

LEARNING OBJECTIVE 14

COMMUNICATIONS



Hello and welcome to week eight of the emergency action planning workshop

Learning objective 14 communications



You've been here before. You know you have.

Playing that movie of past events in an effort to relive some well deserved glory, or was it something you wish you could change the outcome of totally?

Maybe it's the premiere of a future event that will make life perfect, or something you dread and hope will never happen in your life time.

We play these movies in our heads every day.

Come with me, lets direct a movie that we hope will never happen, and when it does we will embrace the outcome because it is the outcome we chose.



Disaster news footage for;

Wildfires

Hurricanes

Earthquakes

Act I

A natural disaster has impacted your community



A natural disaster has impacted your community, you and your family are separated.

Now is the time you need accurate information



You need to take charge.

Now is the time you need accurate information.

You do not have the luxury of wasting time while pondering your next move.

Are you sure your family, friends and loved ones are safe?



Are you sure your family, friends and loved ones are safe?

Where are they?

What are they doing?

Does anyone need immediate help?

Who is with them?

Is the disaster still unfolding?



Is the disaster still unfolding?

Or are we now in the immediate aftermath.

Are there any secondary or alternate events that have been caused by the disaster?

You will need the right tools in place to learn the answers to these questions.



How will you be able to communicate in an emergency situation? Will you be able to talk with anyone other than those people around you.

Is shouting distance the limit of your reach?

There are three things the you need to know to create your Crisis Communications plan.



There are three things you need to know to create your Crisis Communications plan.

1. Who do I need to contact
2. Why do I need to contact them
3. How will I contact them?

Act II, Scene 1

Communications Work Sheet



The who, why, and how will drive your communications planning.

Download and print your copy of the Communications Worksheet. This is a simplified planning outline.

It is right below this video on the Blog page.

Outlining every person, place and thing you want to communicate with will pay off later. This is much like your information gathering sheet.

When you realize you already know how to do this, you will discover how everyone can communicate with ease.

Review Chapter Two of Personal Emergency Communication for additional information.

Who do you need to contact?



Blah Blah Blah Blah Blah

First;

Who do I need to contact?

Your wife or husband? Do you have children in school?

Is there an Elderly next door neighbor that might need help?

Should you call your business or employees?

How about your out of town emergency contact? They do know you might be calling them, right?

Are you a child needing to contact your parents?

Who are you and who do you need to contact?

Who is trying to contact you?

Keep in mind; A woman responsible for her husband and two children will have different needs than a college student living by himself in a dormitory.

Pull out the Point Of Contact list that you completed in Week Two LO 3 Getting started.

The same one you reviewed during Week Five LO 9 Rally Points.

