

OBJECTIVES

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

- Correctly word messages which are crafted with the target audience in mind following PHIN guidelines
- Build scenarios to distribute emergency messages with the desired response from recipients
- Correctly name messages
- Build correctly named groups



Communicator 4.5 OVERVIEW

- Login screen
 - LADHHOPH
 - LADHHOPHREG
- Contacts
 - Adding Users
 - Modifying Contacts
- Groups
 - Naming and Creating Groups
 - Static vs. Dynamic Groups



Communicator 4.5 OVERVIEW

Messages

- Naming/Modifying/Creating Messages
- Communications Request Form (message approval/tracking form)

Scenarios

- Naming/Modifying/Creating Scenarios
- Call Flow (desired responses to messages)

Reports

- During activation to check status
- Following activation to determine if activation was successful



Communicator 4.5 Contacts

Contacts—Setting-up Group Identifiers

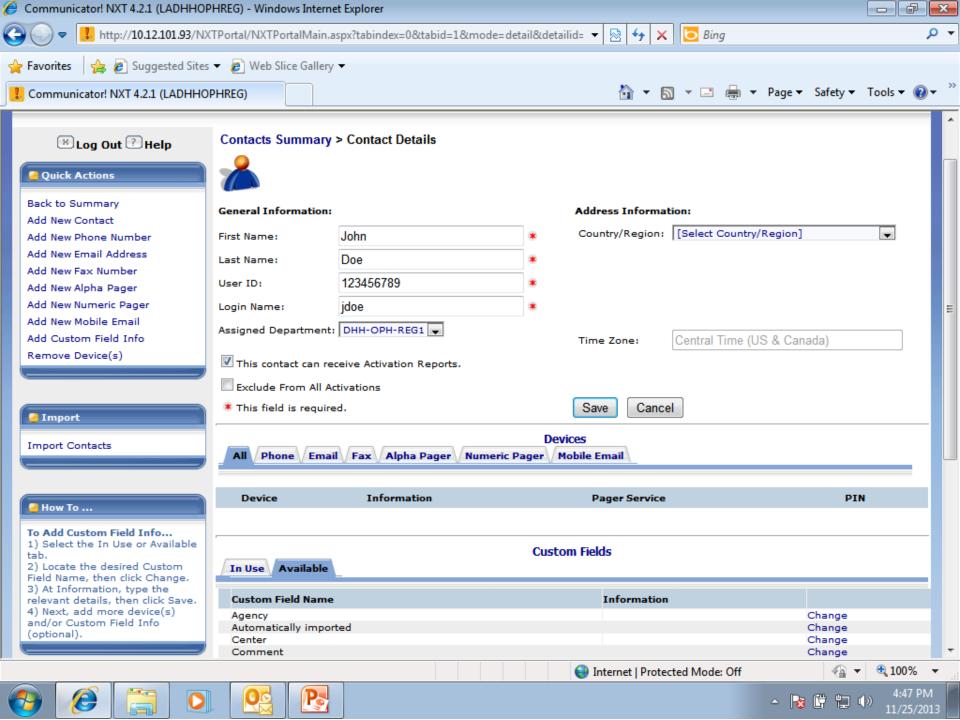
Custom Fields—

- This is the area that can be used to define your dynamic groups.
- If you want to use a Custom Field to define a group, the group can be a dynamic group that doesn't have to be manually updated each time there is a change in personnel or assignments.

Updating Contacts—

- You can update your contacts as needed to assure current information is entered.
- Be sure to hit Save before leaving the contact





Communicator 4.5 Contacts

Creators—

Regional Tactical Communications staff are all assigned the security access of "Creator" in Communicator! NXT 4.5.0

Creators can do everything that an Administrator can do in the system, except modify/assign Security Users in the Settings tab.

