

BREAKING NEWS

PIO and Social Media Roles in Emergency Management and Response



Valerie Lakey

*Director of Public Relations/Safety-Disaster
Mayers Memorial Hospital District*

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- Director of Public Relations and Legislation at Mayers Memorial Hospital District
- Public Information Officer
- Safety/Disaster Co-Coordinator
- 25 years of communications experience
- Work closely with all facility departments, local schools, media and local law enforcement agencies
- Plan and facilitate hospital-wide trainings, and coordinate educational materials for staff
- Experienced two wildfire disasters
- Specialized training in health care marketing, emergency management, special districts and public relations

WHO I Am ...

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The public information officer (PIO) is a vital part of the incident command team, charged with delivering accurate information to the right people at the right time. This session will review the role of the PIO and present attendees with strategies for utilizing social media for emergency communications.

WHAT We Will Discuss ...

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August 2014
Burney, California



EILER FIRE

The Questions Start ...

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**EVACUATIONS?
WHERE?
WHEN?
WHO?
HOW?**



**The community,
family and friends
ALL want
ANSWERS ...**

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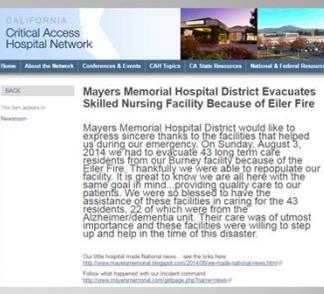


Northeast California wildfire destroys 8 homes

BURNED — A pair of wildfires burning without respite about 80 miles apart in northeast California became the focus of fear and helplessness Sunday as authorities reported that one of the blazes had destroyed eight homes and prompted the evacuation of residents at a nursing home.

News Travels FAST





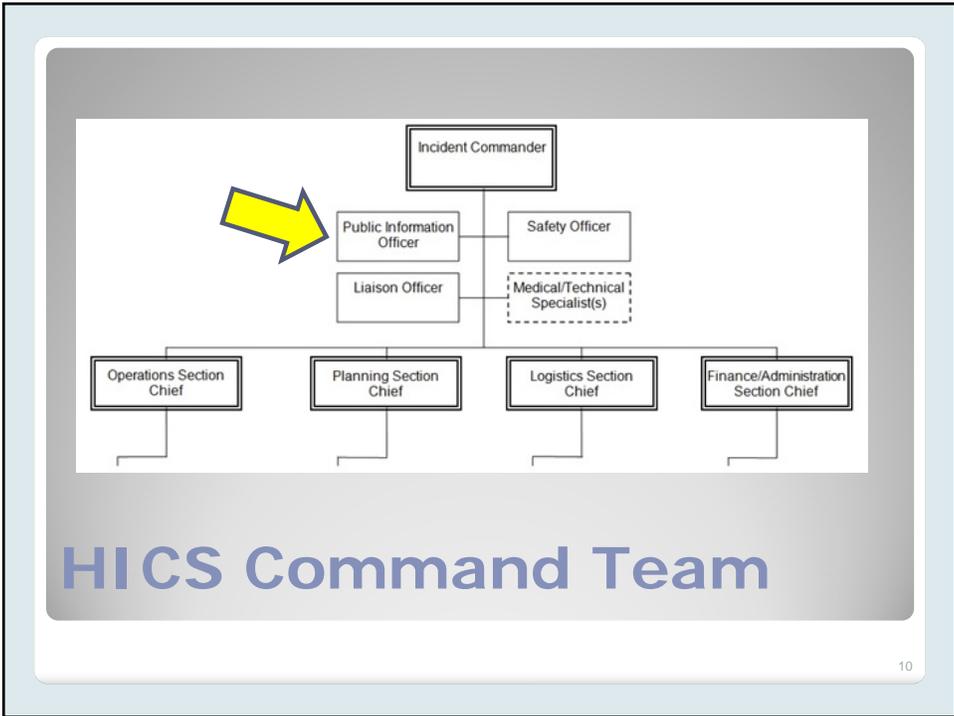
Mayers Memorial Hospital District Evacuates Skilled Nursing Facility Because of Eiler Fire

