

OBJECTIVES

At the end of this session, the learner will be able to:

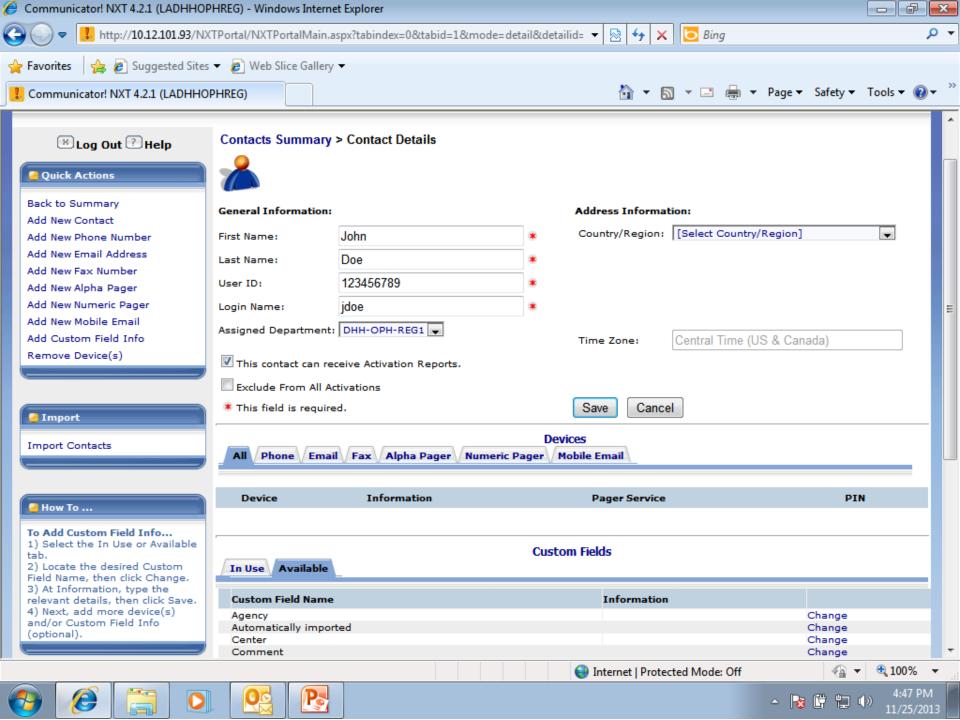
- Understand the reason behind following the PHIN guidelines
- Review the Communications Request form and the focus on the message recipients as a part of the continuity of operations
- Understand the legal issues around emergency messaging
- Review Communicator 4.5 functions



Communicator 4.5 OVERVIEW

- Login screen
 - LADHHOPHREG (Regions)/Password updates
- Contacts
 - Custom fields
- Groups
 - Static vs. Dynamic Groups
- Messages
 - Communications Request Form
- Scenarios
 - Call Flow (desired responses to messages)
- Reports
 - Can set to send automatically after the scenario
- Security Users





Communicator 4.5 Creators

Creators—

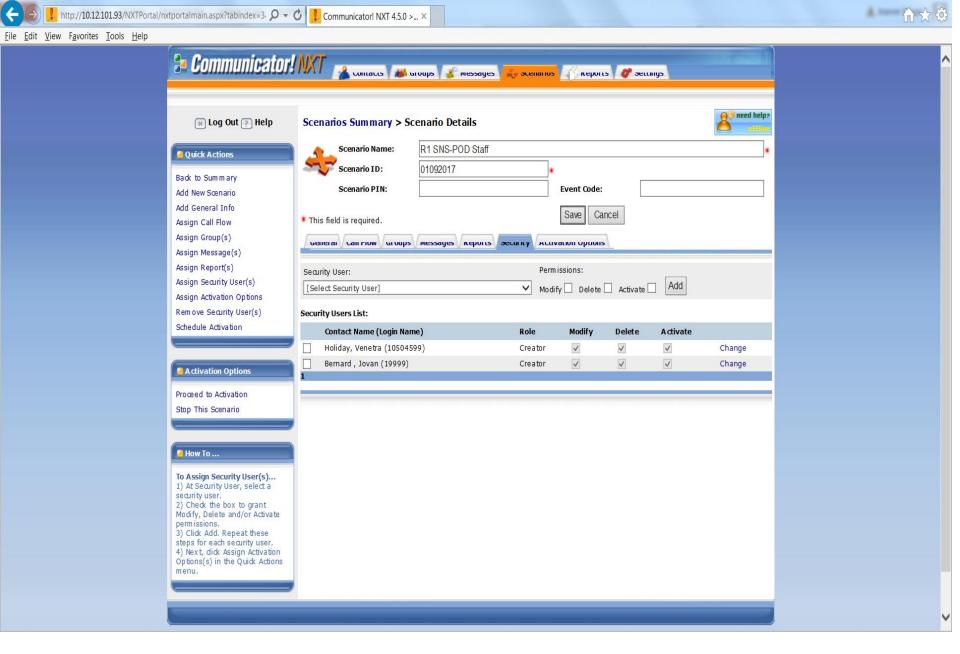
Regional Tactical Communications staff are all assigned the security access of "Creator" in Communicator! NXT 4.5.0 and can do everything in the system, except modify/assign Security Users in the Settings tab.

