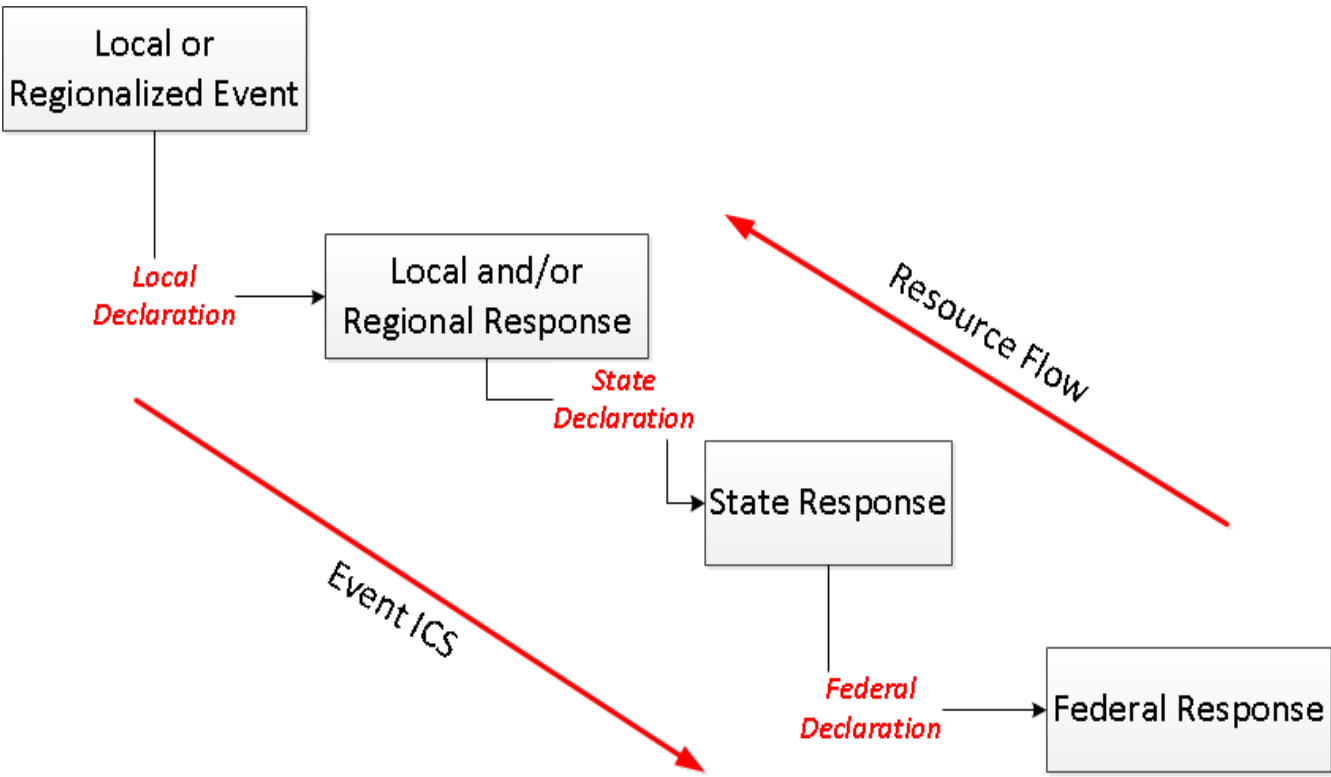
Generally, the protocol for communication among partners during an emergency can be summarized in the following process:



DRC = Designated Regional Coordinator. These are a combination of paid and volunteer staff in each region that serves as the liaison between ESF 8 Incident Command and critical healthcare facilities. LERN = the Louisiana Emergency Response Network. This is a 24/7 communications center that manages the Louisiana trauma routing network using the ESF 8 Portal modules. With their close communications with EMS units throughout the State, LERN is often

the “canary in the mine” and has first event creation and notification responsibility. That responsibility may shift to another Incident Command if the event dictates. This decision is made in concert with LERN, the DRC, local facilities and ESF 8 State Incident Command staff.

Depending upon the nature of the event, communications and resources follow from local to regional to state to federal partners. The level of command, control, and communications is event-dependent and may expand or contract, following the evolution of the event.



## Communicating with Special Populations

The Bureau of Media and Communications has developed specialized plans and materials to reach special populations which may include:

- Hispanic Residents
- Vietnamese Residents
- Low Income
- Low Literacy
- Rural Populations
- Disabled (Physical & Mental)
  - Hearing impaired
  - Visually impaired
- Functionally illiterate individuals
- Homeless
- Individuals with transportation challenges

Information creation is generated by either using a prescribed message from one of our shelf kits, or created just in time by the Public Information Officer (PIO) and Subject Matter Experts (SME's). These messages are then customized to the event and targeted to specific vulnerable or at-risk populations for the event. This can include disease information, risk information, prevention, or communications directed towards Isolation and Quarantine. Once created, the message is cleared by SME's, and passed to the Incident Commander of the LDH Emergency Operations Center. Next, the message transfers to executive approval, through the Communications Director at the LDH EOC, in conjunction with approval from administration such as the LDH Secretary, Assistant Secretary and the State Health Officer. This message is then transferred to the Joint Information Center, where it is reviewed and approved for final clearance in the Governor's office. Once approved, the message is distributed through appropriate channels to appropriate audiences, including those that target specific vulnerable populations. These sources may be media, elected officials, or even law enforcement (such as in an Isolation and Quarantine event). Accurate and detailed documentation of each of these steps, and the resultant product or action is detailed using existing systems in both the communication and Incident Command structure.

Key information and messages will be translated into Spanish and Vietnamese, which have been identified as the top languages in the state.

All messaging will be written in plain and simple language, and on a 6<sup>th</sup> grade level, as determined by the Centers for Disease Control and Prevention.

Every effort will be made to accommodate individuals with a need for interpreters, including the hearing impaired, visually impaired and functionally illiterate. For interpretation, fluent bilingual staff and/or language line services will be used. The Bureau of Media and Communications has developed specialized plans and materials to reach persons with access and functional needs<sup>7-1</sup>.

