

COMMUNICATION

PURPOSE

To describe the system for providing information to the general public through the media and other information outlets, to maintain an uninterrupted flow of information among response partners during a bio-emergency, and to facilitate communication among federal, state and local agencies about:

- Disease characteristics and spread;
- Recommendations for and availability of vaccines, antivirals, and other treatments; and
- Other recommended health measures.

SITUATION

Timely, relevant, and accurate communication during all phases of a bio-emergency is critical for an effective response operation. Key recipients and/or providers of information during a bio-emergency include public health officials, government officials, health-care providers, the media, and the general public.

- Different types of information will have to be communicated (e.g., requiring a response v. informational, technical v. general), often to different target audiences.
- There will be widespread circulation of conflicting information, misinformation, and rumors. To alleviate this, communication must be coordinated among all relevant agencies to ensure consistent messages to the general public.
- There will be a great demand for accurate and timely information, including:
 - a. The number of ill, their identities (will be requested by family members), and their locations;
 - b. Disease complications and mortality rates;
 - c. Disease control efforts, including availability and use of vaccines, antivirals and other preventive and treatment measures;
 - d. "Dos and Don'ts" for the general public; and
 - e. Availability of essential community services.
- There will be a need for information for the general public about how and why a priority group list for receipt of vaccine/pharmaceuticals was developed, if such a list is indeed developed. In the event of shortages, the targeted group may have to be further prioritized. Information should include the rationale for the list, how the decisions were made, and what other control measures people can take until vaccine and or antibiotics are available for everyone.
- Public education will be an important part of the immunization/ pharmaceutical campaign because it is likely that the following problems will be encountered:
 - a. Any symptom or illness that occurs soon after vaccination may be attributed to the vaccine and any febrile respiratory illness that occurs post-vaccination may be viewed as vaccine failure.
 - b. Prophylactic antibiotics/antivirals may need to be taken for a period of up to 60 days and the recipient will need clear instructions on how to complete the course of treatment and where to get additional doses of antibiotics/antivirals.

c. Concerned and potentially exposed persons (sometimes called the “worried well”) may unnecessarily access the health-care system, thereby placing it under additional strain.

- Certain groups will be hard to reach, including people whose primary language is not English, people who are hearing, vision, and/or mobility impaired, the frail elderly, people with mental impairments, etc. who are homeless, people who
- During a prolonged bio-emergency, such as an influenza pandemic or other highly contagious disease outbreak, demand for medical information will be so great that existing methods for educating health-care providers will have to be expanded.
- Communications between homeland security, law enforcement, hospital, emergency medical service, firefighters, public works and deployed public health staff are critical during an emergency disaster, bio-event, or Bioterrorism situation. Normal communications during times of emergency and disaster become overwhelmed or unavailable. The following is the CHP communication technology utilization level plan of succession as an emergency unfolds and presents communication processes inadequate to handle the information flow:
 - Level 1: Telephone, cell phone, email, pagers, web site
 - Level 2: 800 Megahertz radio, communication radios
 - Level 3: Amateur Radio system
 - Level 4: Staff Runners

STATE COMMUNICATION RESPONSE PROCEDURES

Iowa Health Alert Network (HAN)

The system and infrastructure to manage the flow of critical information among relevant state and local public health agencies and other emergency response partners will be provided through the Iowa HAN, an enhanced communication system designed to facilitate communication and ensure a coordinated response to an unexpected public health emergency. All relevant agencies will have:

- Around the clock secure access to critical, up-to date data; and
- The ability to disseminate information immediately via a web-based system.

When applicable, messages will include instructions on where and how to access additional information.

During a bio-emergency, the Iowa Department of Public Health (IDPH) Center for Acute Disease Epidemiology will have primary responsibility for:

- Collecting and interpreting surveillance data, and disseminating this information to federal, local and other state agencies, hospitals, and other health-care providers.
- Providing up-to date information on the bio-emergency to other