Creators can:

- Add/edit contacts and groups
- Create messages
- Create/activate scenarios
- View reports on the scenarios

When creating new scenarios and groups, be sure to allow your back-ups to view and modify them.







Communicator 4.5 Messages

Messages—

Communication Request Form

- Have to fill-out this form before every message
- Must get messages approved
- Keeps record of message—date and time
- Which groups will get the message
 - Know your target audience—think about continuity of operations if appropriate
 - Know desired outcome of message
- Approval of wording of the message

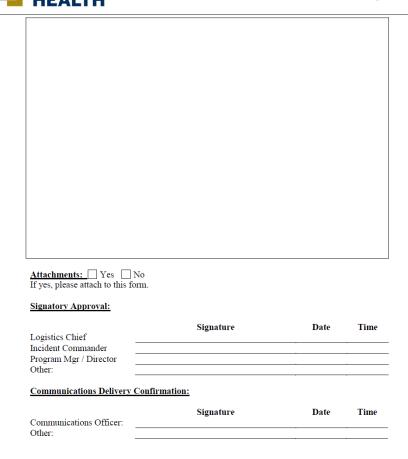




Communications Request

	, 2017 1200 (M	filitary Time)	
Date / Time of Request:			_
Communication			
Requestor: Reason for			-
Communication:			
Urgency:	High M	oderate \(\sum_{\text{Low}} \)	-
orgency.		oderate Low	-
			-
Communication Recipien	<u>t:</u>		
_			
) Incident Command Team	
OPH Region (fill in			
		uber) EOC Staff: Shift A B C D	
		Nursing Home Home Health	
OPH Region (fill in			
Other: (add any gro	<u>ups that you wou</u>	uld send communications to on a normal/emergency ba	S
Communication Delivery	Method: To be	completed by Communications Officer.	
		Email	
		Work Phone	
Communicator! N	IVT	Cell Phone	
Communicator: I		Home Phone	
		Fax	
Camaria Nama	_		
Scenario Name:			
Message Name:			
EOC HAN Email			

Communication Content:





Communicator 4.5 Messages

Wording of Messages using PHIN guidelines—

- In the first line of an email, click the Auto Text button to the side of the message body text box and click StartDate then click the Insert button then space and click the Auto Test button again and click StartTime then the Insert button.
- Make sure to have the following sentences at the beginning and end of the message if it is a drill or exercise message:
 - "This is a test. This is an exercise. This is only a test."
- Make sure the first sentence of the body of the message (after the test sentences) is, "This is a message from the Office of Public Health Region <u>(Fill-in Region Number)</u>."



PHIN (Public Health Information Network) Public Communication and Alerting (PCA)

The CDC PHIN is a national initiative to improve the capacity of public health to use and exchange information electronically. The PCA is one component of the PHIN which is a specification of public health alerting capabilities with an emphasis on interoperability of partnering systems. PCA is not identical nor a replacement for HAN (Health Alert Notification) messages. PCA is a technical specification for alerting, and HAN is a type of message that contains public health alerting information.

