



Risk Communication



Policy A-IC-30

March 12, 2014

Purpose: To assure public information is distributed in accordance to agency response plans and in the best interest of our clients and communities.

Policy: All agency releases of public information from TRDHD, including, but not limited to press releases, public service announcements, advertisements, public health advisories, website information, social media, mass contact list mailings, etc., must be approved by assigned Public Information Officer or District Director.

Procedure:

I. Information Release

- A. All information released to the public or media will go through the Public Information Officer (PIO), see (TRDHD All Hazards Plan Annex B Line of Authority and Annex C COOP). The Department Operations Center (DOC) and the PIO will work closely during a disaster to draft and release pertinent information to the media and to the public.
- B. The DOC and PIO will help coordinate regular press conferences with the media. Both teams will determine knowledgeable and trained subject matter experts to be appointed as spokesperson during the time of the incident.
- C. The PIO shall develop a media box/file that includes a heterogeneous mixture of topics, such as fact sheets and press releases that may be distributed quickly to the media.
- D. The PIO and the Information Technology specialist/Administrative personnel will assemble information to be posted on TRDHD's website (<http://www.trdhd.com>) for the public to access.
- E. The PIO will disperse hotline numbers (i.e. CDC, Poison Control, TRDHD) to the media and the public. TRDHD has availability for 2 hotlines in the District Office conference room.
- F. The PIO will utilize a pre-developed email distribution list, media list, and other local forms of communication to blast out information.
- G. The PIO will be responsible for distribution of information via social media sites.
- H. The PIO contact listings for information distribution must include interagency staff, community partners, State Public Health Department Operations (CHFSDPHDOC@ky.gov), Boards of Health, media contacts, local physicians/medical providers, schools, local government and local emergency

management. Information shared with the public shall be shared with a wide variety of stakeholders within the public health system.

- I. The PIO will be set up in the conference room of TRDHD’s District Office as part of the DOC unless a Joint Information Center (JIC) has been established.
 - J. Additional methods of public information sharing may be utilized based on the size, location and duration of the event. These methods may include door-to-door delivery, public health advisory signs and electronic billboards.
- II. Examples of potential risk communication and appropriate use; refer to Tab 8, Communications, of the All Hazards Plan.

District Director

Date

Chairperson, Three Rivers District Board of Health

Date