

## Are you getting the message?



## Crisis and Emergency Communications

#### Kae Mason

Chief, Office of Health and Risk Communications Kae.Mason@state.de.us



DELAWARE HEALTH AND SOCIAL SERVICES Division of Public Health



## In an emergency, we communicate with everyone in Delaware

DPH coordinates with many partners to provide accurate and timely information to all segments of the population.





## **The First Message**

- Should go out 30 minutes upon declaration of a health emergency.
- Health messages go out regularly during an emergency.
- Messages can be detailed understand before you act.



### It is important to follow all instructions carefully

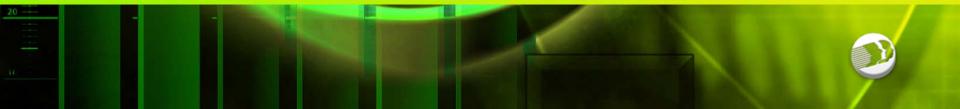
• Instructions are designed to minimize illness or adverse health outcomes.

Hospital Acute Care Center Medical Needs Shelter Red Cross Shelter Mobile Medical Facility Neighborhood Emergency Help Center Special Needs Shelter



## It is important to follow all instructions carefully

- Travel Restrictions
- Shelter-in-place
- Isolation
- Quarantine



### Media

- Radio
- Television
- Newspapers
- Interviews
- Press Release
- Press Conference





#### **Public Service Announcements**

#### Radio:

- City Radio in Wilmington (1050 AM)
- DELDOT Radio (1380 AM)
- Local AM/FM radio stations

#### Television:

- Local stations
- Regional stations

#### Cable TV:

- Weather Channel crawler
- Message crawler

#### Others:

- Emergency Alert System (Radio, TV)
- DE Emergency Notification System (DENS)
  - Reverse 911 System





## **DE Health Alert Network (DHAN)**

- Health messages for medical professionals concerning patient care.
- Can originate from CDC.
- Can originate from DPH for Delaware specific situations.

To sign up: http://dhss.delaware.gov/main/mailforms/dph\_hanform.aspx



- Public Meetings
- Neighborhood Canvassing
- Leaflets
- Ham radios, broadband
- Electronic bulletins (Text, blast fax, etc.)
- Investigative Response Teams
  (Epidemiologists, environmental health specialists, nurses)



#### Internet



- State of Delaware http://www.delaware.gov
  - Delaware Emergency Management Agency
  - Delaware Division of Public Health
  - DPH Fact Sheets www.dhss.delaware.gov/dhss/dph/factsheetsaz.html
- Centers for Disease Control and Prevention (CDC) www.cdc.gov
- State Health Operations Center Call Center
  - Activated during public health emergencies
  - 48 person call center staffed with public health employees **1-866-408-1899** (only active during health emergencies)



# **QUESTIONS?**



## Will you get the message?







#### DELAWARE HEALTH AND SOCIAL SERVICES

**Division of Public Health** 

Office of Health and Risk Communications (302) 744-4704