Creators can:

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



Communicator 4.5 Groups

Groups—

- Naming Groups
 - Use the Region name first then the group type
 - Try to be as specific as possible in the group name
 - Notify Tactical Communications Officer at BCP if SNS and/or IC Team group names change

Static VS. Dynamic Static—

- Specific contacts assigned
- Have to be modified manually if any changes are made

Dynamic—

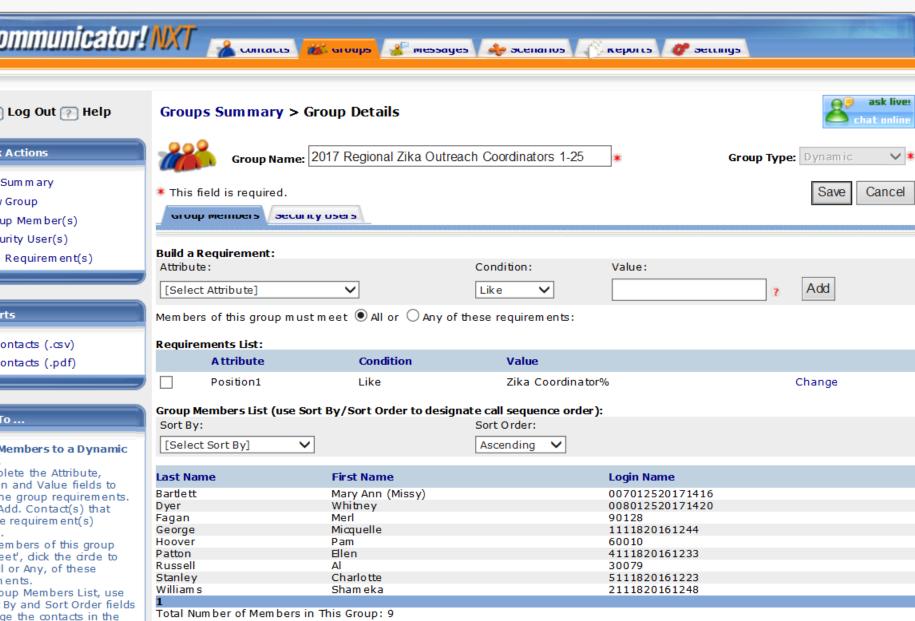
- Set conditions to form the group
- Use the Custom Fields to set these up
- Can make it an exact match of what's in the field or just some part of the field to be sure all contacts you want are included



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oorts	Contacts List:				Group Members List	(in call sequenc	e order):
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v To	A	City	222063		Davis	Jeff	20020
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	Abboud	Melanie	405284		STATON	DAVID	16803

be notified in a scenario

Save.



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
 - Know desired outcome of message
- Approval of wording of the message





EOC HAN Email

Communication Request Form

	12/14/2016 3:50pm (for distribution after approval received)				
Date / Time of Request:					
Communication	Sam Pourciau, Doris Brown				
Requestor:					
	CDC Guidance for Travel and Testing of Pregnant Women and				
D 6	Women of Reproductive Age for Zika Virus Infection Related to the				
Reason for Investigation for Local Mosquito-borne Zika Virus Transmissi					
Communication: Brownsville, Cameron County, Texas					
Urgency:	☐ High ☐ Moderate ☐ Low				
G					
Communication Recipien					
LDH/OPH Executiv					
BCP Incident Com	Team including Regional Nurse Consultants				
BCP Staff	nano ream				
	nift ABBCCDD Incident Command Section Chiefs				
H-72 Call Group	int [A] B [C [D] including command [A] section chiefs				
DRC Group: M Ho	ospital ⊠EMS ⊠ Nursing Home ⊠ Home Health ☐ Fatality Management				
SNS Leads	spini				
RSS Site Leads					
	Education, LA Association of Principals, LA School Nurse Organization				
LDH 50—Warehou	LDH 50—Warehouse and Transportation Cell				
X LA Tier 1 & 2 Hosp					
☐ LA Major Blood Ba					
☐ LA LGBTQ Partner					
All Primary Care H	ealthcare Providers, BPCRH and Partnering Agencies (LRHA, LHA, LPCA				
	ters at Schools of Higher Learning				
Other: BCP Partner					
Other: Regional Zik	a Outreach Coordinators				
Communication Delivery	Method: To be completed by Communications Officer.				
	N F1				
	Email Wash Phana				
	Work Phone				
Communicator! N	Cell Phone				
Communeator: 1	Home I none				
	☐ Text				
	Fax				
Scenario Name:	Zika Virus				
Message Name:	CDC Guidance for Travel and Testing of Pregnant				
	Women and Women of Reproductive Age for Zika				
	Virus Infection Related to the Investigation for Local				
	Mosquito-borne Zika Virus Transmission in				
	Brownsville, Cameron County, Texas				
	•				