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<sup>7-1</sup> See *Appendix Z - Persons with Access and Functional Needs Communications Plan*

Materials such as flyers, fact sheets and frequently asked questions will be distributed to the Regions and the community via businesses, faith-based and partner organizations. This information will also be disseminated through the media via mainstream and ethnic media including television, radio, print, websites and social media.

Messages will encourage community members with transportation to transport neighbors or people without transportation to Points of Distribution (POD) where vaccine or medication can be received if mass prophylaxis is required for a specific public health threat.

In Louisiana, vulnerable populations comprise a range of residents who may not be able to safely access and use, or be equally accommodated by, the standard resources offered in disaster preparedness, relief, and recovery. This group includes at-risk individuals, which the Department of Health and Human Services (HHS) defines as having additional needs in one or more of the following functional areas: communication, medical care, maintaining independence, supervision, and transportation. Individuals specifically recognized as at-risk include children, senior citizens, pregnant women, and individuals who may need additional response assistance, including those who have disabilities, live in institutionalized settings, are from diverse cultures, have limited English proficiency or are non-English speaking, are transportation disadvantaged, have chronic medical disorders, have pharmacological dependency and are uninsured or underinsured persons.

## **Designated Spokespersons**

LDH provides annual Crisis and Emergency Risk Communication training to designated LDH spokespersons and to partner and stakeholder spokespersons.

### ***Primary Spokespersons***

- Secretary of LDH
- State Health Officer
- Deputy Secretary
- Chief of Staff
- Director, Bureau of Media and Communications
- Office of Public Health Assistant Secretary
- Office of Public Health Medical Director
- State Epidemiologist
- Bureau of Community Preparedness Director
- Regional Medical Directors

### ***Secondary Spokespersons***

- Regional Administrators
- Public Health Emergency Response Coordinators
- Public Information Officers

- Designated staff from the Office of Mental Health

## **Crisis Information Dissemination Vehicles**

- Phone
  - Communicator – Automated Calling
  - Toll-Free Regional Hotlines
- Fax
  - Pre-programmed broadcast fax to media
  - Health Alert Network – Pre-programmed broadcast fax to partners
- Email
- Mail
- In-Person
  - Town Hall Meetings
  - Press Briefings
- Websites
  - LDH Emergency Websites
  - GOHSEP Emergency Websites
  - Social Media
    - Twitter
    - Facebook
    - Blogs
- Media
  - News Releases
    - Radio
    - Print
    - Television
    - Web
- Instant Messaging
  - Access to Instant Messaging Networks
- Fliers
- Emergency Alerts System (EAS)
- Blackberry Network
- Motorola Two-way Pagers
- 800 MHz Radios
- Motorola Two-way Radios
- HAM Radio Network

## Evaluating Effectiveness Before, During and After an Emergency

The Bureau of Media and Communications will:

- Continue to gather and check the facts. What happened? What was done to keep this situation from happening? What can be done to keep it from getting worse?
- Determine what LDH is doing to end this crisis. Is there an investigation? Who's involved in the investigation?
- Determine what other agencies/organizations are doing to solve this crisis.
- Determine who is being affected by this crisis. What are their perceptions? What do they want and need to know?
- Determine what the public should be doing?
- Activate media monitoring.
- Determine what's being said about the event. Is the information accurate?<sup>8</sup>

These feedback loops will be utilized to refine messaging.

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<sup>8</sup> Page 82, Crisis Emergency Risk Communication, September 2002, Centers for Disease Control and Prevention

## **Testing, Training, and Exercise**

Risk Communication-specific trainings and exercises will be incorporated into the multi-year training calendar (as required by and compliant with Homeland Security Exercise and Evaluation Program, or HSEEP) and as recommended by the United States Department of Homeland Security. These activities are coordinated through and documentation maintained by the LDH Bureau of Community Preparedness (BCP). In addition to the specific Risk Communication training, partners are advised that they should also validate their internal and external communications capabilities and have emergency communications plans developed and tested at-least annually. The LDH BMAC participates in tabletops as well as other exercises as a means of collaborative preparations for readiness.

The Multi-Year Strategy and Program Management Plan will be maintained by BCP as a separate document from this plan as it is updated on a near-weekly basis when trainings have been completed. It will be monitored and modified as appropriate.

## **Annual Review Process**

The LDH BMAC shall review this Plan prior to and after each threat level change. This includes the implementation of additional threat level activities and may require adjustments to the Emergency Communications Plan as necessary.

This Emergency Communications Plan is reviewed and updated annually.



## Pre-Approved Crisis Information

In an effort to have ready-to-go information for use in a crisis situation, the Department of Health has created biological “Shelf Kits” which contain emergency response public information materials. Kits have been distributed to the following individuals:

- LDH Secretary
- State Health Officer
- OPH Assistant Secretary
- OPH Medical Director
- 9 Regional Medical Directors
- State Epidemiologist
- OPH Immunization Medical Director
- Bureau of Media & Communications Director
- OPH Pharmacy Director
- Bureau of Community Preparedness Director
- Bureau of Community Preparedness Public Information Officer
- Office of Mental Health Coordinator
- State Police Public Affairs Chief
- Louisiana National Guard Public Affairs Officer

Additional copies are kept in a secure location at the Bureau of Community Preparedness, and LDH Emergency Operations Center.

Kits have been created in response to the six “Class A” bioterrorism agents as identified by the Centers for Disease Control and Prevention.

