



TRUMBULL COUNTY COMBINED HEALTH DISTRICT (TCCHD) Communication Response Annex

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Jurisdictions Covered by this Plan:
Trumbull County Combined Health District and
Warren City Health District
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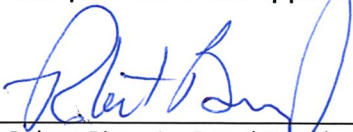
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SIGNATURE PAGE

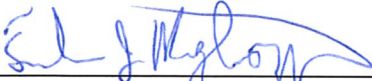
This plan has been approved and adopted by the following individuals at TCCHD:



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2-28-18

Date



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RECORD OF CHANGES

Date	Revision Number	Description of Change	Pages Affected	Reviewed or Changed by
5/24/17	1.0	<ol style="list-style-type: none"> 1. Added Signature page. 2. Added Revision page. 3. Converted Plan to new plan format. 4. Changed some content to a policy/procedure and moved to the Appendix. 	Signature Pg Revision Pg All Appendix	S. Swann
02/21/2018	1.1	<ol style="list-style-type: none"> 1. Formatted plan to match TCCHD Plan Style Guide. 2. Renamed footer to match TCCHD Plan Style Guide 3. Re-named Attachments and Appendices per Plan Style Guide. 	All pages	S. Swann
04/30/2018	1.2	<ol style="list-style-type: none"> 1. Added WENS to Section 2.4 as a mode of communication. 2. Updated Table of Contents 3. Added Attachment XI Policy for Using WENS 	Page 11 Page 01 Attachment	S. Swann

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ACRONYMS

CDC	Centers for Disease Control
DOC	Department Operations Center
EMA	Emergency Management Agency
FEMA	Federal Emergency Management Agency
HAN	Health Alert Network
HD	Health Department
HIPAA	Health Insurance Portability and Accountability Act
HMG	Help Me Grow
IAC	Immunization Action Coalition
IAP	Incident Action Plan
IC	Incident Commander
ICS	Incident Command System
IT	Internet Technology
JIC	Joint Information System
LHD	Local Health Department
MARCS	Multi Agency Radio Communication System
NIMS	National Incident Management System
ODA	Ohio Department of Agriculture
ODH	Ohio Department of Health
OPHCS	Ohio Public Health Communication System
OPS	Operations Chief
ORC	Ohio Revised Code
PH	Public Health
PIO	Public Information Officer
POD	Point of Dispensing
SNS	Strategic National Stockpile
TCCHD	Trumbull County Combined Health District
TDD	Telecommunication Device for the Deaf
WCHD	Warren City Health District
WENS	Wireless Emergency Notification System

INTRODUCTION

A Comprehensive Communication Plan is essential for successful communications with internal and external stakeholders on a daily basis and during crisis response. The purposes of which include:

- Communication;
- Build trust;
- Disseminate accurate, timely information to protect the public's health;
- Minimize or dispel misinformation or rumors;
- Inform and instruct widely dissimilar audiences ;
- Minimize panic or fear; and
- Encourage the adoption of appropriate protective actions by individuals.

The Trumbull County Combined Health District's (TCCHD) Communication Plan provides a framework for timely, accurate, and credible communication and information dissemination. It is based on a coordinated approach between the TCCHD and other community partners.

Communication is intended to ensure the delivery of timely and accurate messages through appropriate channels and to support efforts for the protection of the Trumbull County community's health.

The plan outlines the roles and responsibilities for TCCHD personnel in communicating with employees, response partners, the media, government entities, and the community.

1.0 KEY OPERATIONAL ROLES AND ASSUMPTIONS

1.1 ROLES

1. Ensure an efficient flow of timely, accurate, and credible information before, during, and after an event.
2. Facilitate communication among key internal and external stakeholders.

