Audiences:

1. Leadership (LG plus others specific to the type of event)

2. Activation Specialist/Team (those conducting the notification process)

3. Activated responders and managers of response teams

4. All department staff

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 in 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	Activation Leadership List (varies depending upon the type and severity of event)	• Inform of emergency event (notification) • Provide direction on how to assess likely impact on staff • Activate notification of managers and supervisors per team plan	Incident Commander (IC) To Command Chiefs To Activation Specialist To Activation Leadership List	Verbal confirmed Email backup/ detail to forward	• Template for event notification • Template for how to determine who is on Response team How to activate business continuity plans	Scope of event and Scope of PHSKC Response
	Activation Specialist: (will need Administrative Staff)	• Mobilize and invoke system	Admn/Finance Chief To Activation Specialist	Verbal confirmed/ briefed	• Checklist/ standard briefing format	Scope of event and Scope of PHSKC Response
	Activated Emergency Response Team Leads	• Inform of event, prepare for mobilization; • Request info about where and when team will assemble	Activation Specialist to Emergency Response Team Leads (CD Epi, PICC)	Verbal, all points of contact (cell, pager, email)	• Template of event notification • Template for event notification – standard language for seriousness of message	Scope of event and Scope of PHSKC Response
	Activated Emergency Response Team Staff	• Communicate activation • Identify where and when to report Ask that they inform supervisor of call out	Activation Specialist to Emergency Response Team Members	Verbal, all points contact	• Template for event notification	Scope of event and Scope of PHSKC Response
	All Staff	• Communicate that event has happened • Explain what the department is doing • Explain how workforce is impacted/redeployed	Incident Commander to Risk Communication to All Staff	Email, internal hotline, bulletin board	• Template for all staff notification	Scope of event and Scope of PHSKC Response

	Activation Leadership List (varies depending upon the type and severity of event)	• Provide updates on event • Provide projections on duration of current deployment • Indicate additional staff deployment needed	IC to Preparedness Staff to Activation Leadership List	Verbal confirmed Email backup/detail to forward	• Template for how to determine additional staff on Response Teams	Scope of event and Scope of PHSKC Response
	Activation Specialist	• Indicate need for additional staff deployment • Employ rotation of deployed staff	Finance Chief/Team Leads/IC	Verbal confirmed/briefed all points of contact	• Checklist/standard operating procedure	Scope of event and Scope of PHSKC Response
	Activated Emergency Response Team Leads	• Provide updates on event • Provide projections on duration of current deployment • Ask for additional staff deployment information • Timekeeping/human resource information	IC to Preparedness Staff Activation Specialist Finance Chief	Verbal, all points of contact (cell, pager, email)	• Template for how to determine additional staff needed	Scope of event and Scope of PHSKC Response
	Activated Emergency Response Team Staff	• Provide event update • Alert to mental health issues and resources	IC/Preparedness Staff to Preparedness Staff to Emergency Response teams	Team Leads, email, internal hotline, bulletin board	• Template for event update • Template for services available to staff	Scope of event and Scope of PHSKC Response
	All Staff	• Provide event update • Provide support for mental health issues	IC/Preparedness Staff to Risk Communications to all staff	Email, PH Employee Emergency Hotline, bulletin board	• Template for event update • Template for services available to staff	Scope of event and Scope of PHSKC Response

P O S T P H A S E	Activation Leadership List (varies depending upon the type and severity of event)	• Notify of operations debrief meeting • Complete and distribute after-action report	• Incident Commander and Prep. Section Staff	• Email	• Standard Operating Procedures	Scope of event and Scope of PHSKC Response
	Activation Specialist	• Notify of ceasing staff deployment	• IC to Finance Chief to Activation Specialist	• Verbal, all points of contact (cell, pager, email)	Template language for notification	Scope of event and Scope of PHSKC Response
	Activated Emergency Response Team Staff	• Notify ceasing of staff deployment • Notify of operations debrief meeting • Complete and distribute after-action report	• IC to Finance Chief to Activation Specialist to Operations Chief & Activated Staff	• Verbal, all points of contact (cell, pager, email) • Email	Template language for notification and debrief announcement	Scope of event and Scope of PHSKC Response
	All Staff	• Provide acknowledgment, recognition, and support resources • Provide after-action report findings	• IC to Risk Communications staff to all staff	• Email, staff newsletter	Template for format	Scope of event and Scope of PHSKC Response