Start making notes on your Communications worksheet

When Am I communicating



When Am I communicating

Immediately

On the hour. On the half hour

Every other hour

Odd/even hours

Once a day

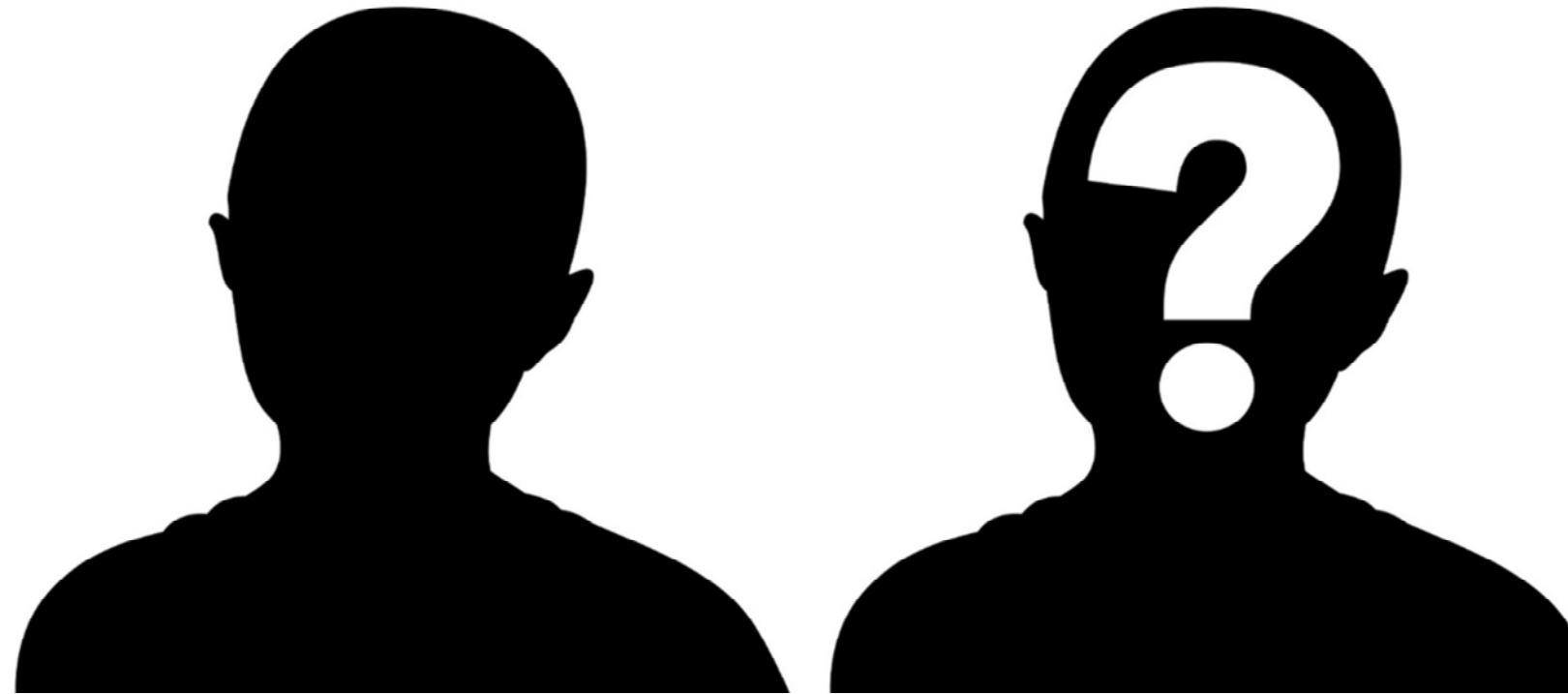
What Time Zones are you communicating across?

Communications is a two way street



Now that you have an idea of who you want to speak too and who you want to hear from.

Will you will be prepared to
communicate in a time of crisis.




Will you will be prepared to communicate in a time of crisis.

Most people have no clue how to communicate in a time in a time of crisis.

Act II, Scene 2

why

/(h)wī/ 

adverb

adverb: why

1. for what reason or purpose.
"why did he do it?"

synonyms: how come, for what reason,

Second;

Why do I need to contact them?

YES, WHAT IS THE REASON?

Are you or someone in need of immediate assistance?

Is this an Initial communication with current status?

Updates of the situation, or an additional request for information to respond to the event.

Everyone around you is confused and lost



Everyone around you is confused and at a loss.

Remember the last time you were faced with a challenging situation and you managed to rise to the occasion.

Act II, Scene 3

How will you contact the people you have identified



Third;

How will you contact the people you have identified? How will they reach you?
How will you receive third party information?

I know you have a Cell Phone, we all have cell phones. But remember during a major emergency voice communications might be problematic.

Text Messaging will be your best option to get messages through as long as the Cell Towers are still online.

Land Line may be usable as long as it is a real land line. Most "Land Lines" now days are actually a VOIP running through your modem.

NOAA Radio

GMRS/FMRS Radios

Ham Radios

Satellite Phones



Communications is a two way street

Speaking and Listening

Emergency Alerts



The odds are real good that you also need to receive information. So listen up.

Several Emergency Alerts have possibly been triggered by now.

They can come in several different formats.