Communications Officer:

Other:

Communication Content:			
	ouisiana Department of Health Emerger ribute with relevant stakeholders and pa		
I .	been no locally acquired cases of Zika in ould present to the health care system in		the
request laboratory testing,	ra virus is a reportable disease. To discus or report a suspected case, contact the L after hours at 800-256-2748.		
CD	C HEALTH ADVISO	<u>)RY</u>	
Distributed via the CDC Health December 14, 2016, 16:15 ET CDCHAN-00399			
Reproductive Age for	Travel and Testing of Pregnant Wo Zika Virus Infection Related to the rus Transmission in Brownsville,	Investigation	for Local
Attachments: Yes No Mily yes, please attach to this fo			
Signatory Approval: Logistics Chief Incident Commander Program Mgr / Director Other:	Signature	Date	Time
Communications Delivery	Confirmation: Signature	Date	Time

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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

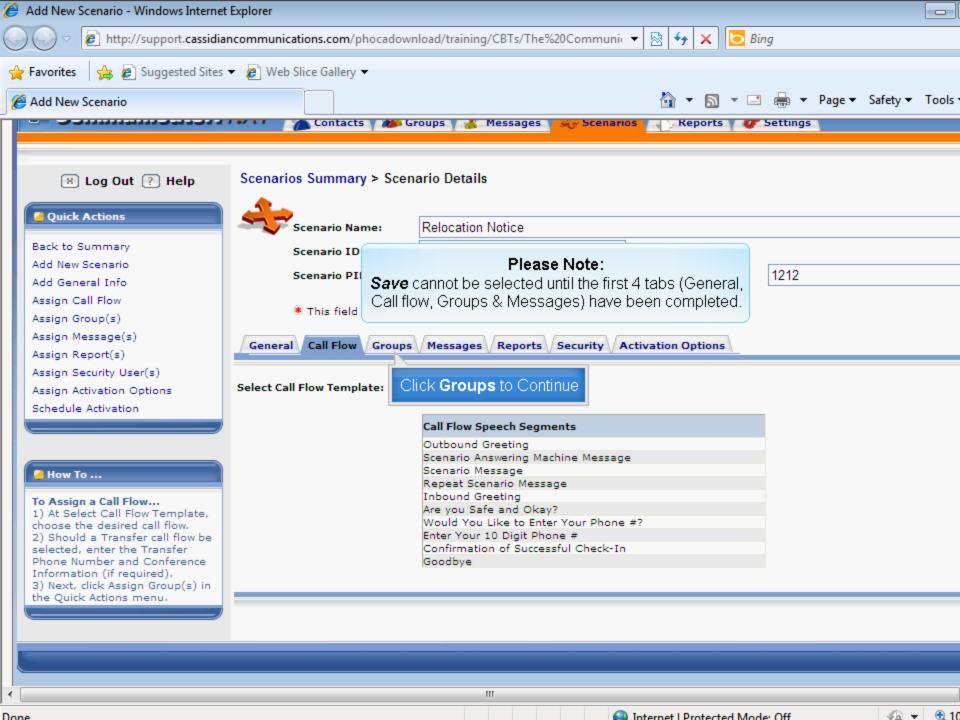
For both State and Regional messages, the Communications Request Form (see Attachment 9) must be fully completed prior to the message being reviewed and approved by the LDH EOC/OPH Regional EOC Logistics Chief and the LDH EOC/OPH Regional EOC IC/designee. Once the message is approved, the form is signed 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.



