

Communicating in an Emergency

Expert Guidance to Getting it Right

Today's Speakers



Shelly Klein

Customer Service Technologies Administrator Hurst, Texas



Kara McKinney

Public Information Officer Hurst, Texas



Britney Smith

Public Information and Communications Officer Leon County, Florida



Kelly Holton

Chief
Communications
Officer
Center for Disease
Control and
Prevention (CDC)

Congrats to our 2017 Award Winners!

- Digital Achievement Award (Capstone): Hurst, TX
- Transformed Access to Services Award: Leon County, FL
- Transformed Access to Services Award: CDC

Speakers



SHELLY KLEIN

Customer Service Technologies Administrator Hurst, Texas



KARA MCKINNEY

Public Information Officer Hurst, Texas

EMERGENCY DIGITAL COMMUNICATIONS

PRESENTERS:

SHELLY KLEIN - CUSTOMER SERVICE
TECHNOLOGIES ADMINISTRATOR
KARA MCKINNEY - PUBLIC INFORMATION
OFFICER
AND SOCIAL MEDIA EXTRAORDINAIRE

TOOLS

E-Communication is the fastest, most effective means of getting a message out. Some great tools include:

- CodeRed
- Social Media (Facebook, Twitter, NextDoor)
- Website
- Mobile App
- GovDelivery e-mail notification system



Keeping citizens informed.

This site is optimized for current and supported common browsers (i.e. IE, Chrome, Firefox). For the best user experience, please ensure your browser is up-to-date.





City of Hurst, TX

COMMUNITY NOTIFICATION ENROLLMENT

Please take a moment to fill in the appropriate information below to be notified by your local emergency response team in the event of emergency situations or critical community alerts. Examples include: evacuation notices, bio-terrorism alerts, boil water notices, and missing child reports.

Would you like to create a managed account?

Creating a managed account will allow you access to modify your existing notification settings and contact information. You may also further customize the types of notifications you receive.

YES, I would like to create a managed account

G+ Login with Google	f Login with Facebook	✓ Login with Twitter
Or Create An Account Username		
Osemanie		
Password	_	
Confirm password		
NO, I would like to rev	iew and submit my info	rmation

Continue



CODERED

CodeRED delivers critical communications through a high-speed telephone calling system to a specific geographical area of the City, or to the entire City, via a multi-modal approach.

It's capabilities include phone, TDD, text, email and mobile alerts.

SOCIAL MEDIA

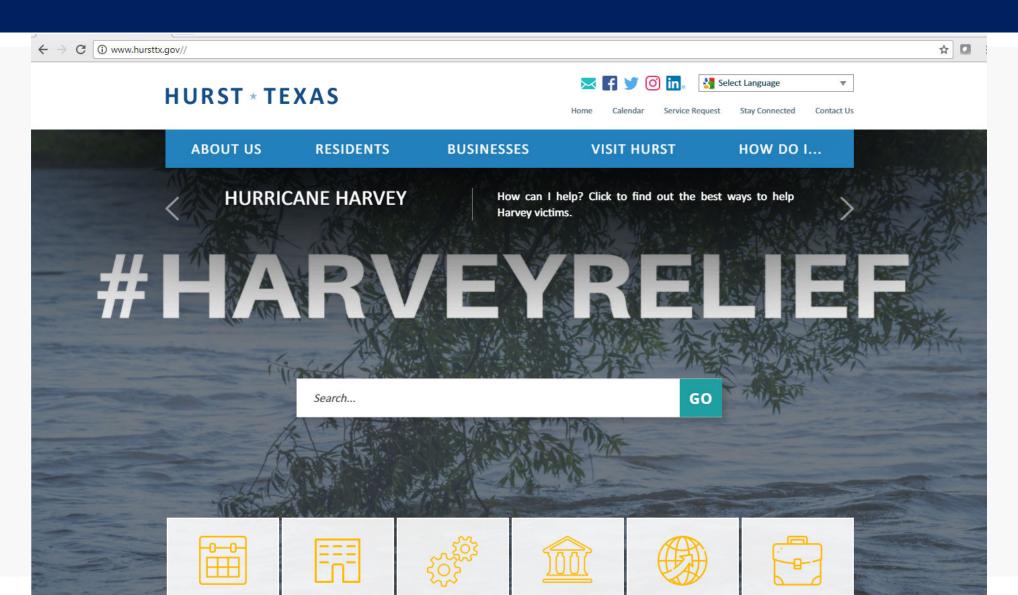
- Obviously one of the fastest ways of getting the word out...people love to gossip!
- For urgent situations ask followers to share!
- Don't be afraid to post to pages not considered 'emergency' type pages, like Parks and Recreation, Library, Senior Center.