- Anthrax
- Botulism
- Plague
- Smallpox
- Tularemia
- Viral Hemorrhagic Fevers
- Flu and Pandemic Flu
- Hurricane

Information contained within the kits is as follows:

### ***Information Items***

- Letter from Secretary, LDH
- Staff Instructions for Kit Use
- Family Readiness Guide – Copy of newspaper insert
- Response Communication Summary
- Staff Protocol for Volunteers
- Response Workers Support
- Talking to Children

- On-site Incident Response: *Top 18 Things to Think About Now*

Items for External Distribution by Bureau of Media and Communications

- Television Public Education Announcement (and script)
- Radio Public Education Announcement (and script)
- Newspaper Public Education Announcements (Ad creative, sample media alerts, sample media advisories and sample press releases)

***Action Items***

Poster: *Medications Here* (if applicable)

Video Loop #1 – “Reassure” (if applicable)

Video Loop #2 – “Dispensing” (if applicable)

Dispensing Site Signage (if applicable)

Shelf Kits (similar to those mentioned above) to address Chemical and Radiological situations are in the development process.

## Appendix A – Common Acronyms

BMAC	Bureau of Media and Communications	LDAF	LA. Department of Agriculture and Forestry
CDC	Centers for Disease Control and Prevention	LDOE	LA. Department of Education
BCP	Bureau of Community Preparedness	LDOTD	La. Department of Transportation and Development
CERC	Crisis Emergency Risk Communications	LDNR	LA. Department of Natural Resources
DCFS	Dept. of Children and Family Services	LDSS	LA. Department of Social Services
DEQ	Department of Environmental Quality	DWF	LA. Department of Wildlife and Fisheries
LDH	Department of Health	LHA	Louisiana Hospital Association
LDHS	Department of Health and Human Services	LSP	Louisiana State Police
DHS	Department of Homeland Security	LSUHSC	Louisiana State University Health Center
DOC	Department of Corrections	MOA	Memorandum of Agreement
DOD	Department of Defense	MOU	Memorandum of Understanding
DOE	Department of Energy	NIH	National Institutes of Health
DOT	Department of Transportation	NIMS	National Incident Management System
EAS	Emergency Alert System	NOAA	National Oceanic and Atmospheric Administration
EOC	Emergency Operations Center	NRP	National Response Plan
EMS	Emergency Medical Services	NWS	National Weather Service
EPA	Environmental Protection Agency	OAD	Office of Addictive Disorders
ERC	Emergency Response Coordinator	OCDD	Office for Citizens with Developmental Disabilities
ERT	Emergency Response Team	OMH	Office of Mental Health
ESF	Emergency Support Function	OPH	Office of Public Health
FDA	Food and Drug Administration	OSHA	Occupational Safety and Health Administration
FEMA	Federal Emergency Management Agency	PIO	Public Information Officer
FOIA	Freedom of Information Act	SNS	Strategic National Stockpile
FBI	Federal Bureau of Investigation	TDY	Temporary Duty Station
GOHSEP	Governor’s Office of Homeland Security and Emergency Preparedness	UCS	Unified Command System
HRSA	Health Resources and Service Administration	USDA	United State Department of Agriculture
IC	Incident Commander	USPS	United States Postal Service
ICS	Incident Command System	YTD	Year to Date
JIC	Joint Information Center		
JOC	Joint Operations Center		
LANG	LA. National Guard		

## **Appendix B – Regional & Local Media Contact List**

The primary source for this information is the Louisiana Department of Health Bureau of Media and Communications media database.

Routine day-to-day activities keep the listing of media contacts current and accurate. Central office and regional Public Information Officers, Regional Managers and Public Health Emergency Response Coordinators continually update the media database during communications office activities while working with media. Most news organizations have a dedicated email for contact, which reaches that organizations news managers and entire staff. This update is done continually, to ensure an accurate and comprehensive media contact list. The list is organized to allow for distribution by region or statewide.

Regional Department of Health - Office of Public Health staff maintain additional local media contact lists and share their updates with the Department of Health Bureau of Media and Communications and vice versa.

## Appendix C – Emergency Contact Information - Partners<sup>9</sup>

### State

Partner	Name	Title	Address	Phone	Email
Department of Revenue	Byron Henderson	Press Secretary	617 N. 3rd St., Baton Rouge, LA 70802	225-219-2156 office 225-362-4208 cell 225-387-3601 home	<a href="mailto:byron.henderson@la.gov">byron.henderson@la.gov</a>
Wildlife & Fisheries	Bo Boehringer	Press Secretary	P.O. Box 98000 Baton Rouge, LA 70898-9000	225-765-5115 office 225-938-6391 cell 225-765-0948 fax 225-291-3339 home	<a href="mailto:bboehringer@wlf.la.gov">bboehringer@wlf.la.gov</a>
Louisiana National Guard	Col. Michael Kazmierzak	Director- LANG Public Affairs Officer	6400 St. Claude Ave., New Orleans LA. 70117	504-278-8286 office 225-329-8122 cell	<a href="mailto:Michael.kazmierzak@us.army.mil">Michael.kazmierzak@us.army.mil</a> <a href="mailto:Michael.j.kazmierzak@mail.mil">Michael.j.kazmierzak@mail.mil</a>
Department of Education	Barry Landry	Press Secretary	P.O. Box 94064 Baton Rouge, LA 70804-9064	225-342-3600 office 225-362-4644 cell 225-342-0193 fax	<a href="mailto:Barry.landry@la.gov">Barry.landry@la.gov</a>
Department of Insurance	Judy Wright	Communications Director	1702 N. 3 <sup>rd</sup> Street Baton Rouge, LA 70802	225-342-9892 office 225-485-6523 cell 225-342-4652 fax	<a href="mailto:jwright@ldi.la.gov">jwright@ldi.la.gov</a>
Governor's Office/Coastal Protection and Restoration	Chuck Perrodin	Communications Director	450 Laurel St., Ste. 1501 Baton Rouge, LA 70801	225-342-7615 office 225-342-5214 fax 225-768-8882 cell	<a href="mailto:chuck.perrodin2@la.gov">chuck.perrodin2@la.gov</a>
Louisiana Public Broadcasting	Beth Courtney	President & CEO	7733 Perkins Road Baton Rouge, LA 70810	225-767-5660 office	<a href="mailto:bcourtney@lpb.org">bcourtney@lpb.org</a>
Louisiana Economic Development	Lori Melancon	Senior Director of Marketing and Communications	Louisiana Economic Development 1051 North Third Street Baton Rouge, LA 70802	225-342-9005 office 225-892-5026 cell 225-342-3551 fax	<a href="mailto:Lori.melancon@la.gov">Lori.melancon@la.gov</a>
Louisiana Economic Development	Gary Perilloux	Communications Director	Louisiana Economic Development 1051 North Third Street Baton Rouge, LA 70802	225-342-3437 office 225-571-2846 cell	<a href="mailto:Gary.perilloux@la.gov">Gary.perilloux@la.gov</a>
Governor's Office	Mike Reed	Communications Director	P.O. Box 94004 Baton Rouge, LA 70804	225-342-8006 office 225-247-5028 cell 225-342-8320 fax	<a href="mailto:Mike.reed@la.gov">Mike.reed@la.gov</a>
Governor's Office		Press Secretary	P.O. Box 94004 Baton Rouge, LA 70804	225-342-8006 office 225-342-8320 fax	