Creating Scenarios—

- The first 4 tabs must be completed when creating a scenario before the scenario can be saved.
 - General
 - o Call Flow
 - o Groups
 - o Message
 - Other tabs can be completed when creating a scenario as well including:
 - Reports
 - Settings
 - Activation Settings

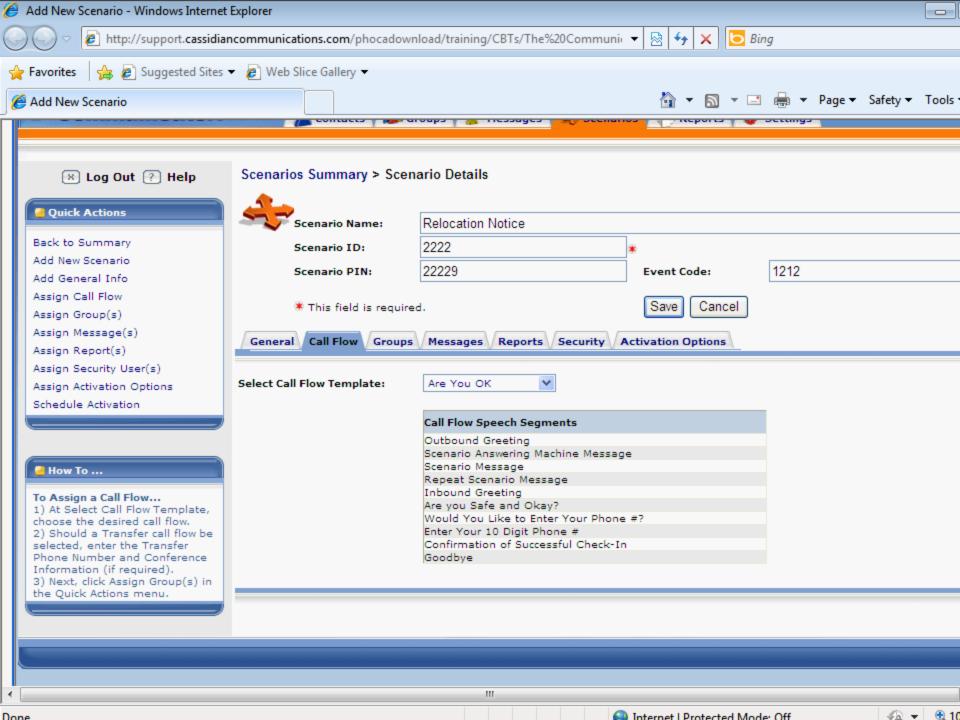




Creating Scenarios—

- Under the Call Flow tab, you can set the type of template for the response you want according to your needs for each message
 - o Simple
 - Simple Understand
 - Simple Response
 - Secure Delivery
 - Secure Response
 - o Are you okay?





Simple

- Greeting
- Message
- Opportunity to repeat the message
- Farewell

Simple Understand

- Greeting
- Message
- Opportunity to repeat the message
- Farewell
- Asks the recipient if the message was understood
- If "no" response is received, message repeats



Simple Response

- Greeting
- Message
- Opportunity to repeat the message
- Farewell
- Asks recipient if they can respond to the situation
- If "yes" response, they key in their ETA in military time (four digits indicating HHMM)

Secure Delivery

- Greeting
- Prompts recipient to enter User ID
- Message
- Opportunity to repeat the message
- Farewell