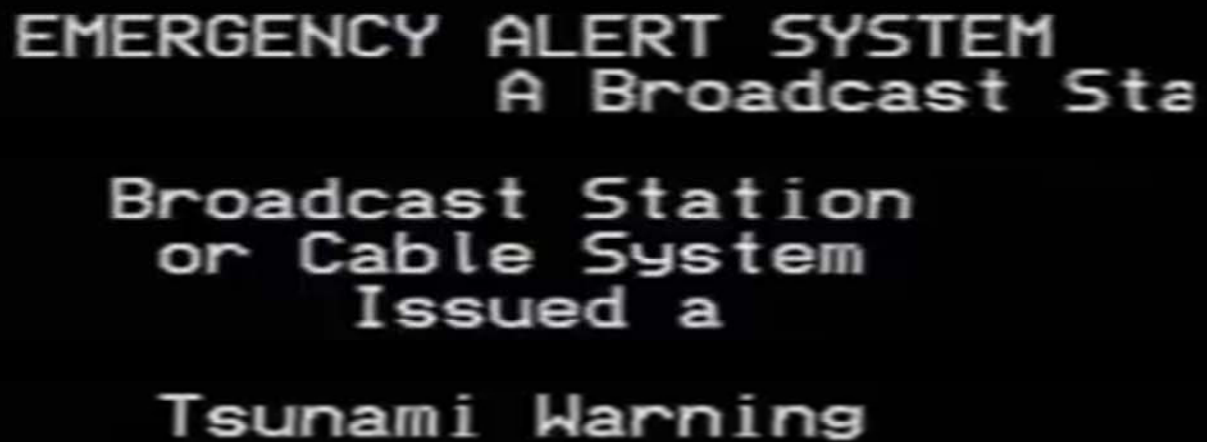
EAS & WEA are public systems managed by the Integrated Public Alert and Warning System or (IPAWS)

Emergencyalert.org is an emergency alert systems the general public can subscribe to

Everbridge is an emergency alert system you can subscribe to through your County OEM website..

If you have AAA you can also subscribe through their Weather FX Alert system

Emergency Alert System



EMERGENCY ALERT SYSTEM
A Broadcast Sta
Broadcast Station
or Cable System
Issued a
Tsunami Warning

EAS Very annoying loud attention getting tone on your television

Television and radio are the primary methods of receiving immediate communication with the Emergency Alert System

WEA Wireless Emergency Alerts



Wireless Emergency Alerts are pushed out over the Cell system

You have probably received Amber alerts and Silver alerts on your cell phone.

NOAA Radio



NOAA Radio is an integrated part of IPAWS.

An immediate warning system that should be setting on your counter right now. If you get noting else. Get one of these.

All Hazards alert allows you to receive important alerts, including Amber alerts, biological hazard warnings and fire warnings.

Inexpensive, easily accessible.

Do your research before you buy one. They not all the same or of high quality.

For More Information see the links below this video.;

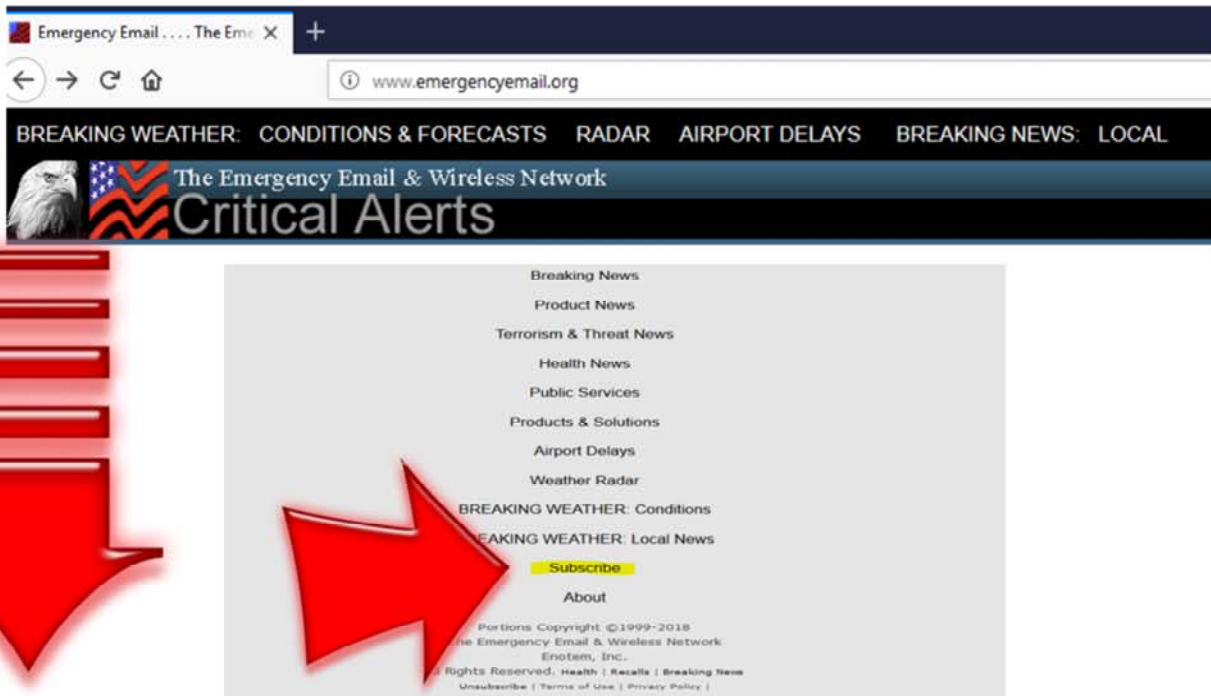
FEMA IPAWS program website: www.fema.gov/ipaws