Mayers Memorial Hospital District would like to express sincere thanks to the facilities that helped us during our emergency. On Sunday, August 3, 2014 we had to evacuate 43 long term care residents from our Burney facility because of the Eiler Fire. Thankfully we were able to repopulate our facility. It is great to know we are all here with the same goal in mind - providing quality care to our patients. We were so blessed to have the assistance of these facilities in caring for the 43 residents, 22 of which were from the Alzheimer/dementia unit. Their care was of utmost importance and these facilities were willing to step up and help in the time of this disaster.



The more destructive of the twin fires was threatening the town of Burney, where officials at Mayer Memorial Hospital decided to evacuate their 49-bed annex for patients with dementia and other conditions requiring skilled nursing. The patients were transferred to a hospital in Redding, about 55 miles away, the hospital reported on its website.

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The Public Information Officer is
Responsible for **COMMUNICATING** the
MESSAGE ...

*"Get the **RIGHT** information to all of the
RIGHT people at exactly the **RIGHT**
time, so everyone is empowered to make
the **RIGHT** decisions."*

The Role of the PIO

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Shape the message ...

Don't be **Shaped** by the message

Lead the **Crisis**

or the **Crisis** will lead you

The **PIO** is the **FACE** of the **TEAM**

Crisis Communications

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brief 

[breef]

[Spell](#) [Syllables](#)

[Synonyms](#) [Examples](#) [Word Origin](#)

[See more synonyms on Thesaurus.com](#)

adjective, briefer, briefest.

1. lasting or taking a short time; of short duration:
a brief walk; a brief stay in the country.
2. using few words; concise; succinct:
a brief report on weather conditions.

**BE BRIEF
BE BRILLIANT
BE GONE**



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- **Establish credibility**
- **Provide knowledge of the event**
- **Provide knowledge of what to do**
- **Project a positive image**
- **Get the media to tell our story**
- **Include official information as a part of the story**

**We Have ONE Chance to Make a
FIRST Impression**

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- **Assess the current situation**
- **Set communication goals**
- **Identify intended audiences**
- **Develop and pre-test message**
- **Determine channels, materials, partnerships and activities**
- **Develop action plan**
- **Develop and pre-test materials**
- **Implement, evaluate and modify plan**



Planning the Process – 8-Step Communication Model

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- **Command the MESSAGE**
 - *Information your audiences NEED to know*
 - *Information on HOW you are going to address/solve the issue at hand*
 - *Information on your position (readiness)*
 - *Don't be generic*
- **Practice the 3 Cs**
 - *Control, Competence, Concern*
- **The golden hour**
 - *Get information out quickly – or others will shape your message*
- **Mistakes happen** – what to do?

Command the MESSAGE

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Strategic Communication Can:

- Save lives
- Reduce injury
- Protect property & environment

HOW?

- Raising public awareness
- Increasing disaster preparedness
- Effective communication in a disaster

Communication Matters

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- **Work with Incident Command on information**
- **Develop materials for media briefings**
- **Obtain approval for media releases**
- **Contact with media**
- **Arrange briefings, tours, interviews**
- **Establish and work with joint information center (JIC) if necessary**

Responsibility Checklist

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- **Maintain summaries of incident**
- **Activity log (ICS214)**
- **Manage inquiries**
- **Coordinate public information and warnings**
- **Monitor media for accuracy**
- **Forms, reports, documentation, debriefing**

Responsibility Checklist (cont.)

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When do you wear your PIO Hat?

ALWAYS!

