



Coordinating Public Health Messaging During a Crisis

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DOH Strategic Plan



What We Do

- Ensure public safety
- Create the healthiest next generation
- Promote healthy living and healthy aging



How We Do Our Work

- Serve our customers and continue to improve
- Be efficient, innovative and transparent
- Develop and support our workforce



Guiding Principles

- Evidence-based public health practice
- Partnership
- Transparency
- Health equity
- Seven generations



Vision

People in Washington enjoy longer and healthier lives because they live in healthy families and communities.



Strategy

Through collaborations and partnerships, we will leverage the knowledge, relationships and resources necessary to influence the conditions that promote good health and safety for everyone.



Mission

The Department of Health works with others to protect and improve the health of all people in Washington.

Agenda



**Developing
Communication
Plans**



**Coordinating with
DOH**



Next Steps

Developing Communication Plans

- **Why develop a communication plan?**
 - Helps target communication and inform tactics
 - Makes setting a glide path smoother and demobilization
- **Starting on a communication plan:**
 - Know your audience(s)
 - Determine themes and key messages
 - Crisis & Emergency Risk Communication (CERC)
 - Develop and determine your strategies
 - Decide how and when you'll assess your plan, and set contingencies

Components of a Communication Plan

- **Scalable:** grow or shrink to fit the needs of your response
- **Customizable:**
 - Consider:
 - Key messages & agency priorities
 - Holding statement
 - Expanded talking points
 - Frequently Asked Questions (FAQs)
 - Contingencies for a deescalating and escalating response effort

Crisis & Emergency Risk Communication

Six Principles:

- Be First
- Be Right
- Be Credible
- Express Empathy
- Promote Action
- Show Respect

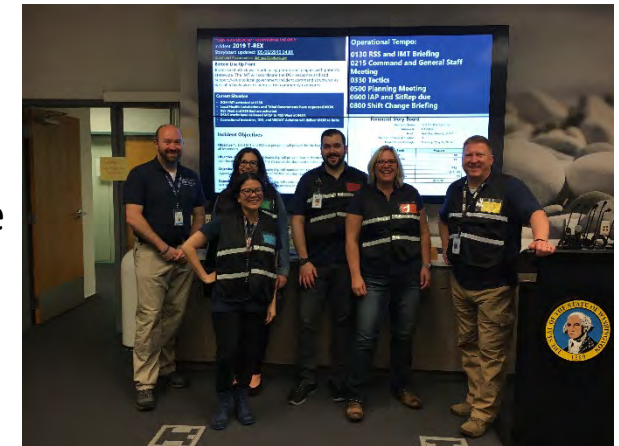
Those affected need empathetic communication that:

- Gives them the facts
- Empowers their decision making
- Actively involves them
- Provides oversight of resource allocations
- Recovers or preserves normalcy

Coordinating Unified Public Health Messaging During Emergencies

DOH Type-3 Incident Management Team (IMT):

- **Public Information Officer (PIO)**
 - Develops holding statements, communication plan, and messaging
 - Triage media requests and coordinates media availabilities
- **Liaison Officer (LNO/LOFR)**
 - Coordinates with partner agencies and organization
 - Distributes Situation Reports and Incident Action Plans
- **Tribal Liaison Officer:**
 - Role created within the DOH IMT to coordinate and collaborate with Tribal Governments during emergency responses
 - Coordinates situational awareness and information sharing between DOH and partners