Kara McKinney will expand on this topic.

USE YOUR WEBSITE

- Don't be afraid to use your beautiful homepage for emergency information! It can be done, I promise!
- Create a stand-alone webpage for the situation that houses all necessary information about the incident.
- Point your social media posts to the webpage.
- Keep consistency on all posts with a familiar image.
- Send media to the webpage.

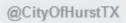
USE YOUR WEBSITE



USE YOUR WEBSITE



KEEP CONSISTENCY



Home

About

Photos

Videos

Instagram feed

Get Email Updates

Events

Posts

Services

Shop

Groups

Notes

Offers

Jobs

Community



City of Hurst, TX - City Hall

Published by Kara McKinney [7] - August 29 - 🚷

We've put together a page on our website with information on how our residents can contribute to #HarveyRelief.



Hurricane Harvey Relief | City of Hurst, TX

The City of Hurst is continuing to assist evacuees in the Houston area, and will continue to do so due to the worsening conditions associated with Hurricane Harvey. In an effort to provide information to the citizens of Hurst about how to...

HURSTTX.GOV

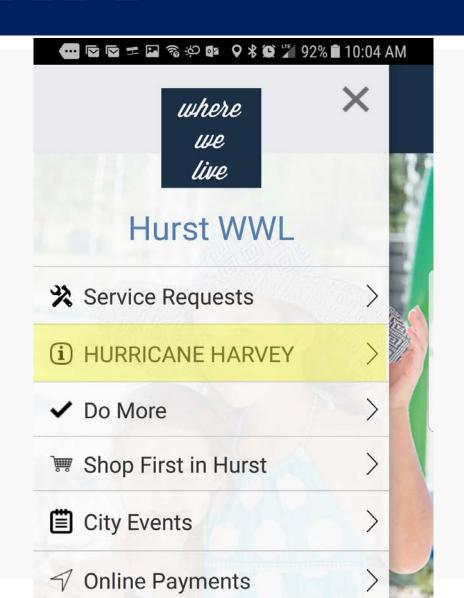
2,634 people reached

Boost Post

MOBILE APP

If you've got one, use it!

(works great for advertising events too ☺)



E-MAIL NOTIFICATION SYSTEMS

Email is not dead!

(Look, another way to use that webpage you created!)

Having trouble viewing this email? View it as a Web page.

HURST * TEXAS

August 30, 2017

HAPPY LABOR DAY!



Annual Salsa and Salsa event is tomorrow!

This fun, family-friendly event is back for the sixth year! Bring a lawn chair or blanket to Heritage Village Plaza, and enjoy an outdoor concert featuring the salsa band Havana NRG at 7 p.m.

Get all the details!

City offices closed for Labor Day

All non-essential city offices will be closed Monday, September 4, in observance of the Labor Day holiday. This includes City offices, Library, Recreation, Tennis, and Senior Centers. All emergency services are unaffected by this holiday closing. Both the Central and Chisholm Aquatics Centers will be open from 10:00 AM to 6:00

TRASH AND RECYCLING services are unaffected by this holiday.

Hurricane Harvey Relief Information

The City of Hurst is continuing to assist evacuees in the Houston area, and will continue to do so due to the worsening conditions associated with Hurricane Harvey. In an effort to provide information to the citizens of Hurst about how to assist, or donate, we will post current and valid links here.

Kid's All-American Fishing Derby September 15!

This re-scheduled event is quickly approaching, Pre-registration is required.

Find out more!

Save the date!