- bureaus/programs within IDPH.
- Developing and disseminating guidelines for preventing, diagnosing, and treating infectious diseases to:
 - a. Local health agencies;
 - b. Hospitals (specifically hospital administrators, physicians, hospital disaster coordinators, emergency department directors, infection control practitioners, and hospital epidemiologists);
 - c. Other health-care providers.
 - Ensuring that all residents of the community, including special needs groups, have access to appropriate, accessible, and understandable information about disease control measures and available treatment services by performing the following activities:
 - a. Developing informational materials for all non-English speaking populations residing in Iowa that are large enough to justify such an undertaking;
 - b. Identifying and working with non-English media (communities with non-English speaking populations should consider having pre-scripted information in their languages as part of this annex);
 - c. Utilizing all programs within the department that serve populations for which the primary language is not English, or that serve other special needs groups, such as people who are homeless, people who are homebound, etc.;
 - d. Utilizing the programs and services of all other applicable state government agencies, including but not limited to the Department for the Blind, the Department of Human Rights, the Department of Elder Affairs, the Department of Education, etc.;
 - e. Identifying groups who can advise public health and health-care providers on the subject of making information accessible to people who are vision or hearing impaired.

LOCAL COMMUNICATION RESPONSIBILITIES

During a bio-emergency, CHP's director, or a designee, will have primary responsibility for:

- Meeting with the jurisdiction's public information officer (PIO) to review this annex, the Communication/Public Information Annex of the local multi-hazard emergency response plan, and any other applicable emergency communication plans and procedures. The local PIO should monitor the situation and be prepared to respond to public and media requests for information.
- Working with the local PIO to set up a local joint information center to coordinate the development and dissemination of timely, accurate information to the general public, consistent with information provided by IDPH, or in the event of a statewide emergency, the State Joint Information Center (generally located at the State Emergency Operations Center or SEOC).

- Ensuring that the local joint information center includes multi-line phone banks for answering calls from the public and redundant communication systems in case the phone lines are down.
- Releasing information through the local joint information center concerning what volunteer goods and services are needed, if any, and where volunteers and donors may go to deliver such goods or services, if applicable.
- Providing key response partners, such as hospitals and law enforcement agencies, with around-the-clock access to designated agency personnel.
- Gathering all records kept during each phase of the incident and preparing a chronological summary of events, actions taken, inquiries made, and responses given. This includes collecting newspaper clippings and TV videotapes, if available, to assist with debriefings and to provide a historical record.
- Surveying the local media for suggestions to improve the emergency communications process for future bio-emergencies.

Local Public Information Officer: All news releases to the local media should be handled by the authorized PIO and should be consistent with information put out by state government's public information officer and by spokespeople from other affected entities, such as hospitals, schools, and businesses. The following provides some additional PIO considerations in checklist form.

Checklist for the Public Information Officer during a bio-emergency:

- Ensure that all information is clear, confirmed, and approved by the appropriate authority before releasing it to the media or public. Do not release unconfirmed information or speculate on the extent of the emergency, despite repeated urging by reporters to do so. Never hesitate to say, "I don't know, but will attempt to find out."
- Monitor news programs and review news articles for accuracy. Correct serious misinformation whenever possible.
- Establish a joint information center/media center and provide sufficient staffing and telephones to handle incoming media and public inquiries and gather status information. This center should have access to clinicians for consultation and referrals.
- Provide public information according to pre-established priorities.
- Ensure that official spokespersons are thoroughly briefed about all aspects of the emergency.
- Keep the local public health agency director informed of all media actions taken or planned.
- Keep public information officers in other jurisdictions and at other government levels informed of information released.
- Maintain a log and a file for all information received and released.
- Release emergency instructions/information to the public as necessary. (Closing of public facilities, where to get vaccine, etc.).
- Release prevention, control, and treatment information, as appropriate.
- Respond promptly to media and public calls.

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- Widely publicize a public inquiry telephone line number when operational.
- Attend periodic briefings and planning sessions.
- Consider additional methods of distributing emergency instructions.
- Arrange media briefings/press conferences on a regular or “as needed” basis.
- Prepare news releases at regularly scheduled intervals, whenever practicable.
- Provide emergency information in foreign languages, as required to serve all significant non-English-speaking sectors of the population.
- Release morbidity and mortality figures in a timely manner.

