



Are you getting the message?

# Crisis and Emergency Communications

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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



## Methods of Communication

### Media

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



## Methods of Communication

### Public Service Announcements

#### Radio:

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

#### Cable TV:

- Weather Channel crawler
- Message crawler

#### Television:

- Local stations
- Regional stations

#### Others:

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







## Methods of Communication

### 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](http://dhss.delaware.gov/main/mailforms/dph_hanform.aspx)



## Methods of Communication

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



## Methods of Communication



### 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](http://www.dhss.delaware.gov/dhss/dph/factsheetsaz.html)
- **Centers for Disease Control and Prevention (CDC) - [www.cdc.gov](http://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  
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*Division of Public Health*

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