COMMUNICATION TOOLS USED

FACEBOOK
TWITTER
NEXTDOOR
CODERED

FACEBOOK HAD THE LARGEST REACH

5,260 SHARES 488,719 REACHED



Hurst Police Department added 4 new photos.

October 4 at 7:22pm · *

**We have confirmation that the kids have been located. We appreciate all of the help to get them home safely!

Hurst PD is currently searching for two missing juveniles. Nathaniel Chairez (9yo) and Genesis Madrigal (5yo) are brother and sister and did not return home after leaving Hurst Hills Elementary school at 3:00 PM.

If you have any information concerning the location of these children, please contact dispatch 817-788-7180 or email PIO@HurstTX.gov





Comment Share





1 Carissa Kat, Esther Allen White and 496 others

Chronological *

5.260 Shares

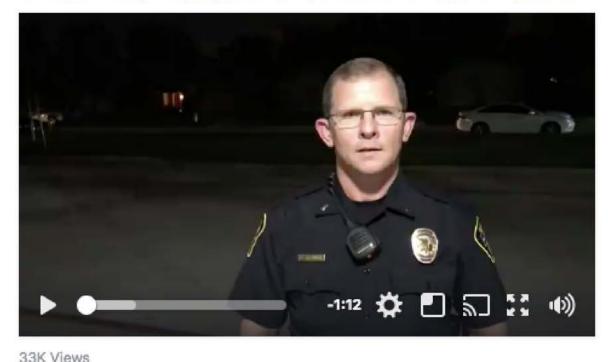
OUR COMMUNITY CAME TOGETHER LIKE WE'VE NEVER SEEN BEFORE



ADDITIONAL
INFORMATION AND A
THANK YOU TO
EVERYONE WHO
ASSISTED THE SEARCH



We can't thank you enough for all of your assistance with this situation.



WHAT WE COULD HAVE DONE BETTER

- 1. DOUBLE CHECK FOR ACCURACY
 BEFORE POSTING
- 2. MAKE SURE TO UPDATE ALL SOCIAL MEDIA PLATFORMS USED

Speaker



BRITNEY SMITH

Public Information & Communications Officer Leon County, Florida

GRANICUS 22



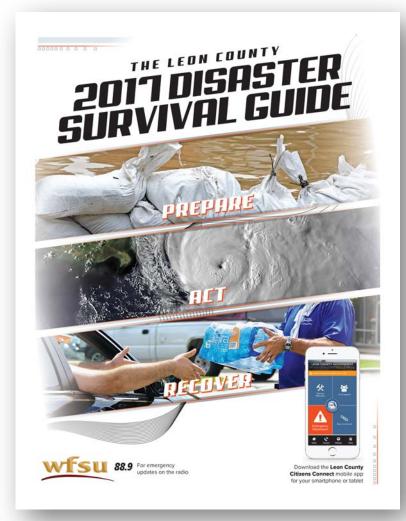


- Ready to Go Kit
 - Evergreen message promoting preparedness
 - Remember:
 - Leverage existing relationships to promote message
 - Consistent messaging on all platforms
 - Prepare before an emergency happens





Preparedness and Resilience





Social media / billboards

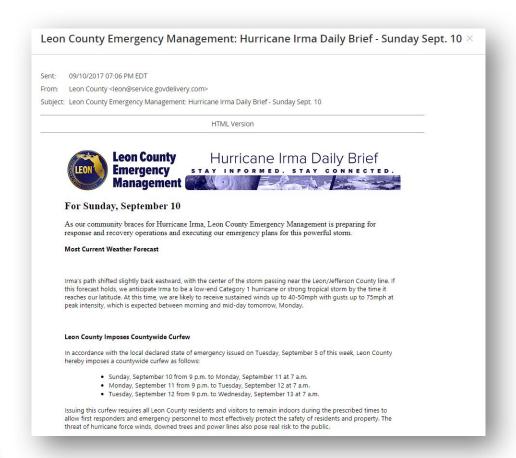


Citizens Connect mobile app

People Focused. Performance Driven.



Daily Updates



Partnership with Local Radio



People Focused. Performance Driven.