An alert is a real-time, one-way communication sent to a collection of people and organizations to notify them of an event or situation of some importance. The term is meant to include communications that are urgent as well as those that are routine. A health alert (HAN message) is just one type of alert. Not all messages sent out by Communicator! NXT are HAN messages. HAN messages are those communications that are specifically about health events that are proactively distributed to mitigate the extent/severity of the event.

The notification system used to distribute PCA messages in Louisiana is the Communicator! NXT, which is a software system that is used by LDH EOC Tactical Communications Officer/designee and the OPH Regional Tactical Communications Coordinators. In the event of an emergency or time-critical event, a degree of uniformity of alert message structure, vocabulary/semantics, and process is critical for clear, accurate messaging which cannot be misunderstood or mismanaged across multiple organizations. One objective of PCA is for alerting methods to be consistent in the type of information sent out. To achieve this consistency, messages should be written following a standard wording in a set structure with consist terminology which relays what is expected of the message's recipients and which contains the type of information that must be stored for historical reporting and auditing purposes.

Alerts must include the following:

- A unique message identifier—in Communicator! NXT, a unique identifier will be assigned to each notification by message originator (i.e., BCP Tactical Communications Officer/designee/ LDH EOC HAN/Communications personnel/OPH Regional Communications staff).
- The official agency name/abbreviation—for the BCP Tactical Communications Officer/LDH EOC
 HAN/Communications personnel, the agency name used is "LDH EOC" in alerts/messages; for OPH
 Regional staff, "OPH Region (Number) EOC" is recommended for use. Consistency in naming and
 wording of messages should be maintained by Communications staff at both the state and regional
 levels.
- The date and time sent—in Communicator! NXT, a template can be added to the message which
 automatically adds a date and time stamp to the message when it is sent.
- The severity of the event—in Communicator! NXT, the level of severity can be chosen when the
 message is being built, but this severity level needs to be included in the body of the message
 directly under the date and time stamp also for recipients to see as well.
- Title of the message—messages can be named in Communicator! NXT which can then be used with updates for similar alerts.
- Message Text—the body of the alert contains the message text. All message wording must be approved by the Incident Commander/designee prior to being sent out via Communicator! NXT.
- Secure Message Identification—if the contents of the message are sensitive, that information



- must be conveyed to the recipients and sent using secure methods.
- Message Protection (including legal considerations)—the Communicator! NXT system and the Outlook email system both can be used to disseminate messages during emergency response activations, including hurricane and MCM responses. Incoming messages through the LDH email system, which is also used by Communicator! NXT, uses Proof point security devices as SMTP gateways which uses the F-Secure antivirus engine. Inside the LDH email system, Trend's Scan Mail is used. Messages are encrypted using TLS within the LDH email system and will send SMTP mail to outside servers that support TLS. For secure, confidential messages sent via the Communicator! NXT system, they are stored in the secure server provided by the software vendor. The message recipients must have a unique login name and PIN to access these secure, confidential messages. Tactical Communications staff in the LDH EOC and in each OPH Regional EOC all have the ability to create messages for dissemination or re-release via this system. These staff members each have unique login, user names, and passwords to access this feature (see Attachment 5). Legal considerations for information sharing are outlined in Attachment 12: Authorities and References. Also, LDH Legal reviews and approves for legal considerations all messages that the State PIO disseminates from the JIC which all follow preset protocols for information sharing to the public via media outlets.

In some instances, additional information is included in alerts, including the following:

- Acknowledgement—if acknowledgement of the receipt of the message is deemed necessary, instructions for acknowledgement must be included in the message.
 - Alternate methods of reaching recipients should be used for a specified period of time or until an acknowledgement is received with this type of message.
 - There are several types of message responses that can be required for PHIN and HAN messages.
 - These message responses are scalable from simple messages that require no response from the recipient to those that require acknowledgement of receipt and for the recipient to enter their estimated time of arrival to those that are secure and require the recipient to enter a User ID before receiving/responding to the message.
 - There is also a message response that confirms the recipient's safety during an event.
- Test/Alert Status—if the alert is an exercise or test, this fact must be conveyed to message recipients.
- Message Type (Update/Cancellation/Error)—if the alert is an update, cancellation, or error, this fact
 must be conveyed to the recipients along with the identifier of the referenced previous alert.