<sup>9</sup> Not for Public Distribution

<b>Partner</b>	<b>Name</b>	<b>Title</b>	<b>Address</b>	<b>Phone</b>	<b>Email</b>
Board of Regents	Dr. Katara Williams	Assistant Commissioner for Public Affairs	P.O. Box 3677 Baton Rouge, LA 70821-3677	225-342-4253 office 225-993-2749 cell 225-342-9318 fax	<a href="mailto:Katara.williams@la.gov">Katara.williams@la.gov</a>
Governor's Office	Shannon Bates	Deputy Communications Director	P.O. Box 94004 Baton Rouge, LA 70804	225-342-8006 office 225-200-8858 cell 225-342-8320 fax	<a href="mailto:Shannon.bates@la.gov">Shannon.bates@la.gov</a>
Louisiana Recovery Authority	Angela Vanveckhoven	Communications Assistant Manager	P.O. Box 94095 Baton Rouge, LA 70804	225-342-1907 office 225-439-4544 cell	<a href="mailto:Angela.Vanveckhoven@L.A.GOV">Angela.Vanveckhoven@L.A.GOV</a>
Department of Health	Robert Johannessen	Communications Director	628 N. 4 <sup>th</sup> Street Baton Rouge, LA 70802	225-342-5275 office 225-715-6109 cell	<a href="mailto:robert.johannessen@la.gov">robert.johannessen@la.gov</a>
Department of Corrections	Pam Laborde	Communications Director	P.O. Box 94304 Baton Rouge, LA 70804	225-219-0499 office 225-938-5945 cell 225-342-1361 fax 225-201-9060 home	<a href="mailto:plaborde@corrections.state.la.us">plaborde@corrections.state.la.us</a>
Department of Transportation and Development	Rodney Mallett	Communications Director	1201 Capitol Access Road Baton Rouge, LA 70802	225-379-1275 office 225-329-9743 cell 225-379-1863 fax	<a href="mailto:Rodney.mallett@la.gov">Rodney.mallett@la.gov</a>
Governor's Office	Jordan Gleason	Press Assistant	P.O. Box 94004 Baton Rouge, LA 70804	225-342-8006 office 225-938-9173 225-342-8320 fax	<a href="mailto:Jordan.gleason@la.gov">Jordan.gleason@la.gov</a>
Department of Environmental Quality	Greg Langley	Communications Director/Press Secretary	602 N. 5th Street, 9th floor Baton Rouge, LA 70802	225-219-3964 office 225-364-6700 cell 225-219-3971 fax	<a href="mailto:Gregory.Langley@la.gov">Gregory.Langley@la.gov</a>
Dept. of Public Safety/State Police	Capt. Doug Cain	State Police Public Affairs Commander	P.O. Box 66614 Baton Rouge, LA 70896-6614	225-925-6183 office 225-925-6202 office 225-921-4502 cell 225-925-3717 fax	<a href="mailto:Doug.cain@la.gov">Doug.cain@la.gov</a>
Dept. of Public Safety/State Police	Sgt. J.B. Slaton	State Police Public Information Officer	P.O. Box 66614 Baton Rouge, LA 70896-6614	225-925-6202 office 225-cell 225-925-3717 fax	<a href="mailto:JB.Slaton@la.gov">JB.Slaton@la.gov</a>
Southern Univ. System	Henry Tillman	Director of Communications	Southern University Office of the President J.S. Clark Admin. Bldg. 4th Floor, Baton Rouge, LA 70813	225-771-5497 office 225-200-7496 cell 225-771-4242 fax	<a href="mailto:Henry_tillman@sus.edu">Henry_tillman@sus.edu</a>
<b>Partner</b>	<b>Name</b>	<b>Title</b>	<b>Address</b>	<b>Phone</b>	<b>Email</b>