Communication by the numbers

Hurricane Irma

- 3 press conferences prior to landfall
- 11 news releases reaching 200,000 citizens
- 70 social media posts generating more than 12,614 likes and shares
- 766,281 engagements on Facebook, 349,000 people reached on Twitter
- Public information efforts resulted in Leon County's message being seen, heard, and read Nearly 5 Million times







Emergency Information Portal

Leon County LINK

Cleanup Information

Solid Waste and Debris Removal Update 10/18/17

For questions on debris removal, contact (850) 606-1500.

Completed Debris Removal Zones - First Pass

Zone 3

Zone 4

Zone 5

Zone 6

Zone 7

Zone 8

Zone 9

Zone 10

Zone 11

Leon County Public Works and Debris Contractors are collecting debris in Zones 1 and 2. If you live in those zones, please place your debris outside.

The following specific locations will have debris removal activity on Wednesday, October 18 through Friday, October 20. Another update will be provided later on Friday after 3 pm.

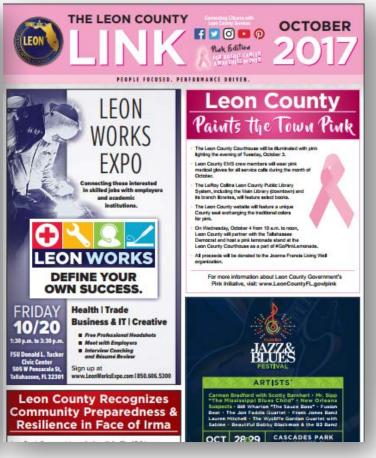
Zone #1: Killearn Lakes

Zone #2: Baker Place and Centerville Conservation

We will complete a second pass of debris removal if necessary.

Refer to the map for zones.





Leon County Recognizes Community Preparedness & Resilience in Face of Irma

Leon County Government, in coordination with the City of Tallahassee, Leon County Sheriff's Office, and many nonprofit partners throughout the community, would like to thank citizens and agencies for being prepared and resilient in the face of Hurricane Irma. An historic Atlantic storm that brought nearly eight hours of tropical-storm-force winds to Leon County and gusts of up to 54 miles per hour, Hurricane Irma made the community prepare, act, and recover. Leon County, along with many partners, distributed more than 100,000 sand bags, cleared many downed trees, and stayed in constant communication during the disaster while sheltering 3,000 evacuees and local residents with the American Red Cross.

To learn about ongoing recovery operations, visit LeonCountyFL.gov/ei

Debris Removal Operations Continue

Following Irma's sustained high winds, debris removal crews are working to collect all storm-related debris from unincorporated Leon County. Crews will not stop until all debris is collected, and to assist residents with yard debris collection, the Solid Waste Management Facility and rural waste sites will remain free of charge through Sunday, October 8.

To view your collection zones and schedules, visit LeonCountyFL.gov/ei or call Leon County Solid Waste at (850) 606-1800. Online you can also find an informative debris separation and collection guide.

> People Focused.

Performance Driven



For more information: Community and Media Relations

p. (850) 606-5300 e. CMR@LeonCountyFL.gov

Poll

- Are you responsible for controlling the message during an emergency?
 - A. Yes, I am the primary point during an emergency.
 - B. I am on the team that is responsible, but am not the primary point.
 - C. No, I'm not the primary point or on the communications team.
 - D. I'm not sure.

GRANICUS 30

Speaker



KELLY HOLTON

Chief Communications Officer, Center for Disease Control Prevention (CDC)

GRANICUS 31



Communicating with Travelers During Emergencies

Kelly Holton Chief Communication Officer, CDC Travelers' Health Branch

October 25, 2017

Travelers' Health Branch Mission

Helping to reduce illness and injury in U.S. residents traveling internationally or living abroad.



Travelers' Health Branch Activities

- Studying and monitoring illness and injury among travelers
- Monitoring disease outbreaks and other health threats around the world that may affect travelers
- Providing travel health advice, including vaccine recommendations and requirements for international travelers and their healthcare providers.
- Delivering health communication and education to a variety of audiences
- Developing and distributing event-specific advice regarding the risks of travel during an emergency

Recent Emergency Responses



Audiences During Emergencies

- International travelers
 - Outbound from the US
 - Inbound to the US
 - Includes travel to/from US territories
- Clinicians
- Travel industry
- Humanitarian Aid Workers
- Other US government agencies
- Foreign government entities

Focus today on messages for travelers during the Zika response.