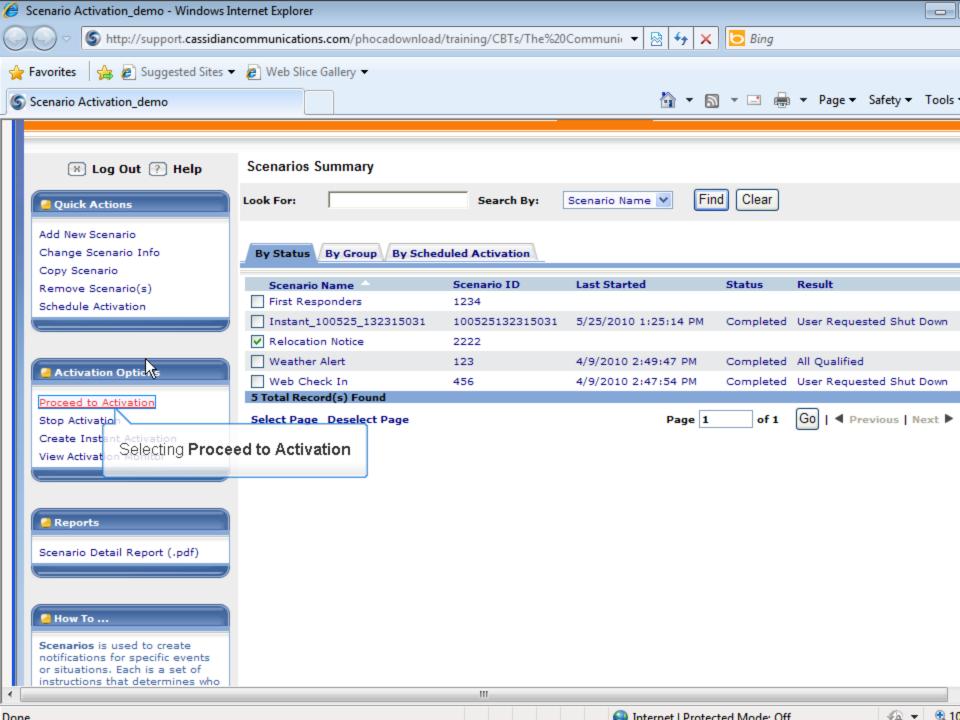
Secure Response

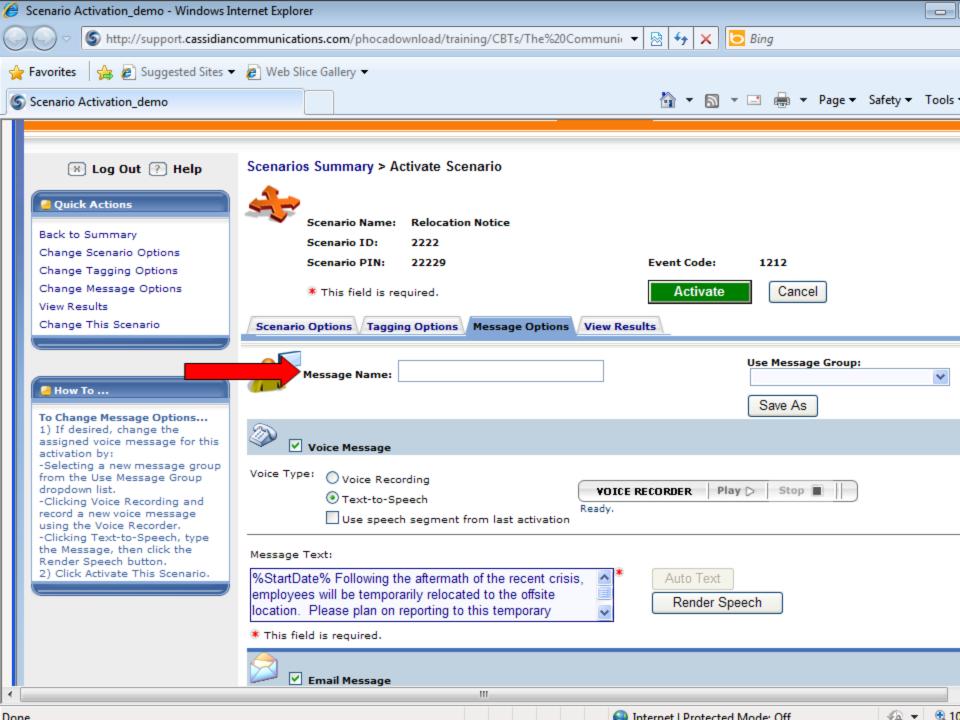
- Greeting
- Prompts recipient to enter User ID
- Message and chance to repeat the message
- Asks recipient if they can respond to the situation
- If "yes" response, they key in their ETA in military time (four digits indicating HHMM)

