

Northeast Tri County Health District Quality Improvement Plan

LHJ name: *Northeast Tri County Health District*

Title of project: *Risk and Emergency Communications Plan*

Lead staff: *Matt Schanz, Environmental Health Director*

Start date: *September 2011*

Complete date: *Goal of December 2011*

Overall goal for project: *Development of a NETCHD Risk and Emergency Communications Plan.*

1. a. What is the identified issue that you would like to work on?

There is a recognized need to develop a plan addressing how NETCHD will manage communication functions during a risk situation or an emergency event.

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- b. How did you determine that this was an issue (background)?

The "Standards for Public Health in Washington State" review for NETCHD identified the need for a risk communication plan. Additionally, a communication plan is now needed as part the requirements to meet the CDC PHEP 15 capabilities.

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- c. What quality improvement tools did you use to identify the problem? (See referenceⁱ)

NETCHD's work plan has identified the need to complete this communication plan.

2. What is your specific objective and timeframe for improving the identified area? This should be your one overall objective for the project and should be SMART: Specific, Measurable, Achievable, Realistic, and Time bound. (See example and referenceⁱⁱ)

To comprehensively outline how NETCHD will manage communication functions during a risk situation or an emergency event, a "NETCHD Risk and Emergency Communications Plan" will be developed and implemented by December 31, 2011

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3. a. What activities are you considering for improvement?

Through an organized process of development, review, modification, and approval, the plan will be established. Specific activities in the overall development of the plan will be to identify the following elements:

- *Roles and responsibilities for Public Information Officer and support staff.*
- *Process to identify primary stakeholders in an emergency.*

- *How key messages will be developed (how will jurisdiction identify stakeholder issues and engage subject matter experts)*
- *What are jurisdiction's plans for physical or virtual Joint Information Center?"*
- *Roster of staff to participate in communications and method for notifying staff in an emergency. Identify timeline and process for keeping list up to date.*
- *Process to activate research, media relations and logistics roles applicable to emergency, including fact gathering, rumor control, media monitoring (including traditional news outlets and social media) and speaker support.*
- *Media contact list and process for updating.*
- *Stakeholder/partner (including but not limited to tribes, community organizations serving special needs populations, hospitals, state and statewide partners) list and process of updating.*
- *Process for using social media in an emergency, if applicable.*
- *Process for activating and maintaining emergency hotline or call center for the public. Call Center "Concept of Operations" (if applicable) Written plans should include procedures to identify community partners (e.g., public health, 211, emergency management, 911 authority, Emergency Medical Services, healthcare agencies, community and faith-based partners, poison control centers or other entities) to create a Call Center "Concept of Operations." Minimum components to be included in the "Concept of Operations" are the following:*
 - *What set of circumstances causes the call center system to be activated*
 - *Who activates the call center system*
 - *Designation of call center leader*
 - *Process for call center system activation*
 - *Process for call center increased hours/staffing/de-escalation*
 - *Process for how the call center will interface with the jurisdiction's incident management system/Joint Information Center (JIC)*
 - *Call center scripts/staffing needs*
- *Process for responding to media or stakeholder/partner questions (dedicated phone lines and staff? Through regional or local Joint Information Center? Other?)*
- *Written process and protocols for translating materials and providing information in ADA-compliant and alternate formats (for special needs communities) including low literacy.*
- *Plans to engage special needs communities in planning process (including deaf and hard of hearing, blind or visually impaired).*
- *Assure Crisis and Emergency Risk Communication principles are an integral part of plans and associated resource development efforts.*

b. What QI tools will you use to work on project? (See referenceⁱⁱⁱ)

As a means to measure goals, objectives, and performance, the following tools will be utilized:

- *Development of a progress task list tracking form*
- *Checklist to ensure each necessary element of the plan has been achieved*
- *Documentation kept to verify review and comments from outside agencies or individuals*
- *Documentation kept to verify review and comments from internal sources.*

ⁱ QI tools or methods for identifying a problem could include logic models, work plans, data analysis, or from resources listed:

The Public Health Memory Jogger™ II

ⁱⁱ QI tools or methods for improving a problem could include conducting a Plan, Do, Check/Study, Act (PDCA/PDSA) cycle or Rapid Cycle Improvement (RCI) project, Business Process Analysis (BPA), pre/post evaluation, or from resources listed in i

ⁱⁱⁱ 2009 WA State Public Health Standards, 9.1.3B