Traveler Communications

Goals for traveler communications about Zika:

- Encourage all travelers to take appropriate precautions
 - Prevent Zika during travel
 - Protect community after travel
- Prevent birth defects associated with Zika
 - Advise pregnant women to avoid travel to places with Zika
 - Provide guidance for travelers with pregnant partners
 - Provide guidance for couples planning pregnancy



Travelers' Health Website



Travel Notices

Watch

Alert

Warning

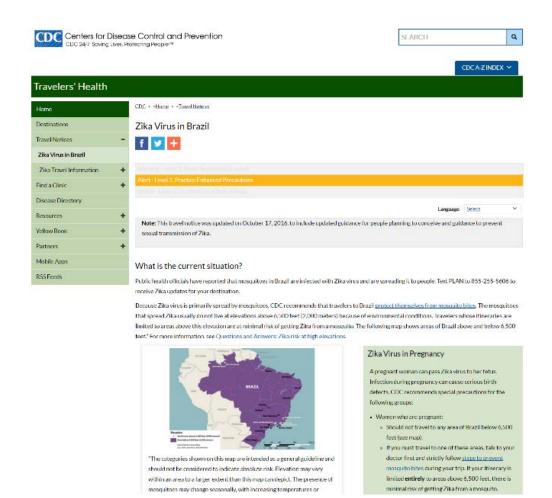
- Level 1, Watch
 - Follow usual precautions
- Level 2, Alert
 - Use enhanced precautions
- Level 3, Warning
 - Avoid nonessential travel

Measles

Zika

Ebola

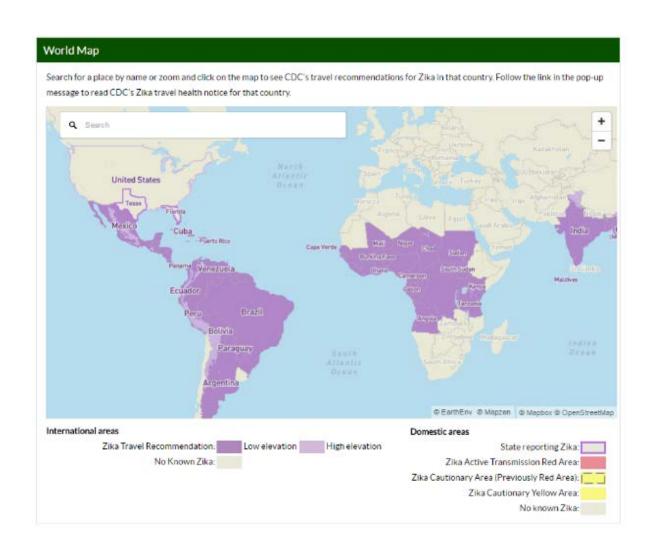
Zika Travel Notices



	Total Views 2016
Zika Travel Information Page	5,347,645
Zika Travel Notices	7,612,557

Interactive Zika Map

- Depicts areas with Zika
- Pop-up messages lead users to additional content
- 2.1 million views to date



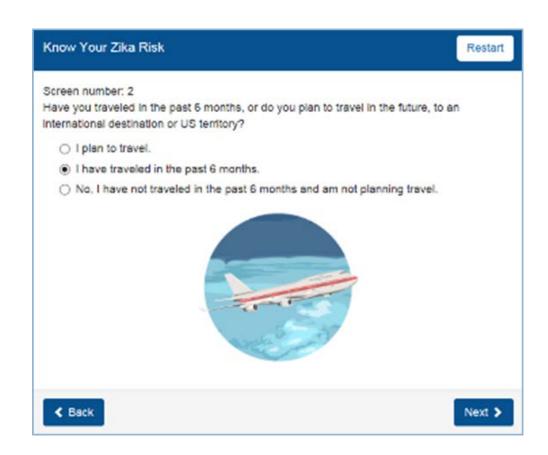
Interactive Risk Assessment Tool

Provides tailored Zika risk information and prevention strategies based on usersupplied information