3. Provide a system of information to affected or interested target audiences through the media and other information channels.
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1.2 ASSUMPTIONS

1. The Health Commissioner is the lead PIO.
 2. The Environmental Director and Nursing Director are the department PIOs.
 3. A subject matter expert, designated by the Health Commissioner may provide the information or interview instead of the PIO.
 4. Dissemination and sharing of timely, accurate, and credible information among stakeholders is one of the most important facets of communications.
 5. Education and training will be an important part of the communication plan.
 6. There will be communication barriers such as foreign language, hearing and visual impairments.
 7. Different types of information will have to be developed for different target audiences.
 8. Communication must be coordinated to ensure consistent messages.
 9. In an emergency, it is highly likely there will be widespread circulation of conflicting information, misinformation, and rumors.
 10. Demand for information by affected and interested individuals and groups will be high during a crisis.
 11. During an emergency, there are a wide range of emotions that can affect the receiving and response to information disseminated.
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2.0 STANDARD COMMUNICATION PROCEDURES

2.1 INTERNAL CLEARANCE, APPROVAL, AND RETENTION FOR WRITTEN MATERIAL:

1. All information to be released to employees, the public, the media, and to community partners must be authorized and/or pre-approved by the TCCHD Health Commissioner; or his/her designee.
 2. Press releases should be submitted in draft format and reviewed by the Health Commissioner or his/her designee, prior to being submitted to the media.
 3. The Health Commissioner and/or Division Manager must approve all brochures, flyers and similar documents developed for education and information purposes that will be disseminated to external stakeholders and the public.
 4. Copies of all disseminated materials (press releases, media reports, brochures, etc.) are to be submitted to the nursing secretary for filing.
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2.2 MEDIA INQUIRIES AND REQUESTS FOR INTERVIEWS:

1. All media inquiries and requests for interviews to TCCHD must be referred to the TCCHD Health Commissioner or his/her designated PIO for authorization and coordination.
2. Authorization of interviews will depend on:
 - a. Appropriateness of the interview topic;
 - b. Availability of selected key staff;
 - c. Appropriateness for the disclosure of the information;
 - d. The effect the interview will have; and
 - e. The intent of the interview.
3. The Health Commissioner may delegate a staff subject matter expert to conduct the interview.
4. The Health Commissioner or delegated PIO will arrange for the interview.
5. During a major event or crisis, the Health Commissioner or his/her designated will arrange for press conferences and/or press releases.
6. The Health Commissioner or his/her designated subject matter expert will be the spokesperson for interviews and press conferences.
7. TCCHD has an established media room for conducting interviews; it is located at the first floor waiting room at TCCHD, 176 Chestnut Ave NE, Warren, Ohio 44483.

2.3 DISSEMINATION OF INFORMATION:

1. Information and/or press releases developed will be disseminated to external partners and the media using the following options:
 - a. Individual Interview;
 - b. Press/news release;
 - c. News Conference;
 - d. Posting on Website;
 - e. Posting on Facebook;
 - f. Facsimile;
 - g. Ohio Public Health Communication System;
 - h. Base Camp and/or
 - i. Twitter.
2. TCCHD will provide information in languages identified for Trumbull County and will utilize the following resources for these languages:
 - a. Center for Disease Control (CDC);
 - b. Ohio Department of Health (ODH);
 - c. Ohio Department of Agriculture (ODA);
 - d. Immunization Action Coalition (IAC);
 - e. ODH Help Me Grow (HMG) ; and
 - f. Approved Internet resources.
3. TCCHD will utilize Affordable Language Services when information is unavailable in an identified language.
4. TCCHD will provide verbal reading to people with vision impairment when braille literature is unavailable.
5. TCCHD will utilize Trumbull County's TDD (Telecommunication Device for the Deaf) at 1-800-750-0750 to distribute information to people with hearing impairment when needed.
6. TCCHD will develop information in a sixth grade or lower literacy level.

7. TCCHD will develop information in a culturally and ethnicity sensitive format.
 8. TCCHD will utilize the following resources to disseminate information to stakeholders and people with special needs in Trumbull County:
 - a. 211 Data Base of agencies that provide services to people with special needs, www.helphotline.org
 - b. Trumbull County Fire Departments, <http://www.firedepartment.net/directory/ohio/trumbull-county>
 - c. Trumbull County Police Departments, <http://www.usacops.com/oh/trumbull.html>
 - d. Trumbull County Schools, <http://www.trumbullesc.org/Districts.aspx>
 - e. Trumbull County Nursing Homes, <http://local-nursing-homes.com/nursing-homes/ohio/trumbull-county>
 - f. Directory of Trumbull County Officials, <http://www.co.trumbull.oh.us/pdfs/Directory%20of%20Public%20Officials.pdf>
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2.4 MODES OF COMMUNICATION:

TCCHD utilizes many tools to communicate with internal and external stakeholders. These modes of communication include:

1. Land lines and cell phones:
 - a. TCCHD has multiple land lines and cell phones (**Attachment I - ADM-1260 TCCHD Cell Phone Policy**).
 - b. This is the primary communication tool to contact TCCHD staff during regular business hours.
 - c. This is the primary communication tool to contact TCCHD after-hours (**Attachment II - ADM-1340 Policy for Contacting TCCHD after Business Hours for an Emergency**).
 - d. This is the primary communication tool to notify staff during an emergency (**Appendix 3 – Trumbull County Public Health Contacts**).

