

Audiences:

1. General public
2. Clients
3. Agencies impacted by service disruptions

Key questions:

1. What is the order that communication needs happen?
2. What is the objective of the communication?
3. Who is responsible for the communication?
4. What is the method for the communication?
5. What is the content that needs to be communicated?
 - 5.1. Ready made content prepared in advance
 - 5.2. Spontaneous event specific content developed in the moment

Broken into Event Phases:

1. Alert Phase: a new event is emerging and our response is growing
2. Response Phase: updates about ongoing response
3. Post Phase: the response is winding down and closing

Activity	Order/ Sequence of Who Needs Communication	Objective of Communication	Who Responsible to Channel the Communication	Method/ Channel of Communication	Ready Made Content	Spontaneous Content
A L E R T P H A S E	General Public	Inform of an emergency event and that Public Health is responding Inform actions that the public should take, and PH support services that are available Inform of public health service interruptions resulting from emergency response	Incident Commander (IC) to Risk Communications staff to public	Press release Press conferences and interviews Web site Public information call center Recorded messages Signage	Template language to include in press release, talking points Scripts for recorded messages Signage for facilities	Scope of event and Scope of PHSKC Response
	Clients	Inform of an emergency event, that Public Health is responding Inform that emergency response will impact services they receive Offer alternative services when appropriate	IC/Prep Staff to Activation Leadership List to Program Staff to clients	E-mail Fax Phone	Pre-identified lists of known external client populations Scripts for e-mails and phone calls to clients	Scope of event and Scope of PHSKC Response
	Impacted agencies	Inform of event Alert of service disruption and potential impact on agencies Seek support for clients experiencing public health service disruptions	IC/Prep Staff to Activation Leadership List to Program Staff to impacted agencies	E-mail Fax Phone and pager	Pre-identified lists of known stakeholders Lists of anticipated impacts Lists of agencies that can support PH clients experiencing service disruptions	Scope of event and Scope of PHSKC Response

E V E N T P H A S E	General public	<p>Provide updates on event and protective actions</p> <p>Provide updates on PH support services</p> <p>Provide updates on PH service disruptions</p>	Incident Commander (IC) to Risk Communications staff to public	<p>Press release</p> <p>Press conferences and interviews</p> <p>Web site</p> <p>Public information call center</p> <p>Recorded messages</p> <p>Signage</p>	<p>Template language to include in press release, talking points</p> <p>Scripts for recorded messages</p> <p>Signage for facilities</p>	Scope of event and Scope of PHSKC Response
	Clients	<p>Update clients on service disruption</p> <p>Offer alternative services, when appropriate</p>	IC/Prep Staff to Activation Leadership List to Program Staff to clients	<p>E-mail</p> <p>Fax</p> <p>Phone</p>	<p>Pre-identified lists of known external client populations</p> <p>Scripts for e-mails and phone calls to clients</p>	Scope of event and Scope of PHSKC Response
	Impacted agencies	<p>Update agencies on service disruption and potential impact on agencies</p> <p>Seek support for clients experiencing public health service disruptions</p>	IC/Prep Staff to Activation Leadership List to Program Staff to impacted agencies	<p>E-mail</p> <p>Fax</p> <p>Phone and pager</p>	<p>Pre-identified lists of known stakeholders</p> <p>Lists of anticipated impacts</p> <p>Lists of agencies that can support PH clients experiencing service disruptions</p>	Scope of event and Scope of PHSKC Response

P O S T P H A S E	General Public	<p>Inform about end of public health emergency</p> <p>Inform of resumption of disrupted PH services</p>	Incident Commander (IC) to Risk Communications staff to public	<p>Press release</p> <p>Press conferences and interviews</p> <p>Web site</p> <p>Public information call center</p> <p>Recorded messages</p> <p>Signage</p>	<p>Template language to include in press release, talking points</p> <p>Scripts for recorded messages</p> <p>Signage for facilities</p>	Scope of event and Scope of PHSKC Response
	Clients	Inform of resumption of disrupted services	IC/Prep Staff to Activation Leadership List to Program Staff to clients	<p>E-mail</p> <p>Fax</p> <p>Phone</p>	<p>Pre-identified lists of known external client populations</p> <p>Scripts for e-mails and phone calls to clients</p>	Scope of event and Scope of PHSKC Response
	Impacted agencies	Inform of resumption of disrupted services	IC/Prep Staff to Activation Leadership List to Program Staff to impacted agencies	<p>E-mail</p> <p>Fax</p> <p>Phone and pager</p>	<p>Pre-identified lists of known stakeholders</p> <p>Lists of anticipated impacts</p> <p>Lists of agencies that can support PH clients experiencing service disruptions</p>	Scope of event and Scope of PHSKC Response