- Personal travel history
- Partner's travel history
- Pregnancy status

Since launch (01/12/2017-10/24/2017)

- Start button clicked: 19,910
- Endpoint reached: 15,250
- 76.6 % completion rate



Ports of Entry Messaging

Modernizing message systems with networked monitors:

- Allows for quick updates of messages when recommendations change
- Can be placed in ports with no CDC staff
- Augments existing CDC monitors and partnership with CBP/TSA





Newsletter and Travel Notice Alerts





June 2016



Welcome to CDC Travelers' Health Update. We are excited to launch this quarterly newsletter to highlight healthy travel tips. If you plan international travel this summer, <u>our website</u> can help you Travel Smart and Protect Yourself. Join us on Twitter and Facebook this week to discuss #SummerTravel tips!

Zika Travel Notices

CDC has Zika travel notices posted for 48 destinations. If you are traveling to an <u>area with Zika</u>, be sure to follow CDC recommendations to stay healthy and safe. All travelers to areas with Zika should <u>prevent mosquito bites</u>. Zika can also be spread by a man to his sex partners, so travelers should <u>use condoms</u> if they have sex.



Because Zika during pregnancy can cause serious birth defects, pregnant women should not travel to areas with Zika. Couples who are trying to become pregnant should talk to their doctor about their plans and see CDC guidance for how long you should wait to aet pregnant after travel to an area with Zika.

CDC-INFO

Public inquiry hotline and email service

- Total travel-related responses (2016): 11,716
 - Zika travel-related responses: 2,128 (18%)
- Questions referred to Travelers' Health Branch: 861
 - Zika questions referred: 280 (33%)



Social Media







Social Media

Channel	Total Impressions
Facebook	3.9 million
Google	1.6 million
Instagram	501k







Spotlight: Zika and Male Travelers

- Targeted digital campaign for male travelers
- Focused on during- and after-travel prevention behaviors
- Ran August-September 2017
 - Reach: 57 million
 - Clicks to CDC's website: 137k



YouTube Videos





Zika Text Message Program



- Nearly 26k subscribers
- 107k text messages sent
- Top destinations queried: Mexico,
 Puerto Rico, Bahamas, Costa Rica,
 and Dominican Republic
- Messaging in English and Spanish

In-Person Communication





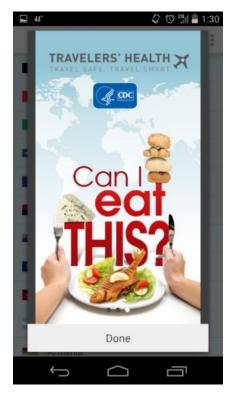
A CDC GUIDE FOR TRAVELERS



Stay Informed ... Stay in Touch

Download our Apps:
Can I Eat This? and TravWell

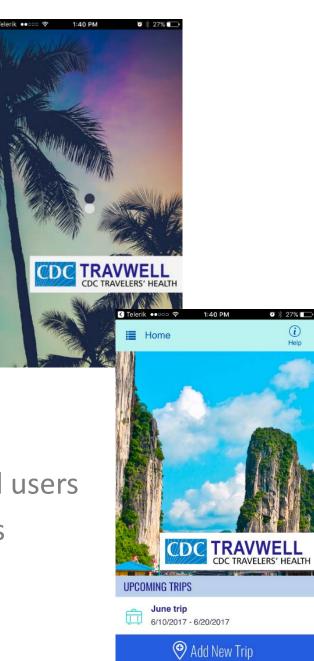
Available free in the App Store and Google Play





Coming Soon: TravWell 2.0 launch

- Refreshed look-and-feel
- Expanded functionality
 - Trip sharing with other travelers
 - Multiple traveler management
 - Flexible date selection
- Ability to provide push notifications
 - Emergency based notifications to all users
 - Destination-dependent notifications



Stay Informed ... Stay in Touch









CDC-INFO 800-CDC-INFO (800-232-4636) TTY 888-232-6348 8am – 8pm EST