A. State Messaging (LADHHOPH):

Communicator! NXT allows for distribution of messages via phone, email, fax, or text to several individuals simultaneously for either HAN, PCA, or LDH EOC messages. To enhance the agency communications, BCP has worked with the vendor to set-up a separate department in the software for the OPH regions to utilize the system's platform to distribute staff notifications or public health messages from the OPH regional incident commander.

This system has been designated with a state email address that is listed on notification messages to allow staff to provide confirmation of notification. This system provides complete automation of call trees to meet the critical communications needs of the Public Health Emergency Preparedness and Response program in Louisiana.



The system allows for direct alerting and follows a protocol to use the CDC capability of cascade alerting if a message needs to be distributed across federal and multi-state jurisdictions during an emergency event. This ensures that Louisiana maintains a robust interoperable platform for the rapid exchange of public health information with other states/jurisdictions when needed during emergency events.

The system can be used to manage contact lists, activate scenarios, and/or monitor communications in progress. Notifications may be activated remotely by phone or directly by authorized web login to our custom database on the server at URL 10.12.101.93. In this scalable system there are over 6,000 individuals that may be contacted by various means such as work phone, cell phone, home phone, fax, and/or email.

Message Types:

- Notifications/Activations—Notification/activation messages are sent to LDH EOC employees via telephone, fax, email, and text message (if the employee makes this request). The system is the primary method of notification for LDH EOC activations during emergency response activations or when potential activation is likely.
- HAN Messages—All health alerts are designed to advise, alert, notify, and/or communicate
 public health messages to LDH staff, health care providers, and/or designated partners (see
 Attachment 10).

B. Regional Messages (LADHHOPHREG):

Each OPH region has designated a Tactical Communications Coordinator and a designated backup, for most Regions it is the PHERC with the HNC as the back-up. The OPH Regional Tactical Communications Coordinators/designee maintain their region's call group rosters.

Message Type:

Notifications/Activations: Regional OPH notification/activation messages are sent using the Communicator! NXT system and the Outlook email system to OPH Regional EOC employees and other partnering agencies and identified individuals as needed. The system uses telephone landlines, cell phones, fax machines, emails, and text messages. The system is the primary method of notification for OPH Regional EOC activations/notifications in emergencies or when potential events might occur. Messages must follow PCA wording guidelines which includes that the message is being sent from the Region, e.g., "OPH Region (Region Number) EOC." Messages from the OPH Regional offices should not state that it is a HAN message.

C. Communications Request Form

For both State and Regional messages, the Communications Request Form (see Attachment 9) must be fully completed prior to the message being reviewed and approved by the LDH EOC/OPH Regional EOC Logistics Chief and the LDH EOC/OPH Regional EOC IC/designee. Once the message is approved, the form is signed and dated with the time noted on the form. The Tactical Communications staff/designee who is sending the message will create and send the message in Communicator! NXT or in Outlook as noted on the form. Once the message is sent, the Tactical Communication staff/designee will sign and date the form with the time the message went out noted. This process is shown in Figure 1 of this annex. The flow of the communication pathways is shown in Figure 2 of this annex for an overall view of how communications are shared during normal and emergency operations.



Messages Following PHIN Guidelines

PHIN guidelines—

• These are no longer CDC requirements; however, we continue to follow them as a way to ensure standardized messages are being sent from LDH EOC and all OPH Regional EOCs.



Communicator 4.5 Scenarios

Creating Scenarios—

- Under the Call Flow tab, you can set the type of template for the response you want according to your needs for each message
 - Simple—can repeat message
 - Simple Understand—have to indicate they understood
 - Simple Response—have to indicate can respond and ETA
 - Secure Delivery—have to know User ID
 - Secure Response—have to know User ID & response ETA
 - Are you okay?—have to know User ID, best phone number, and indicate they are okay



LA Revised Statues 29:761-762, 769; 40:5. 7-10 and LA Administrative Code

The Louisiana Revised Statutes 29: 761-762, 769; 40:5, 7-10 and the Louisiana Administrative Code, June 2004, Public Health Sanitary Code (5), Part 2: *The Control of Diseases* provides the Louisiana SHO with the authority to take actions to control diseases and procure needed assets. *The Sanitary Code* mandates reporting of diseases of major public health concerns because of the severity of disease and the potential for epidemic spread. This is to be done by telephone reporting immediately upon recognition that a case, a suspected case, or a positive laboratory result is known. In addition, all cases of rare or exotic communicable diseases, unexplained deaths, unusual clusters of diseases, and all outbreaks shall be reported. It further mandates reporting duties of physicians, health care providers, laboratories, parents, schools and day care centers. The SHO is empowered and it is their duty to investigate and promptly institute necessary control measures whenever a case of communicable disease occurs and may carry on such measures to prevent the spread of disease.