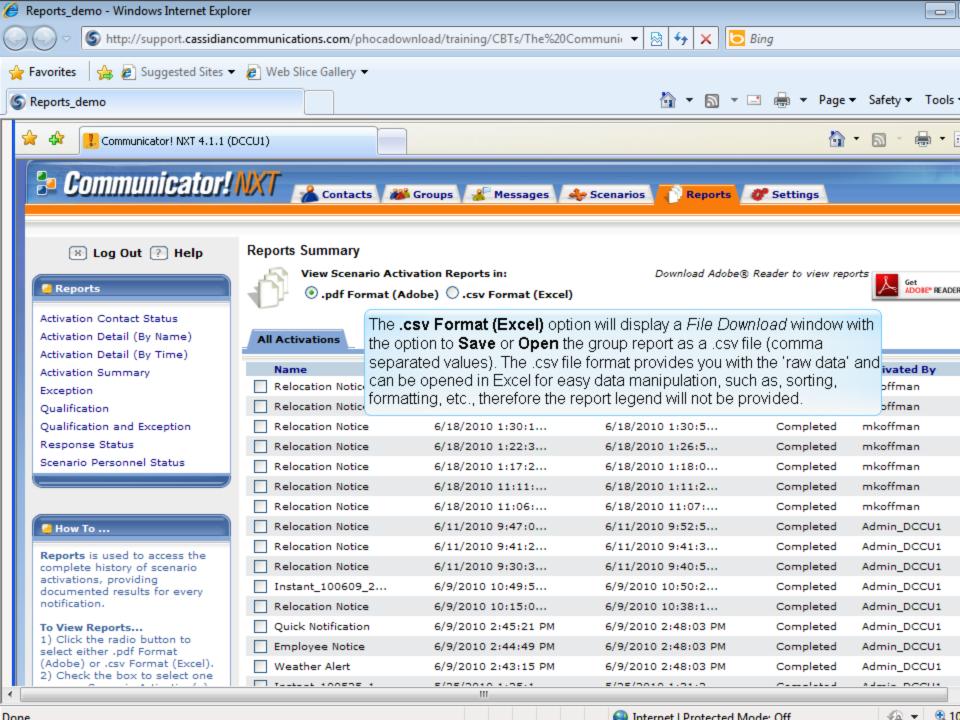
Are You OK? (for Web/Phone Check-In)