- Community preparedness
- Risk reduction
- Education/awareness

Not **ONLY** in a
Disaster Situation



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- **Training/Exercises**
- **Updated crisis communication plan**
- **Media relationships/contact lists**
- **Resource kits**
- **Considerations for ALL populations**
- **Equipment and resources**
- **Familiarity with JICs**



Effective PIOs

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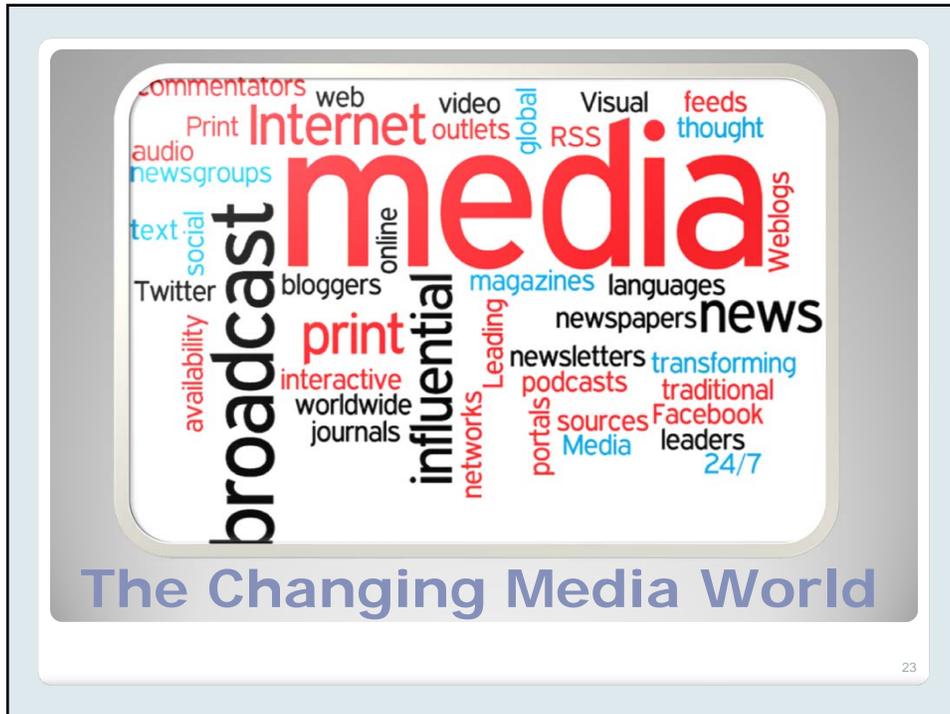
Preparedness

Response

Recovery

Best Practices

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- Changing Population
 - Growth, poverty, life expectancy
- Culture
- Access to information/communications
- Today's media – facts and notes

FACTORS IN HOW WE DO OUR JOB

Change, Change and More Change

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SOCIAL MEDIA (SM) ROLE IN EMERGENCY MANAGEMENT

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Social media is the NEWS for many ...

- Primary news source
- Number one form of communication

How do
you know
that is
true?

I saw it on
FACEBOOK

Social Media Isn't Just SOCIAL

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Why social media is important in today's media environment ... How it fits in emergency management

- Outlets
- Rapid communication
- Public participation
- Larger reach
- Situational awareness
- Monitor and respond



Really?? For Emergency Management?

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PROVIDE SERVICE

ACHIEVE OUTCOME

STIMULATE PARTICIPATION

Functions of Social Media

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- What is to be **ACHIEVED**
- How to **ENGAGE** target audiences
- **FOCUS** on select few
- Create **TRIAL** accounts
- **SUPPORT** structure

Building & Implementing SM

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- **MONITOR**
- **COMMAND/CONTROL**
- **COORDINATE**
- **COOPERATE**
- **COLLABORATE**