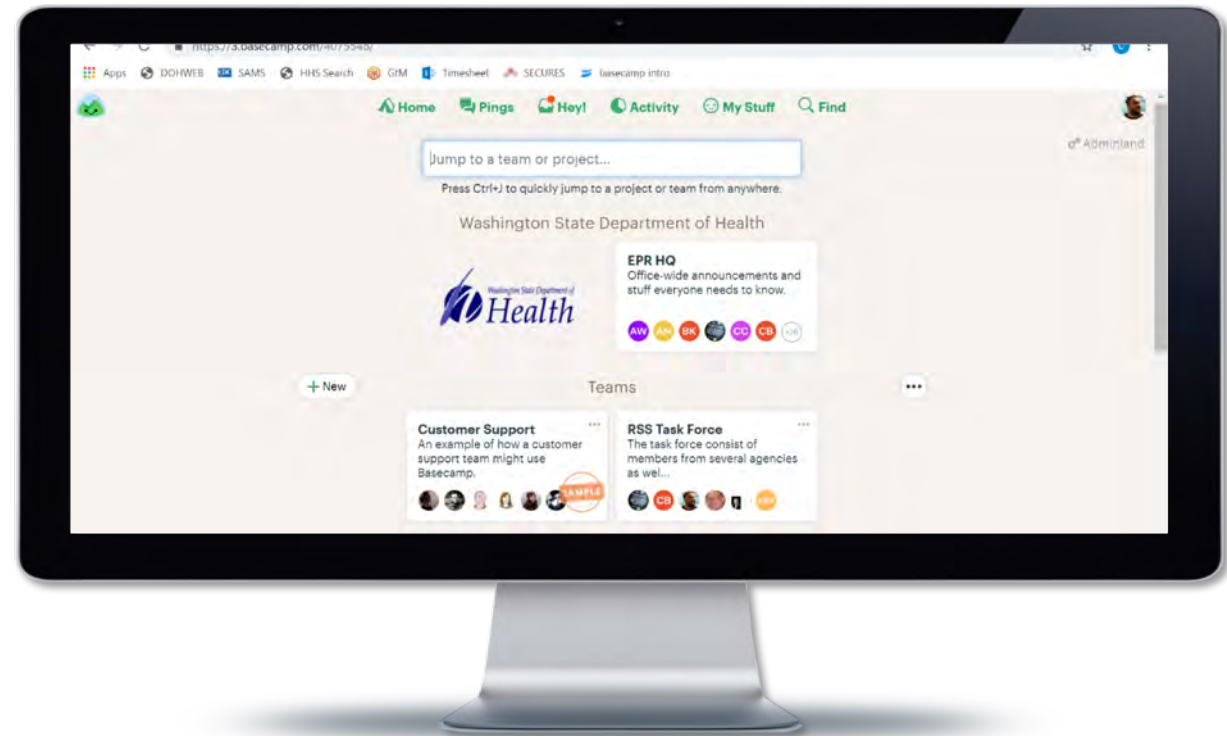
Basecamp

What is it?

- Project management and communication platform
- Used to discuss ideas, plan & coordinate, and share resources

Features:

- To-do lists
- Message boards
- Schedules
- Document & file storage
- Group chat
- Notifications



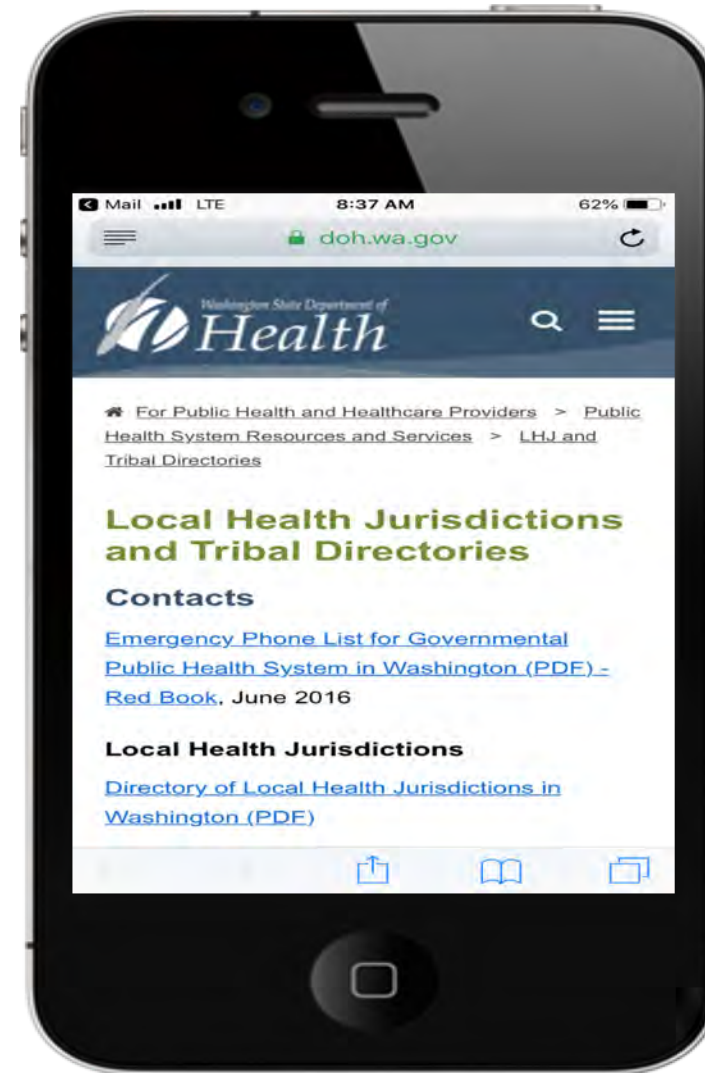
Red & Yellow Books

Difficult to maintain:

- Contact information changes
- Folks move or change roles
- Limited printings

Work to come:

- Available electronically
- Easier to regularly update



Next Steps

Office of Emergency Preparedness & Response (EPR):

- Ongoing work to update and modernize Red & Yellow Books
- Creation of a DOH Emergency Response specific Basecamp

Center for Public Affairs (C4PA):

- Continued collaboration on the DOH Communicators Basecamp & topic specific areas

DOH Incident Management Team (IMT):

- Continued coordination through IMT Command Staff including the Public Information Officers, Liaison Officers, Tribal Liaison Officers, and partner agencies
- Further development of the Tribal Liaison role within the DOH IMT

Questions?

Contact Us



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