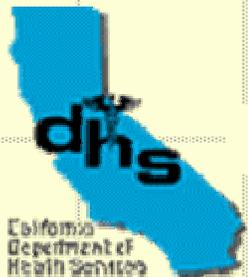


California's Approach to Risk Communication – Diversity, Flexibility and Model Program Development



Terri Stratton, M.P.H.
Emergency Preparedness Office
California Department of Health Services





California Demographics

- Accounts for one-seventh of U.S. population
 - 7th largest world economy
 - Multi-national and multi-ethnic
 - Long coast line
 - Borders Mexico
 - Los Angeles – second most populated U.S. city with many dense urban areas
 - At risk of terrorism and natural disasters – fires, earthquakes, floods
- 



Bioterrorism (BT) Preparedness

- California Department of Health Services (CDHS) Funding
 - Centers for Disease Control – \$63 million
 - HRSA – \$38 million
 - 61 County/City Health Departments
 - Direct CDC BT Funding to:
 - Los Angeles County
 - City of Long Beach
 - City of Pasadena
- 



Risk Communication

Co-Leads for Focus Area F

- **Ken August – CDHS Public Information Officer**
- **Terri Stratton – Emergency Preparedness Office**

Significant Response Efforts:

- **California Smallpox Vaccination Program**
 - **2003 Southern California Fires**
 - **SARS**
 - **2004 Washington D.C, Ricin Incident**
 - **2004 Orange County Baby Food Tampering**
 - **2004 Live Anthrax at Oakland Children's Hospital**
- 



California Strategic Framework for Risk Communication

- Transparency
 - Echo Strategy
 - Primary Focus on communicating during an event
 - Partnerships and Collaborations
 - Tools and training
 - Multi-language focus
- 



California's Risk Communication Efforts

- Development of Risk Communication Plan and Protocols
 - Development of Templates
 - Media, policy makers, partners/stakeholders
 - Populating CDHS/EPO Website
 - Crisis Site
 - Recording of Pre-Recorded Hotline Messages
 - Multi-language
 - Development of Key Messages
 - Pre-Event, during event in CA, event outside of CA
 - 5 Agents – Anthrax, Smallpox, Ricin, Dirty Bomb and general BT preparedness
-



Training

- State and Local Training
 - CERC
 - Spokesperson
 - Model Risk Communication Plan Development
 - Monthly Joint Conference Call with local Focus Area A and Focus Area F leads
 - Collaborative Efforts
 - Multi-Department/Multi-Agency Risk Communication Advisory Team
 - Designation of Partner/Stakeholder Coordinator
 - Participation in exercises and drills
- 



CERC Tool Kit

- Need for guide for immediate response
 - CERC Manual
 - CDCynergy
 - Packaging of existing materials to guide development of individual CERC plans
- 



Notice

If you are currently experiencing a crisis, turn to the Emergency Communication Guide at the back of the tool kit and follow the directions.

Notice





CERC Tool Kit (Cont.)

Table of Contents

- Crisis Communication Plan
 - Messages and Spokespersons
 - Media Outreach
 - Partner and Stakeholder Communication
 - Direct Public Outreach
 - SEMS (Standardized Emergency Management System)
 - SNS (Strategic National Stockpile)
 - Terrorism and Bioterrorism
 - Glossary
- 



Crisis Communication Plan

- Developing CERC Plan
 - Crisis Communication Team & Roles
 - Resources for a Crisis
 - Joint Information Center (JIC)
 - Crisis Communication Protocol
 - Sample CERC Plan
- 



Crisis Communication Plan Worksheets

- Assembling Your Crisis Team
 - Organizing Your Resources
 - Persons Authorized to Sign Releases
 - Information Release Authorization Form
 - Identifying Local JIC (other than LHD)
 - Organizing Your JIC (LHD)
 - Emergency Phone Tree
- 



Tool Kit Distribution Plans

- Distribution to all CA LHDs including LA County
 - Provided on CD-ROM for updating
 - Trainings: First tier to LHDs
Second tier possible to also engage local partners
 - Others as requested
- 



SNS Risk Communication Plan

- Assumptions:
 - SNS activation signifies major event.
 - Communication needs to provide public guidance and instruction high.
 - SNS CERC plan needs to be part of overall CERC plan (seamless).
 - SNS CERC plan needs to address uniqueness of overall SNS plan.
- 



SNS CERC Plan

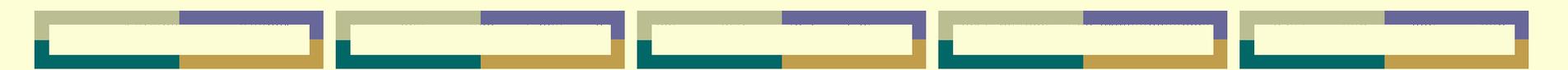
- Overview of SNS
 - Pre-Event Planning (communication with SNS lead, develop materials, communication with stakeholders)
 - Crisis Communication Plan for SNS (transition from general CERC plan actions, confirm request for SNS and details on location etc, activate spokespersons,
- 



SNS CERC Plan (cont)

key message templates, communication with partners/stakeholders, crisis website, B-roll, 800 Hotlines.

- Recovery (continue communication efforts, integration with mental health oriented messages, occupational health, special populations needs)
- 



- **Questions?**

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