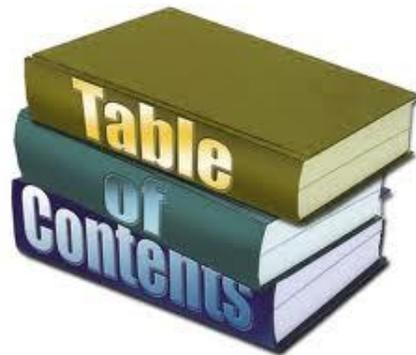


2011
Polk County
ESF #15
Public Information

Public Version

Table of Contents

1. Introduction.....	3
1.1 Purpose of ESF #15 Public Information	3
1.2 The role of ESF #15 Public Information	4
1.3 Target Capabilities List	4
2. Participating Agencies	5
2.1 Concept of Operations	5
2.2 Activities of Polk County Emergency Management Agency and participating agencies	6
2.3 Media Access	8
3. Maintenance	9
4. Notification Systems.....	10
4.1 CodeRED Automated Notification System.....	10
4.2 Outdoor Warning Siren Activation	10
5 Things you need to know and what you can do.....	11
5.1 CodeRED Automated Notification System	11
5.2 Outdoor Warning Sirens	11
5.3 During and After	12
5.4 American Red Cross Safe and Well Registry	13
6. Important contacts and numbers.....	14



1. Introduction

1.1 Purpose of ESF #15 Public Information

The purpose of the plan is to establish a framework by which Polk County Emergency Management Agency can coordinate the Emergency Support Function #15 Public Information. This response may consist of federal, state, and local government agencies and private industries.

The public version of ESF #15 Public Information "FOR PUBLIC DISTRIBUTION" is designed to provide the public with the following information regarding the plan:

- **Section 1** provides the introduction and purpose of the emergency support function.
- **Section 2** is a description of the roles and responsibilities of the agencies that will respond.
- **Section 3** contains information you should know and what actions you can take after a disaster
- **Section 4** contains important contact numbers.

Please note that the ESF #15 Public Information is a living document. It may undergo a major revision every three years and can be updated annually from submitted and committee approved changes.

For more general information please contact Polk County Emergency Management Agency at 515-286-2107 or your local emergency manager.

1.2 The role of ESF #15 Public Information

The role of Emergency Support Function (ESF) #15: Public Information is to develop, coordinate, and disseminate accurate alerts and emergency information to the media and the public prior to an impending emergency and assist ESF #2: Communications to activate warning systems to notify those most at-risk in the event of an emergency.

The ability to disseminate accurate, consistent, timely, reliable and easy-to-understand information regarding threats to health, safety, and property can contribute to the well-being of the community during and after an emergency.

Emergency Support Function (ESF) #15: Public Information Annex ensures that sufficient assets are deployed to provide accurate, coordinated, and timely information to all stakeholders, including the affected public, government(s), media, the private sector, and the local populace.

The Joint Information Center (JIC) is the physical location where the public information staff involved in incident can come together to perform critical information, crisis communication and public affairs functions.

The Joint Information Center (JIC) also provides a central point for the media to access the most up to date information.

1.3 Target Capabilities List

The Target Capabilities List describes the capabilities related to the four homeland security mission areas: Prevent, Protect, Respond, and Recover. It defines and provides the basis for assessing preparedness. It also establishes national guidance for preparing the Nation for major all-hazards events, such as those defined by the National Planning Scenarios. The current version of the TCL contains 37 core capabilities (www.fema.gov).

ESF #15: Public Information includes the following Respond Mission Capabilities:

Emergency Public Information and Warning

The Emergency Public Information and Warning Capability includes public information, alert/warning and notification. It involves developing, coordinating, and disseminating information to the public, coordinating officials, and incident management and responders across all jurisdictions and disciplines effectively under all hazard conditions.