Attachment A5– Media Contact Listings

MEDIA ORGANIZATIONS	TELEPHONE	LOCATION
The Doon Press	712-726-3313	209 Hubbard Av. Doon, IA 51235
The Granville Shopper	712-727-3804	Mickey Heying 4550 450th St. Granville, IA 51022
The Hawarden Independent	712-551-1051	820 Central Av. Hawarden, IA 51023
The Ireton Examiner	712-278-2092	310 Main St. Ireton, IA 51027
The Northwest Iowa Review & The Peach	712-324-5347	227 9th St. Sheldon, IA 51201
Pluim Publishing (Capital-Democrat/Advisor)	712-737-4266	113 Central Av. S.E. Orange City, IA 51041
The Rock Valley Bee	712-476-2795	1442 Main St. Rock Valley, IA 51247
Sioux Center News & Shopper	712-722-0741	67 3rd St. N.E. Sioux Center, IA 51250
The Sioux County Index Reporter	712-439-1075	1217 Main St. Hull, IA 51239
The Siouxland Press	712-737-4117 or 712-752-8401	107 3rd St. N.E. Orange City, IA 51041
KDCR Radio Station	712-722-0885	Dordt College Campus Sioux Center, IA 51250
KIWA Radio Station	712-324-2597	411 9th St. Sheldon, IA 51201
KLEM Radio Station	712-546-2141	37 2nd Av. N.W. Le Mars, IA 51031
KSOU Radio Station	712-722-1090	128 20th St. S.E. Sioux Center, IA 51250

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Communication with Special Needs Groups

POPULATION	SPECIAL NEED	TELEPHONE	LOCATION
Hispanic	Language	722-3324	CASA 303 N. Main Av. Sioux Center, IA 51250
Laotian	Language		
Hearing Impaired	AEA IV	722-4378	AEA IV 1382 4 th Av. N.E. Sioux Center, IA 51250
Homeless and Low Income	DHS/County Relief	737-2943	Sioux County DHS 213 Central Av. S.E. Orange City, IA 51041

Region 3 Media Contact List

Television Stations		
KTIV – (NBC)	712-239-4100 phone 712-239-2621 fax	3135 Floyd Blvd. Sioux City, IA
KCAU – (ABC)	712-277-2345 phone 712-277-3733 fax	625 Douglas St. Sioux City, IA
KMEG – (CBS)	712-252-5634 phone 712-255-5250 fax	Dakota Dunes, SD
KPTH – (Fox)	402-241-4400 phone	South Sioux City, NE
Local Public Access (Cable Channel)	EEC: 712-364-2255 BCIG: 712-365-4354 City Clerk: 712-368-4898	Ida Grove Battle Creek Holstein
HTC Cablecom (Sibley Cable Service)	712-752-8500	Hospers, IA
KELO-Land TV	800-888-5356 phone OR 605-336-1100 phone	Sioux Falls, SD
Mediacom, Comm. Channel	712-546-6215	Le Mars, IA
Spencer Municipal Util. Cable	712-580-5800 Phone	Spencer, IA
Evertex Inc.	800-242-0154 Phone	Everly, IA
KSFY	605-336-1300	Sioux Falls, SD
Radio Stations		
KMNS/KG-95/Z-98 <i>Clear Channel Stations</i>	712-258-5595 phone 712-252-2430 fax	Sioux City, IA
KSCJ	712-239-2107 phone 712-239-3346 fax	Sioux City, IA
KSUX	712-239-2100 phone	Sioux City, IA
KWIT	712-274-6406 phone 712-274-6411 fax	Sioux City, IA
STAR 102.3	712-258-5655 phone	Sioux City, IA/Dakota Dunes, SD
KLEM	712-546-4121 phone 712-546-9672 fax	Le Mars, IA
KKIA	712-732-9200 phone 712-732-1746 fax	Storm Lake, IA
KDSN FM 107.1/AM 1530	712-263-2088 phone 712-263-3141 phone	Denison, IA
KAYL	712-732-1746 phone	Storm Lake, IA
KICD	712-262-1240 phone	Spencer, IA
Hot 100	712-264-1074 phone	Spencer, IA
KIWA Radio Station	712-324-2597 phone	Sheldon, IA
KWOAA-AM-FM Studio	507-376-6165	Worthington, MN
KUOO FM	712-336-5800 phone	Spirit Lake, IA
KCHE Radio Station	712-225-2511 phone	Cherokee, IA
KQUS/K 101	507-283-4444 phone 507-283-4445 fax	Laverne, MN