Southern University BR	Ed Pratt	Assistant to Chancellor for Media Relations Southern University B.R.	J.S. Clark Admin. Bldg., Office 118 Baton Rouge, LA, 70813	225-771-4545 office 225-771-3907 office 225-603-8691 cell 225-771-6262 fax	<a href="mailto:Edward_pratt@subr.edu">Edward_pratt@subr.edu</a>
Lieutenant Governor's Office	Jacques Berry	Communication Director	1051 N. 3rd Street Baton Rouge, LA 70804	225-342-8607 office 225-202-2166 cell 225-342-0761 fax	<a href="mailto:jberry@crt.la.gov">jberry@crt.la.gov</a>
Lieutenant Governor's Office	Cami Geisman	Deputy Communications Director	1051 N. 3rd Street Baton Rouge, LA 70804	225-342-1013 office 225-202-0870 cell 225-342-0761 fax	<a href="mailto:cgeisman@crt.la.gov">cgeisman@crt.la.gov</a>
Louisiana Workforce Commission	Tom Guarisco	Public Information Director	1001 N. 23rd St. Baton Rouge, LA 70804-9094	225-342-3267 office 225-421-9624 cell	<a href="mailto:tguarisco@lwc.la.gov">tguarisco@lwc.la.gov</a>
Louisiana Workforce Commission	Rene' Repp Sonnier	Public Information Officer	1001 N. 23rd St. Baton Rouge, LA 70804-9094	225-219-2413 office 225-200-8435 cell	<a href="mailto:rsonnier@lwc.la.gov">rsonnier@lwc.la.gov</a>
PIO/ LDH/OPH EOC Command Center			8453 Veterans Memorial Blvd., Baton Rouge, LA 70807	225-354-3570	<a href="mailto:eocpio@la.gov">eocpio@la.gov</a>
Office of Homeland Security and Emergency Preparedness	Mike Steele	Communications Director	7667 Independence Blvd., Baton Rouge, LA 70806	225-925-3966 Office 225-788-0095 Cell	<a href="mailto:mike.steele@la.gov">mike.steele@la.gov</a>
Department of Children and Family Services	Lindsey Deblieux	Public Information Director	P.O. Box 3776 Baton Rouge, LA 70821	225-342-9091 office 225-454-2232 cell 225-342-8636 fax	<a href="mailto:Lindsey.deblieux@la.gov">Lindsey.deblieux@la.gov</a>
Department of Insurance	Ileana Ledet	Deputy Commissioner of Public Affairs	1702 N. 3 <sup>rd</sup> Street Baton Rouge, LA 70802	225-342-4950 office 504-214-1812 cell 225-342-4652 fax	<a href="mailto:iledet@ldi.la.gov">iledet@ldi.la.gov</a>
Department of Natural Resources	Phyllis Darensbourg	Director of Public Information	617 North 3 <sup>rd</sup> St. Baton Rouge, LA. 70804	225-342-8955 office 225-907-8662 cell 225-342-3442 fax	<a href="mailto:Phyllis.darensbourg@la.gov">Phyllis.darensbourg@la.gov</a> <a href="mailto:dnrinfo@la.gov">v dnrinfo@la.gov</a>
Department of Natural Resources	Patrick Courreges	Energy Analyst	617 North 3 <sup>rd</sup> St. Baton Rouge, LA. 70804	225-342-0510 office 225-454-8223 cell 225-342-3442 fax	<a href="mailto:Patrick.courreges@la.gov">Patrick.courreges@la.gov</a>

## ***Federal – CDC***

<b>Partner</b>	<b>Name</b>	<b>Title</b>	<b>Work Phone</b>	<b>Emergency #</b>	<b>Email</b>
Office of the Associate Director for Communications	Katherine Lyon Daniel	Director	404-639-7540		<a href="mailto:Kdl8@cdc.gov">Kdl8@cdc.gov</a>
Press Office Media Line			404-639-3286		<a href="mailto:media@cdc.gov">media@cdc.gov</a>
Emergency After-Hours On Call			770-488-7100 404-639-2888 Mon - Sat	770-488-7100 404-639-2888 Sunday	
Office of Terrorism Preparedness & Emergency Response	Bernadette Burden	Public Information Officer	404-639-7288	404-213-6874	<a href="mailto:Btb8@cdc.gov">Btb8@cdc.gov</a>
National Center for Immunization and Respiratory Disease	K.D. Hoskins	Public Information Officer	404-639-7232	404-285-3495	<a href="mailto:Sdh4@cdc.gov">Sdh4@cdc.gov</a>
National Center for Emerging and Zoonotic Infectious Disease	Bernadette Burden	Public Information Office	404-639-7288	404-213-6874	<a href="mailto:Btb8@cdc.gov">Btb8@cdc.gov</a>
National Center for HIV/AIDS, Viral Hepatitis, STD and TB Prevention	Ben Haynes	Public Information Officer	404-639-0668	404-451-4039	<a href="mailto:Fxq2@cdc.gov">Fxq2@cdc.gov</a>
Press Office	LLelwyn Grant	Branch Chief	404-639-7368	404-421-5741	<a href="mailto:Lcg7@cdc.gov">Lcg7@cdc.gov</a>

## ***Federal – FEMA***

<b>Partner</b>	<b>Name</b>	<b>Title</b>	<b>Work Phone</b>	<b>Emergency #</b>	<b>Email</b>
FEMA Region 6	Philip Beasley	External Affairs Officer	940-898-5152 940-898-5433	940-898-5280	<a href="mailto:Philip.beasley@fema.dhs.gov">Philip.beasley@fema.dhs.gov</a>
FEMA Region 6	Tony Robinson	Regional Administrator	940-898-5104	940-368-6958	<a href="mailto:Tony.Robinson@fema.dhs.gov">Tony.Robinson@fema.dhs.gov</a>



## **Appendix D – SB 908 Emergency Health Powers Act – R.S. 29:766 and R.S. 29:770**

### **R.S. 29:766**

§766. Declaration of a state of public health emergency

#### A. Declaration.

A state of public health emergency may be declared by executive order or proclamation of the governor, following consultation with the public health authority, if he finds a public health emergency as defined in R.S. 29:762 has occurred or the threat thereof is imminent.

#### B. Content of declaration.

A state of public health emergency shall be declared by an executive order or proclamation that indicates the nature of the public health emergency, the area or areas which are or may be affected, and the conditions which have brought it about or which make possible the termination of the state of disaster or emergency. An executive order or proclamation shall be disseminated promptly by means reasonably calculated to bring its contents to the attention of the general public and, unless the circumstances attendant upon the public health emergency prevent or impede it, the executive order or proclamation shall be promptly filed with the Governor's Office of Homeland Security and Emergency Preparedness, with the Department of Health, office of public health, and with the secretary of state.

#### C. Effect of the declaration.

The declaration of a state of public health emergency by the governor shall activate the state's emergency response and recovery program under the command of the director of the Governor's Office of Homeland Security and Emergency Preparedness.

#### D. Emergency powers.

During a state of public health emergency, in addition to any powers conferred upon the governor by law, he may do any or all of the following:

(1) Suspend the provisions of any regulatory statute prescribing procedures for the conducting of state business, or the orders, rules, or regulations of any state agency, if strict compliance with the provisions of any statute, order, rule, or regulation would in any way prevent, hinder, or delay necessary action in coping with the emergency.