- e. This is the primary communication tool used to notify the Points of Dispensing (POD) during an emergency that requires the activation of the Strategic National Stockpile (SNS) (**Attachment III - ADM-1410 SNS POD Drill Policy**).
 - f. Phone lines can be used to provide a public information message.
 - g. Staffing for phone lines will be considered during an emergency (**Attachment IV - ADM-1400 Staffing Phone Lines during a PH Emergency**).
2. WENS – Wireless Emergency Notification System:
- a. WENS is a web-based communication tool that provides rapid communication via phone, text, e-mail or pager (**Attachment XI – ADM-1590 Policy for Using WENS**).
 - b. TCCHD maintains users and groups in the WENS system to allow for secure dissemination of information to TCCHD internal and external stakeholder.
 - c. WENS will be one of TCCHD’s primary communication systems used to contact and disseminate public health emergency and HAN information to internal and external stakeholders.
3. E-mail:
- a. All TCCHD staff has an e-mail account.
 - b. This is a primary communication tool to contact TCCHD staff during and after business hours.
 - c. This is a primary communication tool to contact and disseminated information to internal and external stakeholders.
4. Fax:
- a. TCCHD maintains 2 fax lines: 330-675-7875; 330-675-2494.
 - b. TCCHD maintains a fax data base for emergency partners.
 - c. This is a primary communication tool to disseminate information to external stakeholders.
5. Social Media:
- a. TCCHD maintains a web site: www.tcchd.org where information including TCCHD’s Emergency Plans is posted.
 - b. TCCHD maintains a Facebook Page: <https://www.facebook.com/trumbullpublichealth>

- c. This is a primary communication tool to disseminate information to external stakeholders (**Attachment V - ADM-1320 Social Media Policy**).
 - d. Public comment is encouraged at these social media sites and will be reviewed and evaluated for improvement purposes only.
6. Multi Agency Radio Communication System (MARCS) Radios:
- a. TCCHD has 2 portable MARCS Radios and 1 base station; Warren City Health District (WCHD) has 1 portable MARCS Radio and 2 base stations.
 - b. Portable MARCS Radios are assigned to staff; base stations are placed in areas frequented by staff.
 - c. MARCS radios will be monitored during regular business hours and used during emergencies according to the TCCHD MARCS Radio Protocol (**Attachment VI - ADM-1370 Using MARCS Radios Policy**).
 - d. MARCS will be drilled monthly.
7. Portable Radios:
- a. TCCHD has 12 portable radios with a 5 mile range; and 4 portable radios programed with the police department.
 - b. These radios will be assigned and used during emergency events.
8. Ohio Public Health Communication System (OPHCS):
- a. TCCHD uses OPHCS to support secure 24/7/365 notification and alerting via phone, e-mail, fax, pagers and other messaging modalities (**Attachment VII - ADM-1380 Using OPHCS Policy**).
 - b. TCCHD will use OPHCS for distribution of health alerts, prevention guidelines, disease investigation efforts and/or preparedness planning to ODH, LHDs, hospitals and other public health partners (**Attachment VIII - ADM-1360 Sending a HAN Message Policy**).
 - c. All TCCHD OPHCS users are assigned to roles and role groups.
 - d. OPHCS alerts will be sent by roles or role group.
 - e. OPHCS will be drilled every two months (bi-monthly).
9. Communication Technology Disruption or Population w/No Access to Communication Technology
- a. Hand Deliver

TCCHD may choose to hand deliver messages to residents.

b. Police Notification

TCCHD may contact the local law enforcement agency to have the affected area patrolled and announce a specified message using the cruiser intercom system.