2. Participating Agencies

ESF COORDINATOR:

Polk County Emergency Management Agency

PRIMARY AGENCIES:

Polk County Emergency Management Agency

SUPPORT AGENCIES:

Depending on the nature, surge and scope of the incident, all agencies and jurisdictions support ESF #15 and are responsible for providing appropriate support as required. When local personnel are assigned to ESF #15, they will conform to and support the countywide Comprehensive Emergency Plan (CEP) and other policies as directed by the ESF Coordinator

2.1 Concept of Operations

At the time of a special event, disaster or impending disaster, the ESF #15 Public Information individual in charge, in cooperation with the Incident Commander, who is the individual in overall command of the whole situation and executives of affected areas, will ensure that the following is accomplished:

- A. Where the Polk County Emergency Operation Center is activated, a Public Information Officer shall be appointed by the Emergency Operation Center (EOC) Manager; and if necessary, a Joint Information Center shall be created.
- B. Coordinated interaction among affected jurisdictions is promoted.
- C. Implement a system of information sharing among affected jurisdictions to ensure consistency of messages, and prevent contradictory messages.
- D. Inform elected and appointed officials on response efforts, protocols, and recovery programs.
- E. Disseminate information with the assistance of the media, the private sector, and stakeholder associations.
- F. As necessary, the following groups are established (with adequate personnel and facilities) to support the Public Information Officer:
 - 1. Joint Information Center (JIC) Facilities Liaison

- 2. Information Gathering & Production Group
- 3. Information Dissemination

2.2 Activities of Polk County Emergency Management Agency and participating agencies

Public Information Officer

Activities:

- The Public Information Officer (PIO) is responsible for developing and releasing timely, accurate, and appropriate incident information to the public, news media, incident personnel, partner agencies and other appropriate constituent audiences.

Joint Information Center (JIC) Facilities Liaison

Activities:

- Ensure that Joint Information Center obtains necessary infrastructure support

Information Gathering & Production Group

Activities:

- To gather incident information and package it in ways that are useful to key incident audiences

EOC/ICP Unit

Activities:

- Coordinate communications between the Emergency Operations Center/Incident Command Post and the Joint Information Center

Research & Writing Unit

Activities:

- Produce all written materials for incident information to include activation of emergency public information, alert/warning and notification plans

Audio-Visual Support Unit

Activities:

- Provide sound, pictures, and video that support incident communication strategies

Media Monitoring Unit

Activities:

- Monitor what is being said about the incident to ensure that life saving information is reaching the public, key messages are being picked up and are appropriate, rumors are verified and errors are corrected

Information Dissemination Group

Activities:

- To distribute incident information to incident staff, partner agencies, the public, and the Media

Internal Unit

Activities:

- Makes sure that all participants in the Joint Information Center (JIC) are supplied with the latest approved information

Media & Rapid Response Unit

Activities:

- To ensure that critical incident information is being picked up by key media

Briefing Unit

Activities:

- To ensure that briefings provide critical incident information

Telephone Unit

United Way 2-1-1 of Central Iowa is a pre-existing call center that can disseminate information on disaster issues. Agency staff will provide information to United Way 2-1-1 prior to the releasing of information to the media and/or general public.

Activities:

- Provide a direct link to the public and the media seeking accurate incident information.

Web-Net Unit

Activities:

- Utilize technological resources to provide timely incident information

Field Information Group

Activities:

- Ensure the coordination of partner agencies, and establish an official presence at field sites where the public and the press are present.

Community Relations Unit

Activities:

- Provide a human face to the incident response

Media Field Unit

Activities:

- Leverage media reach to share vital incident information with the public
- Ensure that VIPs have information they need to make decisions and educate others within their realm of influence

2.3 Media Access

Every effort will be made to allow media access to the scene. This provides transparency for the media by allowing them to view operations and response teams first-hand and building public confidence in the operation.

3. Maintenance

Mandatory Review Requirements

As required in Iowa Administrative Code, Section 605, Chapter 7, this annex will be reviewed and revised if necessary, at a minimum of every 5 years. A draft will be presented to the Polk County Emergency Management Commission for their approval and adoption.

Voluntary Review

The Polk County Emergency Management Commission will attempt to evaluate this annex continuously and revise annually based on input and feedback from support agencies and corrective action plans as recommended by after-action reporting. A draft will be presented to the Polk County Emergency Management Commission for their approval and adoption.