FEMA Ready.gov website www.ready.gov

National Weather Service website: www.weather.gov

Federal Communications Commission website: [www.fcc.gov/search/results/alert systems](http://www.fcc.gov/search/results/alert%20systems)

Emergency alert subscription services



Besides public address systems there are Subscription services that are accessible to the general public at no cost.

www.emergencyemail.org provides emergency notifications directly to an email address you specify.

Main page is not all that brilliant.

You will need to scroll down to the bottom of the page to find the subscribe link.

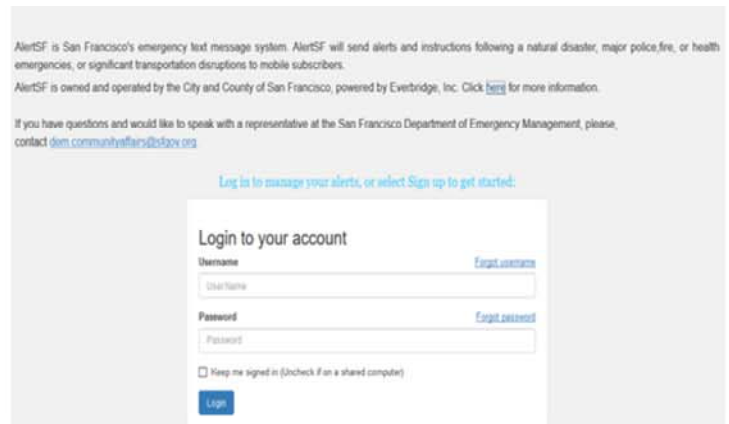
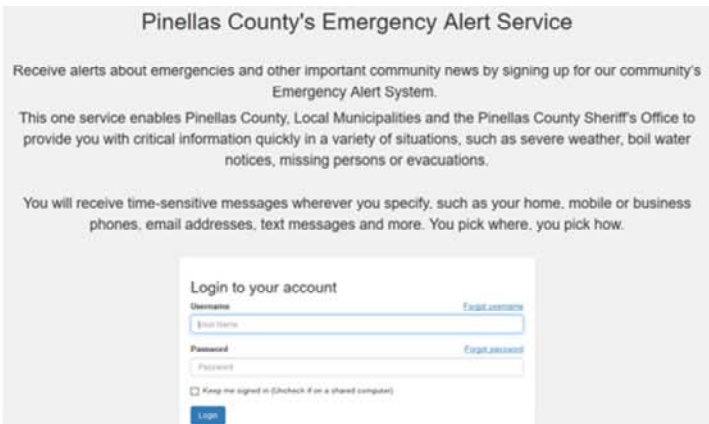
You will be taken to the Add State page where you will select your state.

Then you will pick the county you want alerts from.

You will then be taken to a page to fill in your information. Once there it is self explanatory.

I like this system because you can subscribe to alerts from multiple states and counties.

Good for keeping informed about places other than where you live.