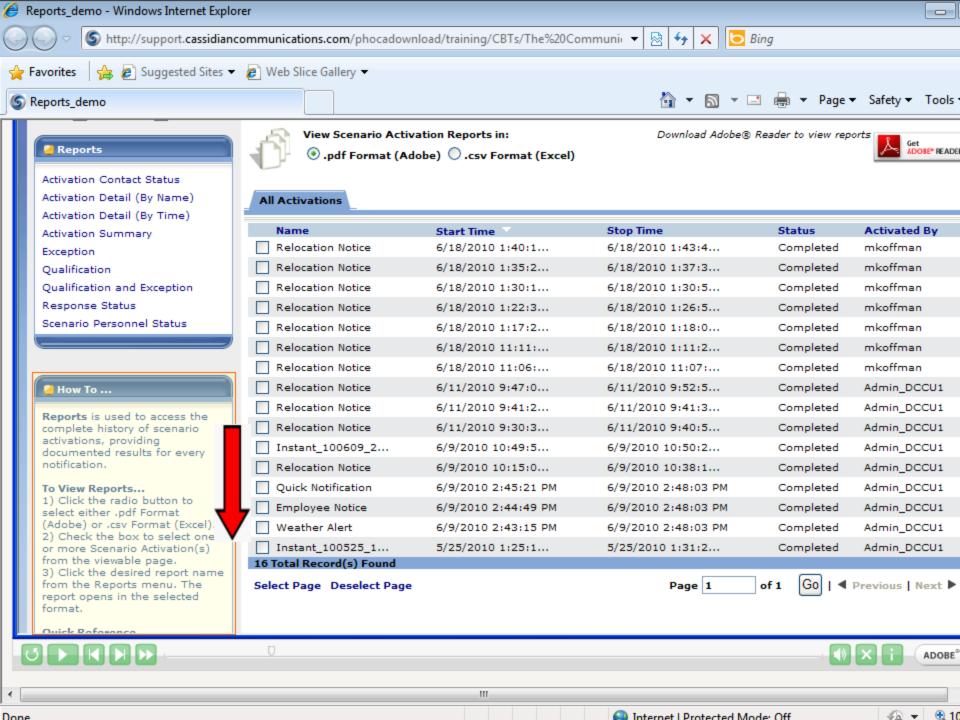
- Greeting
- Prompts recipient to enter User ID
- Asks if the recipient is "...safe and OK" and for best phone number (if number not in system, it's saved as a Phone Type of Other in recipient's contact record)
- Documents response for reporting purposes

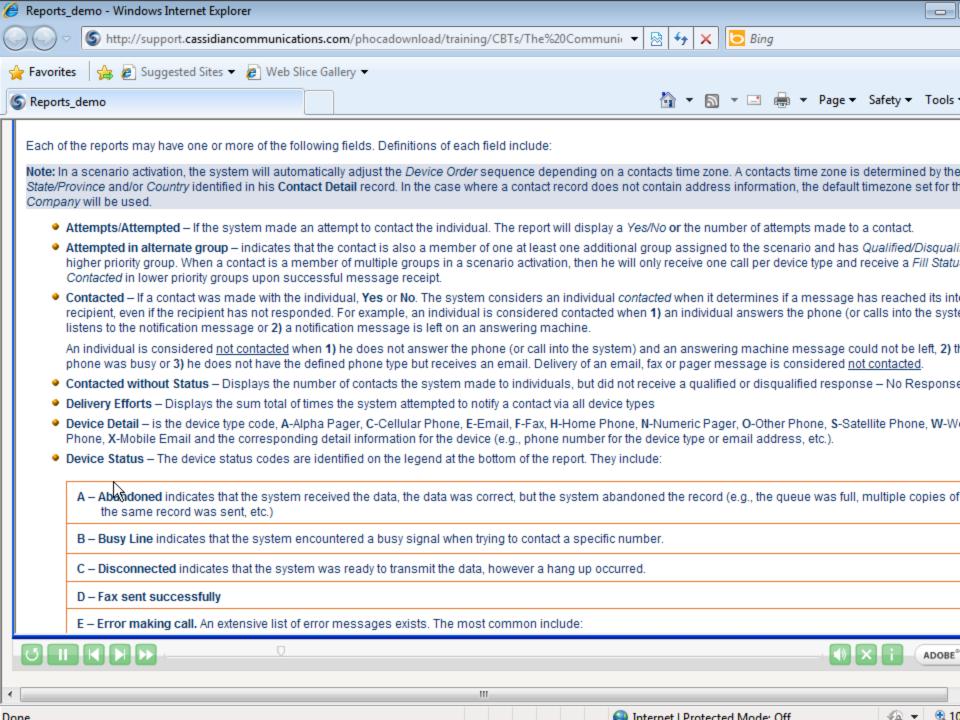












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