

## **Capability Standards – Public Education and Information, Intelligence and Information Sharing and Dissemination, Community Preparedness and Participation, and Crisis Communication**

The **Intelligence and Information Sharing and Dissemination** capability provides necessary tools to enable efficient prevention, protection, response, and recovery activities. Intelligence/ Information Sharing and Dissemination is the multi-jurisdictional, multidisciplinary exchange and dissemination of information and intelligence among the Federal, State, local, and tribal layers of government, the private sector, and citizens. The goal of sharing and dissemination is to facilitate the distribution of relevant, actionable, timely, and preferably declassified or unclassified information and/or intelligence that is updated frequently to the consumers who need it. More simply, the goal is to get the right information to the right people at the right time.

An effective intelligence/information sharing and dissemination system will provide durable, reliable, and effective information exchanges (both horizontally and vertically) between those responsible for gathering information and the analysts and consumers of threat-related information. It will also allow for feedback and other necessary communications in addition to the regular flow of information and intelligence.

The desired outcome of this capability is that Effective and timely sharing of information and intelligence occurs across the jurisdiction and impacted areas to achieve coordinated awareness of, prevention of, protection against, and response to a threatened or actual domestic terrorist attack, major disaster, or other emergency.

The **Community Preparedness and Participation** capability provides that everyone in America is fully aware, trained, and practiced on how to prevent, protect/mitigate, prepare for, and respond to all threats and hazards. This requires a role for citizens in personal preparedness, exercises, ongoing volunteer programs, and surge capacity response. Specific capabilities for UNIVERSAL preparedness, including knowledge of all-hazards (technological, natural, and terrorist incidents) and related protective measures, skills, and supplies, will be determined through a collaborative process with emergency responders.

The **Public Education** capability addresses how the jurisdiction uses educational tools to teach the public about disasters and what actions to take when an emergency occurs.

An accredited Emergency Management Program should have a crisis communication, public information and education plan and procedures. The Emergency Management Program develops and maintains a documented plan and procedures for its public information function. The public information plan is designed to inform and educate the public about hazards, threats to public safety, and risk reduction through various media. The public information plan provides for timely and effective dissemination of information to protect public health and safety, including response to public inquiries and rumors. Protocols are developed to interface with public officials and VIPs. Procedures include a process for obtaining and disseminating public information materials in alternative formats.

**Associated Target Capabilities:** [Communications, Emergency Public Information and Warning;](#) [Community Preparedness and Participation, Intelligence and Information Sharing and Dissemination;](#) [Information Gathering and Recognition of Indicators and Warnings.](#) Additional information on building

these capabilities can be found on pages 29 (Communications), 55 (Community Preparedness and Participation), 81 (Information Gathering and Recognition of Indicators and Warnings), and 421 (Emergency Public Information and Warning) of the U.S Department of Homeland Security's September 2007 document: *Target Capabilities List: A Companion to the National Preparedness Guidelines*.

**Desired Outcomes:** There is a structure and a process for ongoing collaboration between governmental and nongovernmental resources at all levels; volunteers and nongovernmental resources are incorporated in plans and exercises; the public is educated and trained in the four mission areas of preparedness; citizens participate in volunteer programs and provide surge capacity support; nongovernmental resources are managed effectively in disasters; and there is a process to evaluate progress.

**The jurisdiction has created and maintains an Emergency Operations Plan and a Resource Manual that:**

**Information Gathering and Recognition of Indicators and Warnings**

- Describes critical information needs and collection priorities.
- Describes information dissemination methods (e.g., verbal, electronic, graphics) and protocols.
- Describes long-term information collection, analysis, and dissemination strategies.
- Describes collaboration with the general public, to include sector-specific watch programs.
- Identifies intelligence position (e.g., fusion center liaisons) requirements for the emergency operations center's (EOC) Planning Section.
- Describes plans for coordination between the Planning Section and the jurisdiction's fusion center.

Comments and Notes:
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**Communications**

- Describes the framework for providing communications support and how the jurisdiction's communications network integrates with the regional or national disaster communications network.
- Identifies and summarizes interoperable communications plans.
- Identifies the compatible frequencies/trunking systems used by agencies during a response (who can talk to whom, including contiguous local, state, and private agencies).
- Describes how 24-hour emergency communications are provided and maintained within the jurisdiction.

Comments and Notes:

### Emergency Public Information and Warning

- Identifies and describes the agencies and the actions that will be taken to explain the hazards and risks faced by the jurisdiction (Hazmat/Risk Communication).
- Identifies and describes local programs and agencies that are used to educate the public about how to prepare for emergencies and what response actions to take (pamphlets, school outreach, local fairs, winter/flood safety week, etc.).
- Identifies and describes the agencies and the actions that will be taken to prepare/ distribute emergency management information to targeted groups and locations within the jurisdiction (general public, special locations, special needs/functional needs populations, etc.).
- Identifies and describes the agencies and the actions they will take to initiate/ disseminate the initial notification that a disaster or threat is imminent or has occurred (EAS activation, door-to-door, sirens, cable/TV messages).
- Identifies and describes the agencies and the actions they will take to provide continuous warning information about an emergency/disaster (media briefings, press releases, cable interruptions, EAS, text messages, door-to door warnings).
- Identifies and describes the agencies and the actions they will take to alert and inform special/functional populations (schools, hospitals, public venues, hearing/visually impaired, non-English speaking, elderly, handicapped).
- Lists local media contacts and describe their abilities to provide warnings.
- Includes pre-scripted EAS messages for identified hazards.
- Describes the jurisdiction's use of Emergency Condition Levels (ECL) in the public notification process (snow emergencies, hazmat incidents, nuclear power plant events, etc.).