Plan Distribution

This annex and any subsequent revisions of this annex will be distributed to the primary and alternate Commission Members representing Polk County and all city governments within the county. The annex will also be shared with the specific primary and support agencies named at the beginning of this annex

4. Notification Systems

4.1 CodeRED Automated Notification System

Purpose

The CodeRED system may be used for significant incidents and events where the timely notification of an effected population or geographic area of the City is essential or highly desirable.

Look at the 'Things you can do' section to see how to sign up.

4.2 Outdoor Warning Siren Activation

Purpose

Sirens are used to alert citizens who are outdoors of an imminent hazard and prompt them to seek additional information on the threat (timing, location, and severity).

5 Things you need to know and what you can do

5.1 CodeRED Automated Notification System

Enrollment: To sign up for CodeRED visit

www.polkcountyiowa.gov/Emergencymanagement

5.2 Outdoor Warning Sirens

The outdoor warning sirens represent only one part of a broader public emergency notification system. Other components might include: NOAA All-Hazards Radio, law enforcement, direct dialing/automated notification systems, and the media.

Activation Conditions that you should know about:

Siren activation recommend for:

1. Tornado Warning

- a. Issued by the National Weather Service
- b. Tornado or funnel cloud reported by a trained spotter (law enforcement, fire department official, emergency management agency)

2. Severe Thunderstorms

- a. Issued by the National Weather Service
- b. Winds 70 mph or greater forecast or occurring

All Clear: There will NOT be an “all clear” signal from the outdoor warning sirens. People in or near the warned area should monitor reliable sources such as NOAA All-Hazards Radio or local media to know when the hazard threat has dissipated.

For more information: INSERT REFERENCE LINK

5.3 During and After

- Local news media, television or radio
- Code Red Notification if you are signed up via email, text message or phone call
- NOAA All-Hazard Radio
- Outdoor Warning Siren Activation
- United Way 211-Call Center (includes multi-lingual)

Provides free information 24/7 to callers on community related resources, including disaster related resources.

- The City's official website:

<http://www.polkcountyiowa.gov/EmergencyManagement/>

- Or other social media applications:

Facebook: <http://tinyurl.com/ya4osdq>

Twitter: <http://twitter.com/PCEmrgManAgency>

Youtube: <http://www.youtube.com/user/PolkCoIaEmergMgt>

Listen out for announcements on alerts, notices, instructions, and information:

- What to do and why
- What not to do and why
- Hazardous areas and structures to stay away from.
- Location of first aid stations, food and water distribution points, etc.
- Street and freeway overpass conditions, congested areas to avoid and alternate routes to take
- Location of shelters
- Evacuation routes, instructions and arrangements for persons without transportation or special-needs (non-ambulatory, sight-impaired, etc.)

5.4 American Red Cross Safe and Well Registry

If it is possible access the American Red Cross Safe and Well Registry so that you can list yourself as safe. This ensures that any family members or friends who are concerned for your well-being can access this site and find out news about you.

6. Important contacts and numbers

Nationwide

Federal Emergency Management Agency:

<http://www.fema.org>. 1-800-FEMA (3362)

American Red Cross:

<http://www.redcross.org>. 1-800-733-2767

Polk County

United Way 2-1-1 provider:

Provide free information 24/7 to callers on community related resources, including disaster related resources.

Polk County Emergency Management Agency:

Agency Website

<http://www.polkcountyiowa.gov/EmergencyManagement/>

Facebook

<http://tinyurl.com/ya4osdq>

Twitter

<http://twitter.com/PCEmrgManAgency>

YouTube

<http://www.youtube.com/user/PolkCoIaEmergMgt>

Summary

It is hoped that this public version plan will provide the reader with an understanding of Polk County Emergency Management Agency and participating agencies' roles in the event of an incident.

The processes and agency roles and responsibilities specified may change without notice contingent upon the magnitude of the emergency or catastrophic event, as well as the actual availability of emergency response and emergency support personnel.

The ESF #15 Public Information Public Version was developed for public distribution and excludes specific information that is protected from disclosure under the Freedom of Information Act (FOIA) and similar State and local disclosure laws, and from use in civil litigation and regulatory actions.

Access to the full plan is restricted to ESF #15 Public Information emergency first responders and contains Security Sensitive Information that is For Official Use Only.