Region 3 Media Contact List

Newspapers		
Sioux City Journal	Editor 712-293-4201 Fax 712-279-5059	Sioux City, IA
South Sioux City Star	Editor 402-494-4264 Fax 402-494-2414	South Sioux City, NE
North Sioux City Times	Editor 605-232-3539 Fax 605-232-3679	North Sioux City, SD
The Leader – Courier	Editor 605-356-2652 Fax 605-356-3626	
Sergeant Bluff Advocate	Editor 712-943-4600 Fax 712-943-4600	Sergeant Bluff, IA
Ida County Courier	712-364-3131 Phone 712-364-3010 Fax	Ida Grove, IA
Advance Publications	712-368-4368 Phone 712-368-4369 Fax	Holstein, IA
Holstein News	712-368-4566 Phone 712-368-2761 Fax	Holstein, IA
Chronicle	712-668-2253 Phone 712-668-4364 Fax	Odebolt, IA
The Globe	712-255-2550 Phone	Sioux City , IA (weekly paper)
Des Moines Register	800-532-1455 Phone 515-286-2504 Fax	Des Moines, IA
Emmetsburg Democrat & Reporter	712-285-2323 Phone	Emmetsburg, IA
Ruthven Zip Code	712-837-4489 Phone	Ruthven, IA
West Bend Journal	515-887-4141 Phone	West Bend, IA
Osceola County Gazette & Tribune	712-754-2551 Phone	Sibley, IA
Ocheyedan Press – Melvin News	712-758-3140 Phone	Ocheyedan, IA
Daily Globe	507-376-9711 Phone OR 800-642-3243 Phone	Worthington, MN
Le Mars Daily Sentinel	712-546-7031 Phone 712-546-9672 Fax	Le Mars, IA
Remsen Bell-Enterprise	712-786-1196 Phone	Remsen, IA
Akron Register Tribune	712-568-3171 Phone	Akron, IA
Kingsley News Times	712-378-2770 Phone	Kingsley, IA
Hinton Times	712-239-5758 Phone	Hinton, IA
Spencer Daily Reporter	712-262-6610 Phone	Spencer, IA
Bulletin-Press	712-283-2500 Phone	Sioux Rapids, IA
Dickinson County News	712-336-1211 Phone	Spirit Lake, IA
Northwest Iowa Shopper	712-262-6610 Phone	Spencer, IA
Peterson Patriot	712-295-7711 Phone	Peterson, IA

Region 3 Media Contact List

Newspapers (Continued)

Northwest Iowa Review	712-324-2597 Phone	Sheldon, IA
Sanborn Pioneer	712-729-3201 Phone	Sanborn, IA
Paullina Times, O'Brien County Bell, Primghar and Sutherland Courier	712-949-3622 Phone	Paullina, IA
Chronicle Times	712-225-5111 Phone	Cherokee, IA
Marcus News	712-376-4712 Phone	Marcus, IA
Aurelia Star	712-434-2312 Phone	Aurelia, IA
Peterson Patriot	712-295-7711 Phone	Peterson, IA
Sac Sun	712-662-7161 Phone	Sac City, IA
Lake View Resort	712-657-1248 Phone	Lake View, IA
The Herald	712-275-4229 Phone	Schaller, IA
Storm Lake Pilot-Tribune	800-798-6397 Phone 712-732-3152 Fax	Storm Lake, IA
Storm Lake Times	800-732-4992 Phone Fax 712-732-4331	Storm Lake, IA
Lyon County Reporter/West Lyon	712-472-2525 phone 712-472-3414 fax	Rock Rapids/Inwood, IA
Lyon County News	712-475-3351 phone 712-475-3353 fax	George, IA
Doon Press	712-726-3313 phone	Doon, IA
Little Rock Free Lance	712-479-2270 phone 712-479-2273 fax	Little Rock, IA
Denison Bulletin/Review	712-263-2122 phone	Denison, IA
Vail Observer	712-677-2438 phone	Vail, IA
Charter Oak-Ute Newspaper	712-678-3571 phone	Charter Oak, IA
Manilla Times	712-654-2911 phone	Manilla, IA
Schleswig Leader	712-676-3414 phone	Schleswig, IA
Estherville Daily News	712-362-2622 Phone	Estherville, IA
Everly-Royal News	712-834-2388 Phone	Everly, IA
Hartley Sentinel	712-728-2223 Phone	Hartley, IA
Onawa Democrat	712-423-2411 phone/fax	Onawa, IA
Onawa Sentinel	712-423-2021 phone 712-423-3038 fax	Onawa, IA
Mapleton Press	712-881-1101 phone 712-881-1330 fax	Mapleton, IA
Grapevine	712-458-2402 phone 712-458-2331 fax	Whiting, IA