The Louisiana Emergency Powers Act 2003 grants the State Health Officer, LDH OPH jurisdiction, control and authority to isolate or quarantine and to take such action as is necessary to accomplish the subsidence and suppression of diseases of all kinds in order to prevent their spread. This Act provides the authority to issue standing orders, develop protocols for dispensing sites, allow personnel to dispense medications and suspend administrative policies and procedures to the extent necessary for the protection of life and controlling the spread of human disease.



Louisiana Revised Statues and the Louisiana Administrative Code

Revised Statute 40.5 describes the "general powers and jurisdiction (of) the state health officer and the Office of Public Health of the Department of Health and Hospitals shall have exclusive jurisdiction, control, and authority:

- (1) To isolate or quarantine for the care and control of communicable disease within the state, and
- (2) To take such action as is necessary to accomplish the subsidence and suppression of diseases of all kinds in order to prevent their spread."

The authority to issue standing orders and protocols for disease control and suppression is the responsibility of the SHO/designee.



Louisiana Revised Statues and the Louisiana Administrative Code

Revised Statute 29:766 describes "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. Revised Statute 29:762 defines: "A 'public health emergency' as an occurrence or imminent threat of an illness or health condition that:

- (a) Is believed to be caused by any of the following:
- (i) Bioterrorism.
- (ii) The appearance of a novel or previously controlled or eradicated infectious agent or biological toxin.
- (iii) A disaster, including but not limited to natural disasters such as hurricane, tornado, storm, flood, high winds, and other weather related events, forest and marsh fires, and manmade disasters, including but not limited to nuclear power plant incidents or nuclear attack, hazardous materials incidents, accidental release or chemical attack, oil spills, explosion, civil disturbances, public calamity, hostile military action, and other events related thereto.
- (b) Poses a high probability of any of the following harms:
- (i) A large number of deaths in the affected population;
- (ii) A large number of serious or long-term disabilities in the affected population; or
- (iii) Widespread exposure to an infectious or toxic agent that poses a significant risk of substantial future harm to a large number of people in the affected population."



Louisiana Revised Statues and the Louisiana Administrative Code

Revised Statute 29:766 describes "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 conduction 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.

Louisiana Emergency Health Powers Act

Information release will be handled in accordance with the provisions of the Louisiana Emergency Health Powers Act as outlined below.

Louisiana Emergency Health Powers Act:

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 and Hospitals 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.

- Means of dissemination: The Secretary of the Department of Health and Hospitals 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.
- Languages: If the Secretary of the Department of Health and Hospitals 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.
- Access: The provision of information shall be made in a manner accessible to individuals with disabilities.

A committee found a firm legal basis in Louisiana law for all of the anticipated actions for the SNS operations. However, much depends on the Governor issuing a declaration of emergency. The SHO/designee will actively pursue a declaration of emergency for emergency public health response activities. The committee continues to monitor national activities.

Language Line Services

Language Line Services are available during an all-hazards event. The language line contract for services is under the auspices of Homeland Security. Please DO NOT USE any other program codes that you may have access to. Use of any other program codes besides the one listed below will create budget/funding issues.

The access information is listed below:

- <u>Call number:</u> 1-800-752-6096
- <u>Client ID:</u> 549056
- **Personnel Code:** Homeland Security
- **Access Code:** 7800

In order to track for reimbursement each region will need to do the following:

- Log the time (start and end time of the call),
- Log the date,
- Log the event name,
- Log the call site (i.e. Region 2 EOC),
- Log the name of the person calling and the name of the person you're calling for (e.g. I'm Glennis Gray calling from the LDH EOC for Mr. John Doe), and
- Log why you are calling (the person is Non-English speaking, hard of hearing, etc.).