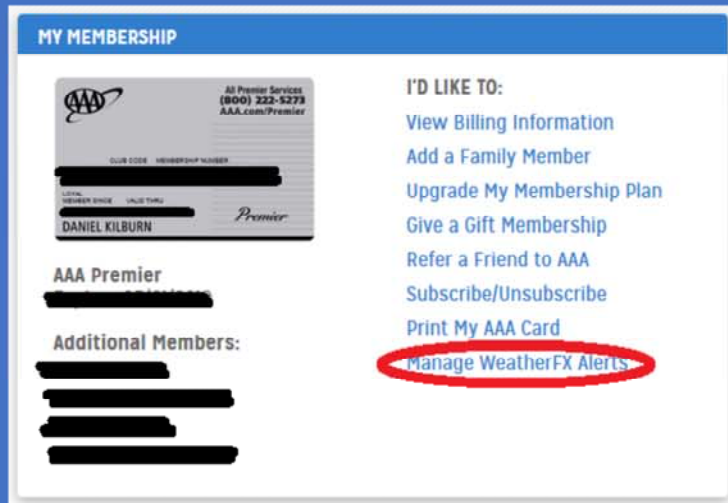


Everbridge is an emergency alert service that appears to be contracted by County emergency management offices. It is also a free resource.

This service is usually found inside the County Office of Emergency Management website.

On the left is the page found on the Pinellas County OEM website and on the right is the page found on the San Francisco County OEM website. You will need to go into your county OEM website to find it.

I do not know if every county in the country offers this service. You will need to research this yourself.



If you have AAA you can also subscribe to weather alerts, just go to your my membership.

Tap on Manage Weather FX Alerts and follow the instructions.

I'm a redundant kind of guy.

I subscribe to all three of them, Emergency email, Everbridge and AAA.



Lets not forget the county Facebook and Twitter accounts. Another good medium for incoming information.

What are your county Facebook and twitter OEM addresses? Call them and ask.

Speaking of which, you can use your Facebook and twitter accounts as long as you have access to update others on your current status.

Cell Phones



Time to speak up

Cell Phones, everyone has one.

Are Cell towers still powered up?

Unless they are physically damaged they should have Four to Eight hours of battery life before they go offline, unless on site generators are working. I cannot tell you how the cell towers in your community are configured. Now would be a time to research this.

Do you have power? If you do the towers are probably working and you can keep your phones charged.

If you do not have power the service life of your equipment is limited.

Batteries, Chargers

General Mobile Radio Service Family Radio Service



GMRS/FRS Radio

Yep they are Walki-Talkies, In Lieu of Cell Phone

Family Radio Service can be used unlicensed. Limited Range, personal experience a mile or two at the max.

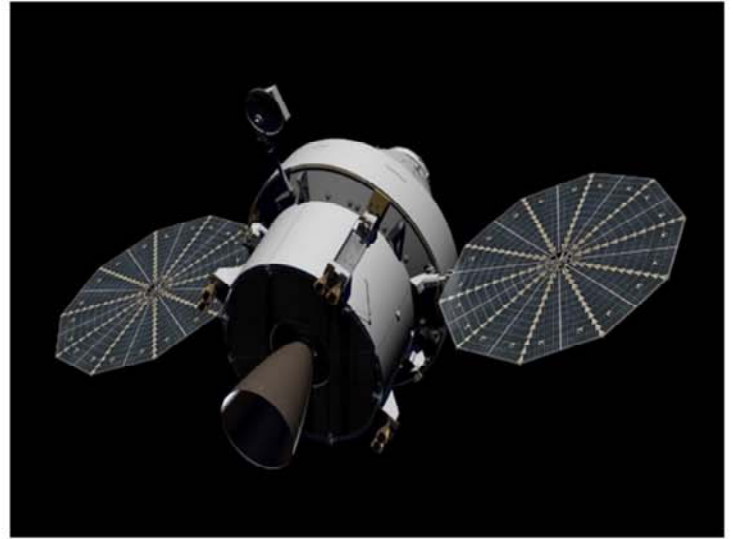
General Mobile Radio Service needs an FCC license to operate. Slightly better range because they operate at a higher power level.

Buildings, forests, hills, mountains will degrade the range these can be used.

Do not believe the marketing material. Unless you are on open water, or on the tops of two hills with direct line of sight. Your range of communications will be limited by the clutter between you and the receiving radio.

Batteries, Chargers

Alternate long range Communications sources



Alternate long range Communications sources

Ham Radio and Satellite Phones

Ham radio will require some advanced preparation. Equipment and training, must be licensed.

Satellite Phone Over the counter, costly, no license, easy to use.

Is that all there is?