3.0 EMERGENCY COMMUNICATION PROCEDURES

3.1 INCIDENT COMMAND SYSTEM (ICS) AND APPOINTMENT OF A PUBLIC INFORMATION OFFICER (PIO):

1. During a public health emergency, TCCHD will utilize ICS (**Attachment IX - ADM-1160 Policy for Administration of ICS**) and notify TCCHD internal staff using the TCCHD Emergency Phone Tree.
2. During a large scale incident, TCCHD will coordinate efforts with the Trumbull County Emergency Management Agency (EMA) and the state EMA through the Trumbull County EMA.
3. The Incident Commander (IC) will appoint a PIO as well as other command and section level positions (**Attachment X - ADM-1390 Policy for Staffing a PIO during a PH Emergency**).
4. The lead PIO officer will be designated within one hour of the event and reports directly to the Incident Commander.
5. The lead PIO must provide basic information to the media and allow for initial questions within one hour of onset of the emergency.
6. The lead PIO must draft a media release, secure approval, and publish the release within two hours of onset of the public health emergency.
7. A news conference must be conducted within three hours of onset of the emergency.
8. The lead PIO will coordinate risk communication, procurement and assignment of communication equipment, and dissemination of information.
9. The lead PIO may assign TCCHD internal staff to key communication activities and will provide assignment, equipment, and message development checklists to assist with their assigned duties.

3.2 JOINT INFORMATION CENTER (JIC):

1. Communication activities are coordinated through a JIC during large scale events involving more than one agency.
 2. Once an emergency has been declared, all public information efforts and media relation activities will be coordinated through the JIC.
 3. The designated TCCHD PIO will coordinate all press inquiries, briefings, interviews, information releases, rumor control activities and all other media related functions through the JIC.
 4. TCCHD will assign a PIO to the JIC during its operational period(s).
 5. The PIO representing TCCHD will serve as a liaison with other organizations represented at the JIC.
 6. Media personnel will be referred to the JIC during its operational period(s).
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3.3 EMERGENCY RISK COMMUNICATIONS:

1. During a public health emergency, communication will be coordinated with the Department Operations Center (DOC) Incident Commander and the designated PIO, and will be documented, recorded, and approved by the DOC Incident Commander prior to being released.
 2. TCCHD's designated PIO will coordinate the release of information to internal and external stakeholders.
 3. During a large scale event involving multiple agencies, TCCHD's JIC PIO representative will report to the incident command at the Department Operations Center (DOC) or unified command center during the operational period(s).
 4. A lead PIO will be designated at the JIC by the Trumbull County EMA manager.
 5. The lead PIO at the JIC will clear all information with the incident commander at the DOC or the Unified Command Center prior to it being disseminated to the media.
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4.0 TRAINING AND PLAN MAINTENANCE

4.1 TRAINING:

1. TCCHD will assign an employee(s) to develop, distribute, review and update the Communication Plan.
 2. The plan will be reviewed yearly and updated with any changes by the assigned employee(s).
 3. The plan will be reviewed and updated based on lessons learned during real world events and exercises.
 4. TCCHD's lead and designated PIOs will be required to complete the following trainings:
 - a. ICS 100b;
 - b. ICS 200b;
 - c. ICS 250a;
 - d. ICS 700a;
 - e. ICS 702a;
 - f. ICS 800b;
 - g. CDC Crisis and Emergency Risk Communication Basic every 5 years;
 - h. CDC Crisis and Emergency Risk Communication for Pandemic Influenza every 5 years;
and
 - i. Complete 8 hours of PIO professional development yearly.
 5. TCCHD will exercise the Communication Plan during tabletop, functional, and/or full scale exercises; and update the plan with findings from the After Action Report(s) (AAR).
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4.2 PLAN MAINTENANCE:

TCCHD will review Communication Response Plan at least annually and revised as needed.

5.0 ATTACHMENTS AND APPENDICES

ATTACHMENT I - ADM-1260 CELL PHONE POLICY

ATTACHMENT II - ADM-1340 CONTACTING TCCHD AFTER BUSINESS HOURS

ATTACHMENT III - ADM-1410 SNS POD DRILL POLICY

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ATTACHMENT IX - ADM-1160 ADMINISTRATION OF ICS

ATTACHMENT X - ADM-1390 STAFFING A PIO DURING AN EMERGENCY

ATTACHMENT XI - ADM-1390 POLICY FOR USING WENS

APPENDIX 1 – TRUMBULL COUNTY ROLE BASED DIRECTORY

APPENDIX 2 – DIRECTORY OF TRUMBULL COUNTY OFFICIALS

APPENDIX 3 – TRUMBULL COUNTY PUBLIC HEALTH PHONE TREE

APPENDIX 4 – TRUMBULL COUNTY HOSPITAL CONTACTS

APPENDIX 5 – NECO REGION 5 CONTACTS