(2) Utilize all available resources of the state government and of each political subdivision of the state as reasonably necessary to cope with the disaster or emergency.

(3) Transfer the direction, personnel, or functions of state departments and agencies or units thereof for the purpose of performing or facilitating emergency services.

(4) Subject to any applicable requirements for compensation, commandeer or utilize any private property if he finds this necessary to cope with the disaster or emergency.

(5) Direct and compel the evacuation of all or part of the population from any stricken or threatened area within the state if he deems this action necessary for the preservation of life or other disaster mitigation, response or recovery.

(6) Prescribe routes, modes of transportation, and destination in connection with evacuation.

(7) Control ingress and egress to and from a disaster area, the movement of persons within the area, and the occupancy of premises therein.

(8) Suspend or limit the sale, dispensing, or transportation of alcoholic beverages, firearms, explosives, and combustibles.

(9) Make provision for the availability and use of temporary emergency housing.

E. Coordination.

The Governor's Office of Homeland Security and Emergency Preparedness, through consultation with the secretary of the Department of Health, shall coordinate all matters pertaining to the public health emergency response of the state. The Governor's Office of Homeland Security and Emergency Preparedness, through consultation with the secretary of the Department of Health, shall have primary jurisdiction, responsibility and authority for:

(1) Planning and executing public health emergency assessment, mitigation, preparedness response, and recovery for the state.

(2) Coordinating public health emergency response between the state and local authorities.

(3) Collaborating with relevant federal government authorities, elected officials of other states, private organizations or companies.

(4) Coordinating recovery operations and mitigation initiatives subsequent to public health emergencies.

(5) Organizing public information activities regarding public health emergency response operations.

F. Identification.

(1) After the declaration of a state of public health emergency, special identification for all public health personnel working during the emergency shall be issued as soon as possible.

(2) The identification shall indicate the authority of the bearer to exercise public health functions and emergency powers during the state of public health emergency.

(3) Public health personnel shall wear the identification in plain view.

§767. Enforcement of a declaration of public health emergency

**R.S. 29:770.**

§770. Public information regarding a public health emergency

A. Dissemination of information.

(1) In addition to the information provided in the declaration of a state of public health emergency as set out in R.S. 29:766(B), the secretary of the Department of Health or his designee shall inform the public how to protect themselves during a state of public health emergency, and what actions are being taken to control the emergency.

(2) Means of dissemination. The secretary of the Department of Health or his designee shall provide information by all available and reasonable means calculated to bring the information promptly to the attention of the general public.

(3) Languages. If the secretary of the Department of Health or his designee has reason to believe there are large numbers of people of the state who lack sufficient skills in English to understand the information, the public health authority shall make reasonable efforts to provide the information in the primary languages of those people as well as in English.

(4) Access. The provision of information shall be made in a manner accessible to individuals with disabilities.

B. Access to mental health support personnel.

(1) During a declaration of a state of public health emergency, the secretary of the Department of Health and or his designee shall provide information about and referrals to mental health support personnel to address psychological responses to the public health emergency.

(2) After a declaration of a state of public health emergency, the secretary of the Department of Health or his designee shall provide information about and referrals to mental health support personnel to address psychological responses to the public health emergency.

Acts 2003, No. 1206, §1.

§771. Miscellaneous

# Appendix E – Emergency Support Function 15 – Public Information Annex

## I. PURPOSE:

ESF 15 Public Information provides information and external communications to inform people about the threat from natural and technological emergencies and disasters and the precautions and response measures that the State and local governments are taking to protect and preserve life and property. ESF 15 will advise people of actions they need to take during emergencies and disasters.

## II. SCOPE:

The ESF will encompass the operations of State, Parish and local information efforts, including the activation and operation of a Joint Information Center. State services and assistance provided under this function shall include the responsibilities and actions to be taken to provide the public with essential information about proposed or implemented emergency actions and operations, using all available methods and media. Public information provided before, during and after disasters and emergencies, will provide clear, concise and accurate information on the existing situation in the disaster area, actions being taken by the authorities and actions to be taken by the people. Every effort shall be made to minimize and counter rumors, hearsay and half-truths.

## III. CONCEPT OF OPERATIONS:

### A. MITIGATION:

1. The Director, GOHSEP, will designate an ESF 15 Public Information Officer who will be the Coordinator of information programs and initiatives.
2. The ESF 15 Coordinator will coordinate with other state departments and agencies to develop and maintain information and education programs for the general public.

### B. PREPAREDNESS:

1. The ESF 15 Coordinator will develop plans, procedures and agreements with other state agencies, private and commercial communications media and media-related volunteer groups and individuals in order to have responsive channels for the dissemination of emergency information.
2. The ESF 15 Coordinator will develop plans, procedures and agreements for the activation and operation of a Joint Information Center (JIC) for large scale and catastrophic incidents and emergencies. The ESF Coordinator will work with Federal authorities to make sure that Federal Government public information activities will be integrated into the State JIC as needed.

### C. RESPONSE:

1. The ESF 15 Coordinator will begin operating in the State EOC and initiate contact with the Public Information officers of State and local agencies to ensure that valid and timely information is processed and released to the news media and the public. The highest priority will be for information about potential threats to the public.

Evacuation warnings will be given special attention. An aggressive rumor control effort will be pursued.

2. The Governor or the Press Secretary to the Governor, will release all official Emergency Public Information, (EPI) provided by the GOHSEP Director about State operations and assistance during a disaster. Upon direction of the Governor or the Governor's Press Secretary, this function may be delegated to the GOHSEP Director and the ESF 15 Coordinator.

3. If the event is of such a magnitude that catastrophic news coverage can be expected, the ESF 15 Coordinator will advise the Director whether it would be advisable to activate a JIC. When the decision to activate is made the Coordinator will ensure that all appropriate organizations and individuals are represented and able to function in the JIC. When federal authorities enter into operations they will be integrated into the JIC.

D. RECOVERY:

1. Emergency Public Information activities will continue as long as they are needed. The Coordinator will continue to monitor information needs to determine when activities can be turned to recovery.