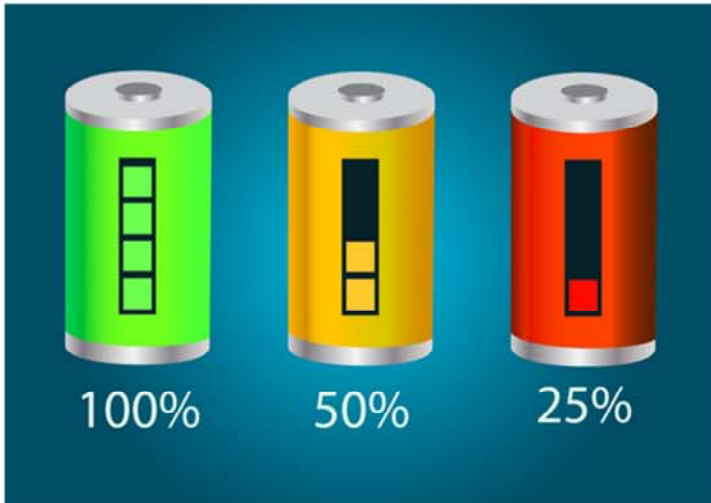


Is that all there is?

NO this list is not al inclusive.

More information ban be found in "Personal Emergency Communications" by Andrew Blaze

Power



Now that you have identified your means of communications.

If your in a grid down situation alternate sources of power will be necessary.

Batteries

Solar Chargers

Hand Crank chargers can be found on some NOAA radios.

Using the call clock will help preserve battery life.

You have all the information needed for smooth, successful communications



You will find the right tools, you have all the information needed for smooth, successful communications.

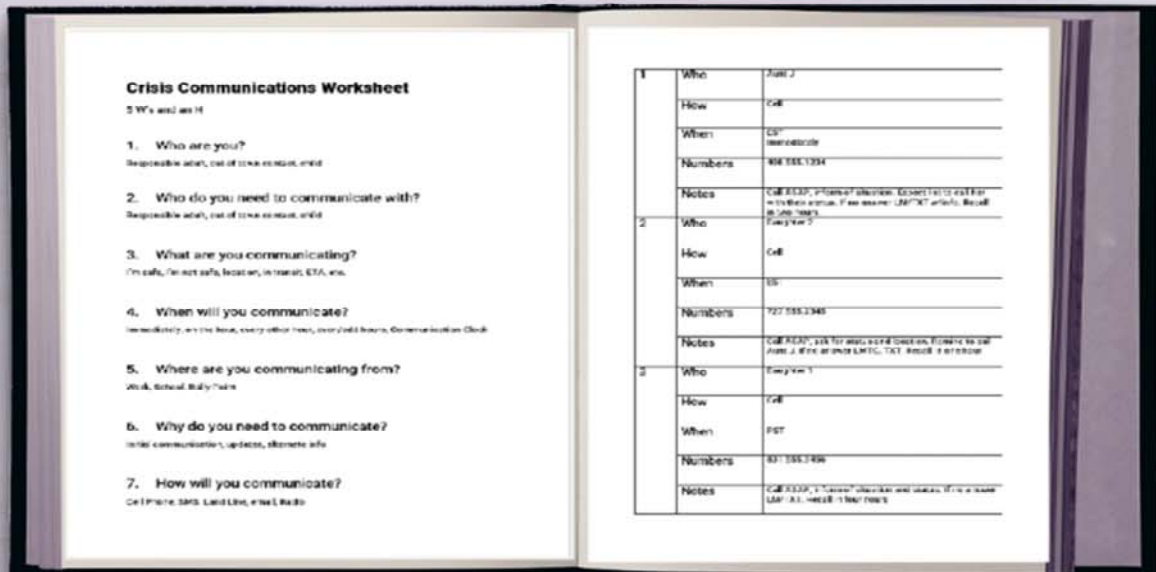
What tools are you considering right now?

Act III



Are you prepared to communicate in a time of crisis.

Will you managed to rise to the occasion.



Create your Crisis Communication Plan

Example;

I will call my Aunt J (OOTC) ASAP after the event @ 408.555.1234 EST. Inform her of the situation and my status. Remind her to expect calls from my list with their statuses. If no answer, LM & TXT information. I will recall in two hours.



As you start learning the tactics, techniques and procedures of crisis communications you will Clearly communicate the status of individuals and events.

There will be no confusion.



Follow the CC Plan and stay informed

Who are you communicating with?

Why do you need to contact them?

And

How will you contact them?



Its your movie, How will it end for you?