Comments and Notes:

### Community Preparedness and Participation

- Identifies and describes the agencies and the actions they will take to provide continuous public information about an emergency/ disaster (media briefings, press releases), secondary effects, and recovery activities.
- Identifies and describes the actions that will be taken to ensure that information provided by all sources includes the content necessary to enable reviewers to determine its authenticity and potential validity.
- Identifies and describe plans, programs, and systems to control rumors by correcting misinformation rapidly.

- Identifies and describes the agencies and the actions they will take to inform special/functional populations (schools, hospitals, hearing/visually impaired, non-English speaking, elderly, handicapped).
- Describes the role of public information officer(s) (PIOs) and describe how public information releases will be coordinated within a Joint Information Center (JIC), working with media at the scene, and coordinating information between agencies/elected officials, etc.). Releases should also include pet evacuations and sheltering information.
- Describes how emergency responders/local officials will use and work with the media during an emergency (scheduling press briefings, establishing media centers on-scene, controlling access to the scene/ responders/victims).
- Includes prepared public instructions for identified hazards, including materials for managers of congregate care facilities, such as childcare centers, group homes, assisted living centers, and nursing homes.
- Identifies the agencies and systems that will be used and will assist in managing rumor control on- and off-scene (monitoring AM/FM radio and television broadcasts).
- Describes how public statements on shelter capacity and availability will be updated as people/animals are coming to shelters.

Comments and Notes:

**A fully-functioning set of capabilities for Communications, Community Preparedness and Participation, Intelligence and Information Sharing, Information Gathering and Recognition of Indicators an Warnings, and Emergency Public Information and Warning should address the following measures:**

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- Procedures are in place and tested to support a joint information system and center.
- The Emergency Management program has designated and trained spokespersons qualified to deliver the Emergency Management Program’s message, appropriate to hazard and audience.
- The Emergency Management Program provides for information and education to the public concerning threats to life, safety, and property.
- The jurisdiction’s activities include information about specific threats, appropriate preparedness measures, and actions to mitigate the threats including protective actions.
- Public outreach activities are initiated to ensure that diverse populations are appropriately advised.
- The entity shall develop a plan and procedures to disseminate and respond to requests for pre-incident, incident, and post-incident information to and from the following:

- Internal audiences, including employees
- External audiences, including the media and special needs populations
- ○ ○ A capability shall be established and maintained to include the following:
  - Central contact facility
  - System for gathering, monitoring, and disseminating information
  - Procedures for developing and delivering coordinated messages
  - Pre-scripted information bulletins or templates
  - Protocol to coordinate and clear information for release
- ○ ○ The Emergency Management Program shall establish an emergency public information capability that includes:
  - A central contact facility for the media
  - Pre-scripted information bulletins
  - A method to coordinate and clear information for release
  - The capability for of communicating with special needs populations
  - Protective measure guidelines
- ○ ○ The jurisdiction's Crisis Communications, Public Education and Information operations have been established, are maintained in EOP/SOP/SOG, and addresses the following elements:
  - Public education materials and brochures
  - Regular articles in newspaper(s)
  - Seasonal hazard information supplements in newspaper(s)
  - Include information in telephone directories
  - Public service announcements
  - School programs, annually
  - Family and neighborhood self-help programs
  - Family disaster planning
  - Special population programs
  - Business and industry program
  - Government employee programs
  - Donated goods and volunteer services programs
  - Outreach through professional associations
  - Outreach through community organizations
  - Outreach through local events (e.g., county fair)
  - Emergency management website
  - Other Internet sources
  - Video library
- ○ ○ In REP counties, at least annually, the jurisdiction has provided coordinated dissemination of information to the public regarding notification and what actions should be taken in a radiological emergency, including protective measures, evacuation routes, relocation centers, sheltering, respiratory protection, radio-protective drugs, and special needs of the physically challenged.

- In non-REP counties, at least annually, the jurisdiction has provided coordinated dissemination of information to the public regarding notification and what actions should be taken in a radiological emergency, including protective measures, evacuation routes, relocation centers, sheltering, respiratory protection, radio-protective drugs, and special needs of the physically challenged.
- The jurisdiction's Risk Communication Program/Community Disaster Education Program includes:
  - Identification of community hazards, development of a community profile, and identification of target audiences
  - Awareness of current community disaster education activities
  - Identification of mitigation projects and funding sources

Comments and Notes:

### Capability Assessment - Public Education and Information

- 1 2 3 4 5 The jurisdiction has engaged an integrated team to develop this capability.
- 1 2 3 4 5 The jurisdiction has developed an integrated plan for this capability.
- 1 2 3 4 5 The jurisdiction has identified the hazards/threats that would necessitate the application of this capability.
- 1 2 3 4 5 The jurisdiction's local responders have the necessary training to effectively carry out this capability.
- 1 2 3 4 5 The jurisdiction has access to the necessary resources to effectively carry out this capability (either local or identified through MOUs).
- 1 2 3 4 5 The jurisdiction's local responders have received the necessary training to be able to carry out this capability.
- 1 2 3 4 5 The jurisdiction's local responders have the expertise to carry out this capability.
- 1 2 3 4 5 The jurisdiction has tested this capability within the last year through exercise or activation.

**Scale Key:**

- 1- The jurisdiction has not started to develop this measure.

- 2- The jurisdiction has started to develop this measure, but we are not far along in the process.
- 3- The jurisdiction has developed this measure, but it needs to be improved.
- 4- The jurisdiction has fully developed this measure.
- 5- The jurisdiction has fully developed and tested this measure.