2. As soon as possible after the emergency has passed, all agencies involved in the emergency will conduct assessments. Assessments will be used to define the need for resources and strategies needed for future operations. If a JIC had been activated its operations will be evaluated and, if necessary, its operational procedures will be reviewed and changed for future operations.

IV. ORGANIZATION AND RESPONSIBILITIES:

A. The GOHSEP has Primary Responsibility for initiating, organizing and coordinating all aspects of Emergency Public Information.

B. The Support Agencies for ESF 15 are responsible for developing and maintaining plans, procedures and asset inventories to support the Primary Coordinator. Support Agencies include, but are not limited to:

1. The Louisiana National Guard.
2. The Department of Agriculture and Forestry.
3. The Department of Corrections.
4. The Department of Culture, Recreation and Tourism.
5. The Department of Economic Development.
6. The Department of Education.
7. The Department of Environmental Quality.
8. The State Fire Marshal.
9. The Office of the Governor – Division of Administration.
10. The Office of the Governor – Elderly Affairs.
11. The Office of the Governor – Financial Institutions.
12. The Office of the Governor – Indian Affairs.
13. The Office of the Governor – Oil Spill.
14. Louisiana State University Health Sciences Center.

15. The LA Department of Health.
16. The Department of Justice.
17. The Department of Labor.
18. The Department of Natural Resources.
19. The Louisiana Public Service Commission.
20. The Board of Regents.
21. The Department of Revenue.
22. The Department of Social Services.
23. The Secretary of State.
24. The Louisiana State Police.
25. The Department of Transportation and Development.
26. The Department of the Treasury.
27. The Department of Wildlife and Fisheries.
28. Volunteer Organizations.

V. COMMAND AND CONTROL:

Command and Control will be exercised as provided in the basic plan.

VI. CONTINUITY OF GOVERNMENT:

Continuity of government will be as provided in the basic plan.

VII. ADMINISTRATION AND LOGISTICS:

1. If local, parish and state resources are inadequate to the tasks assigned; the ESF 15 Coordinator will seek additional resources from EMAC and from the federal government pursuant to a Presidential Disaster Declaration.
2. Every agency providing ESF 15 services will maintain records of the operations, including cost records that can be used after the emergency to obtain reimbursement from state or federal resources.

VIII. PLAN MAINTENANCE:

The ESF 15 Emergency Public Information Coordinator is responsible for developing, maintaining and coordinating plans, procedures, arrangements and agreements in support of this ESF.

IX. AUTHORITIES AND REFERENCES:

Authorities and references are included in the Basic Plan.

X. ATTACHMENTS:

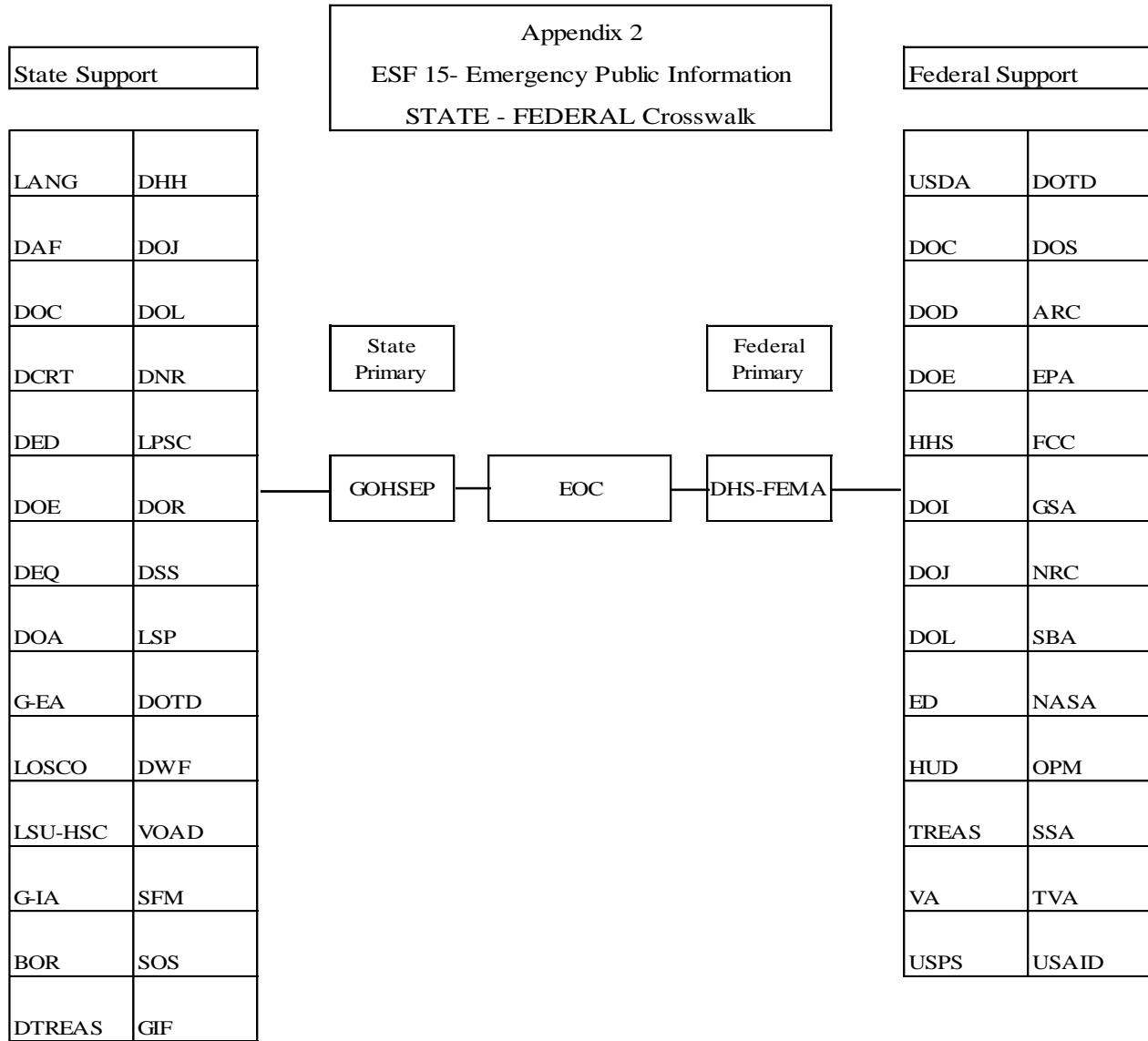
1. ESF 15 Responsibility Chart
2. State – Federal Crosswalk