LDH Crisis and Emergency Risk Communication Plan (CERC)

The Crisis Communications Line and Staff Responsibilities section of the Louisiana LDH Crisis and Emergency Risk Communication Plan (Appendix V) outlines fully all staff responsibilities for all-hazards, including MCM incidents. A brief outline of MCM incident response related to public information is in the LA SNS Plan as well on pages 34-36.

During a public health emergency related to a MCM incident, LDH OPH will work through the state and local OEPs and will follow NIMS to respond and provide services to the citizens of Louisiana.



Information Sharing Requirements

The requirements for information sharing during a MCM incident are as follows:

- When information should be shared
 - Upon notification of a potential credible MCM threat, the Pre-event Indicators portion of the Activation section and the Public Health Activities and SNS Response Critical Information sections of the Implementation section of the SNS Plan will be followed regarding trigger points for when information will be shared.
- Who is authorized to receive and/or share information
 - The PIO section which will be discussing in a following slide outlines who is authorized to receive and/or share information as well as the Pre-event Indicators section of the Activation section and the Public Health Activities and SNS Response Critical Information sections of the Implementation section of the SNS Plan for details regarding this point.
- What types of information can be shared
 - During MCM incidents the types of information that can be shared is varied and will be tailored to the specific incident and the needs as they arise during the incident.
 - Some possible examples of messages that could be shared are:
 - · Boil Advisories,
 - Emergency Orders,
 - POD site locations,
 - · Signs and Symptoms of Category A Agents, and
 - · Information found in pre-approved Shelf Kits.



Information Sharing Requirements

The requirements for information sharing during a MCM incident are as follows:

- Information use and re-release parameters
 - Public information as it relates to MCM incidents is the gathering, preparation, and distribution of factual and timely health information to the media, providers, and the public.
 - Information updates will be re-released during the course of the MCM incident if changes occur and more current information needs to be shared.
- Protections of information (including legal considerations)
 - LDH EOC uses the Communicator 4.5 messaging software and Outlook email system to disseminate messages during MCM incidents.
 - Incoming messages through the LDH email system which is used by Communicator 4.5 uses Proof point security devices as SMTP gateways which uses the F-Secure antivirus engine.
 - Inside the LDH email system Trend's Scan Mail is used. Messages are encrypted using TLS within the LDH email system and will send SMTP mail to outside servers that support TLS.
 - Secure, confidential messages sent via Communicator 4.5 are stored in the secure server provided by the software vendor.
 - Message recipients must have a unique User ID to access these messages.
 - Tactical Communications staff in the LDH EOC and in each OPH Regional EOC all have the ability to create messages for dissemination or re-release via this system.
 - These staff members each have unique login and user names and passwords to access this feature.
 - The State PIO disseminates information from the JIC following preset protocols for information sharing to the public via media outlets with approval of messages for legal considerations from LDH Legal.
 - The devices outlined in the Tactical Communications section of this plan are used to disseminate public information as well as to handle resource requests.

Public Information Officer (PIO)

- The Secretary of LDH, the SHO, the LDH PIO/designee will be the primary spokespersons for health-related information during a MCM emergency response.
- Regional OPH Medical Directors/Administrators, the LDH EOC IC/ designee, and identified back-ups will receive annual risk communication training and information about MCM related incidents as a part of their all-hazards training.
- Both primary and backup PIOs and their contact information are identified in Confidential Appendix D of the SNS Plan.
- During a MCM-related incident, the SNS Coordinator will prepare a draft document of MCM-related information that needs to be disseminated.
 - The draft document will be sent to the LDH EOC HAN/Communications Coordinator who will prepare it for approval by the LDH EOC Logistics Section Chief and the LDH EOC IC/ designee.
 - Once approved by the LDH EOC IC/designee, the message will be sent to the State PIO at the Joint Information Center (JIC) for final approval and dissemination to the public.
 - At the JIC, the LDH PIO will follow the outlined process in the LDH Crisis and Emergency Risk Communication Plan (Appendix V) to decide when information should be shared, who is authorized to receive and/or share information, what types of information can be shared, information use and re-release parameters, and protection of information (including legal considerations by clearing new messages with LDH Legal).

QUESTIONS

Bureau of Community Preparedness 8453 Veterans Memorial Blvd. Baton Rouge, LA 70807