Development Stages of SM

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Level 1 Monitor	Level 2 Command	Level 3 Coordinate	Level 4 Cooperate	Level 5 Collaborate
(Listening in order to get your battle rhythm) One way communication <i>from the public</i> , intended to inform and instruct (the EM).	(Broadcasting) One way communication <i>to the public</i> , intended to convince, compel, instruct.	(Conversation) 1 or 2 way communication intended to avoid or minimize conflict.	(Discussion & Analysis) Two way communication intended to facilitate shared expectations.	(Synthesis and Value Creation) Two way communication that produces shared meaning and objectives.
Means focused	Means focused	Ends focused	Shared means and ends	Shared means and ends
Prevention				
Preparation				
Mitigation				
Response				
Recovery				

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- Leadership approval
- Staff skill and knowledge
- Consistency
- Technical issues
- Privacy and security
- Access - 22% of adults do not have Internet
- Credibility
- Easy access can be both POSITIVE & NEGATIVE



Challenges with Social Media

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THE OFFICIAL TWITTER OF CAL FIRE PIO
DANIEL BERLANT



TWEETS: 2,678 | FOLLOWING: 40 | FOLLOWERS: 28.8K | LISTS: 161 | LISTS: 1

CAL FIRE PIO Berlant @CALFIRE_PIO
 CAL FIRE's Chief of Public Information
 Daniel Berlant
 fire.ca.gov
 Joined February 2009

Tweets | Tweets & replies | Media

CAL FIRE PIO Berlant @CALFIRE_PIO · 9h
 California Statewide Fire Summary for 7/8. Almost 2,400 firefighters continue to battle 9 wildfires across CA.

Who to follow | Refresh | View all

- Sauna Day** @ShaunaMASC
Followed by CA Hospital Ass.
Follow
- Mitch Zak** @mitchzak
Followed by Tracy Campbell

Social Media in Action

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Mayers Memorial Hospital District
 August 2, 2014 · 🗨️

FIRE UPDATE - Important Notice: MMHD disaster team has established incident command at the Burney Annex and is evaluating the advisory evacuation of Burney. At this time we are NOT evacuating the facility, but have everything in place if we need to. Updates will be provided regularly.

Mayers Memorial Hospital District
 August 3, 2014 · 🗨️

12:13 am Update - There is no change in status at the Burney Annex following the most recent briefing. IC has had communication with law enforcement officials and has solidified the process if a mandatory evacuation is called.

Mayers Memorial Hospital District
 August 3, 2014 · 🗨️

09:12 - August 3, 2014
 Team briefing - no current updates available from agencies as of yet. Evacuations are still in place for Johnson Park, Cassel and Big Eddy. Burney is under advisory recommendation still at this point. We are expecting an update within the hour. We have employees on high alert stand-by if an evacuation order is put in place. Patient safety is our top priority.

Mayers Memorial Hospital District
 August 3, 2014 · 🗨️

13:45 - August 3, 2014
 MMHD Disaster team, clinical staff and Burney Annex patients have made it to Mercy Medical Center safely. The staff at Mercy is professional, organized and gracious. We extend sincere thanks to their staff. At this time residents are being checked in to the facility.

Residents should be returning home soon - as Sheriff has given the go ahead to repopulate.





Mayers Memorial Hospital District
 MAYERSMEMORIAL.COM

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Andrew Hughan
CA Dept of Fish & Wildlife

Adrew Hughan, Public Information Officer - CA Dept. of Fish & Wildlife

YouTube

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CNN FOX NEWS channel msnbc

Yahoo! NEWS

190 reportedly killed as Turkey

Disney Worker Fired— Then Rehired—After 'Tweet About Alligators at the Park

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"In an emergency, you must treat information as a commodity as important as the more traditional and tangible commodities like food, water and shelter."

— Jane Holl Lute, Deputy Secretary, Homeland Security

"We used to worry about accuracy, now we worry about speed."

— Tom Olshanski, Director of External Affairs, U.S. Fire Administration

Summary

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Resources

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driving readiness in dynamic times

Disaster Planning for California Hospitals

Questions?



Thank You!

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