# Appendix 1- ESF 15 – Emergency Public Information Responsibility Chart

Agency support to the Louisiana Office of Homeland Security and Emergency Preparedness	Spokespersons	Coordination	Media Facilities	Printing and Dissemination
Louisiana National Guard	X	X		
Department of Agriculture & Forestry	X	X		
Department of Corrections	X	X		
Department of Culture, Recreations & Tourism	X	X		
Department of Economic Development	X	X		
Department of Education	X	X	X	
Department of Environmental Quality	X	X		
State Fire Marshal	X	X		
Division of Administration	X	X		X
Governor – Office of Elderly Affairs	X	X		
Governor – Office of Financial Institutions	X	X		
Governor – Office of Indian Affairs	X	X		
Louisiana Oil Spill Coordinators Office	X	X		
LSU – Health Science Center	X	X		
Department of Health	X	X		
Department of Justice	X	X		
Department of Labor	X	X		
Department of Natural Resources	X	X		
Public Service Commission	X	X		
Board of Regents	X	X	X	X
Department of Revenue	X	X		
Department of Social Services	X	X		
Secretary of State	X	X		
Louisiana State Police	X	X	X	
Department of Transportation and Development	X	X		X
Department of the Treasury	X	X		
Department of Wildlife and Fisheries	X	X		
Volunteer Organizations *	X	X		

\* To include private relief organizations (i.e. American Red Cross, Salvation Army, Mennonite Disaster Service, etc.); private industry; professional associations and participants in mutual aid agreements, etc.

# Appendix 2- ESF 15 - Emergency Public Information State and Federal Crosswalk





## Appendix F – Joint Information System (JIS) and the Joint Information Center (JIC) Activation

The Joint Information System (JIS):

- Provides a mechanism to organize, integrate, and coordinate information to ensure timely, accurate, accessible, and consistent messaging across multiple jurisdictions, Louisiana State agencies, local nongovernmental organizations and the private sector.
- Includes the plans, protocols, and structures used to provide public information.

Federal, State, Tribal, Territorial, Regional, or local public information officers and established Joint Information Centers (JICs) are critical supporting elements of the JIS.

The Joint Information Center (JIC) is:

- A central location that facilitates operation of the Joint Information System (JIS).
- A location where personnel with public information responsibilities perform critical emergency information functions, crisis communications, and public affairs functions.

It is critical to provide emergency information in a timely fashion. Therefore, time spent getting organized rather than responding at the time of an event can lead to confusion and a loss of public confidence. Through a JIC, the different agencies (including federal, state, local and other entities) involved in a response can work in a cohesive manner, enabling them to speak with one voice. By maintaining a centralized communication facility, resources can be better managed and duplication is minimized.

The JIC will be located within the Louisiana Governor’s Office of Homeland Security and Emergency Preparedness (GOHSEP) and will be activated if the scale of the emergency reaches a magnitude that would make it necessary to begin operations.

The Governor of the State of Louisiana has delegated to the Director of GOHSEP the responsibility for implementation of the State of Louisiana Emergency Operations Plan. The Director shall implement this plan when the situation warrants. Should the Governor declare a state of emergency, this plan will automatically be activated under one of the four (4) Emergency Activation Levels (EALs) which are as follows:

- 1) LEVEL IV: Normal operations are ongoing. GOHSEP staffing is in accordance with authorized manning levels.
- 2) LEVEL III – Events involve a potential or actual threat to the safety and the welfare of the people in a threatened area(s). GOHSEP Crisis Action Team (CAT) is activated and operational with minimal staffing. The State EOC may be activated with critical ESF’s by functional branch.
- 3) LEVEL II – Events are in progress or have occurred involving an imminent or actual major impact on the safety of the people in a stricken area(s). The State EOC (SEOC) begins 24 hour operations and personnel from both GOHSEP as well as identified state agencies serving as ESF leads will be required to report to the Independence Blvd. location. In addition, the SEOC

activation might warrant the support of selected State, Federal and Volunteer agencies. GOHSEP will continue to monitor the situation and this level is subject to increase or decrease depending on the current and expected conditions related to the event.

- 4) LEVEL I – Events are in progress and require all support mentioned in the above four EALs. All State, Federal and Volunteer organizations mentioned in the Unified Manning Roster (UMR) or hold a seat within the Unified Command Group (UCG) are required to report to the SEOC to support GOHSEP operations on a 24-hour operational period. This status will continue until all potential threat(s) have been eradicated and the emergency has been terminated. As the threat or actual danger decreases, proper re-deployment activities will take place so as to allow State agencies to return to normal operations as quickly and effectively as possible.

The ESF15 Coordinator will begin operating in the State EOC and initiate contact with Public Information Officers (PIOs) of state and local agencies to ensure that valid and timely information is processed and released to the news media and the public. The highest priority will be for information about potential threats to the public. Evacuation warning will be given special attention. An aggressive rumor control effort will be pursued.

The ESF15 Coordinator or designee, will release all official Emergency Public Information (EPI), provided by the GOHSEP Director about State operations and assistance during a disaster.

If the event is of such magnitude that catastrophic news coverage news coverage can be expected, the ESF15 Coordinator will advise the GOHSEP Director whether it would be advisable to activate a JIC. Technically JIC activation will happen once the event reaches a LEVEL II (full state) activation of the State EOC. When the decision to activate is made, the ESF15 Coordinator will ensure that all appropriate organizations and individuals are represented and able to function in the JIC. When federal authorities enter into operations they will be integrated into the JIC.