

# Meeting PAL

**Purpose:** Preparedness Lessons Learned

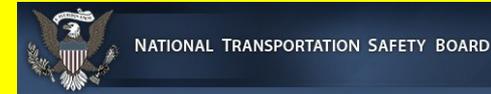
## **Agenda**

- Approach – collaborative and adaptive
- Capabilities – prepared & resilient
- Communication

**Limit:** 15 minutes

# Proven Practices / Standards

## Lessons Learned



## Emergency Manager Forum

## Crisis Management Forum

## Partnerships – joint exercises

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# Emergency Response

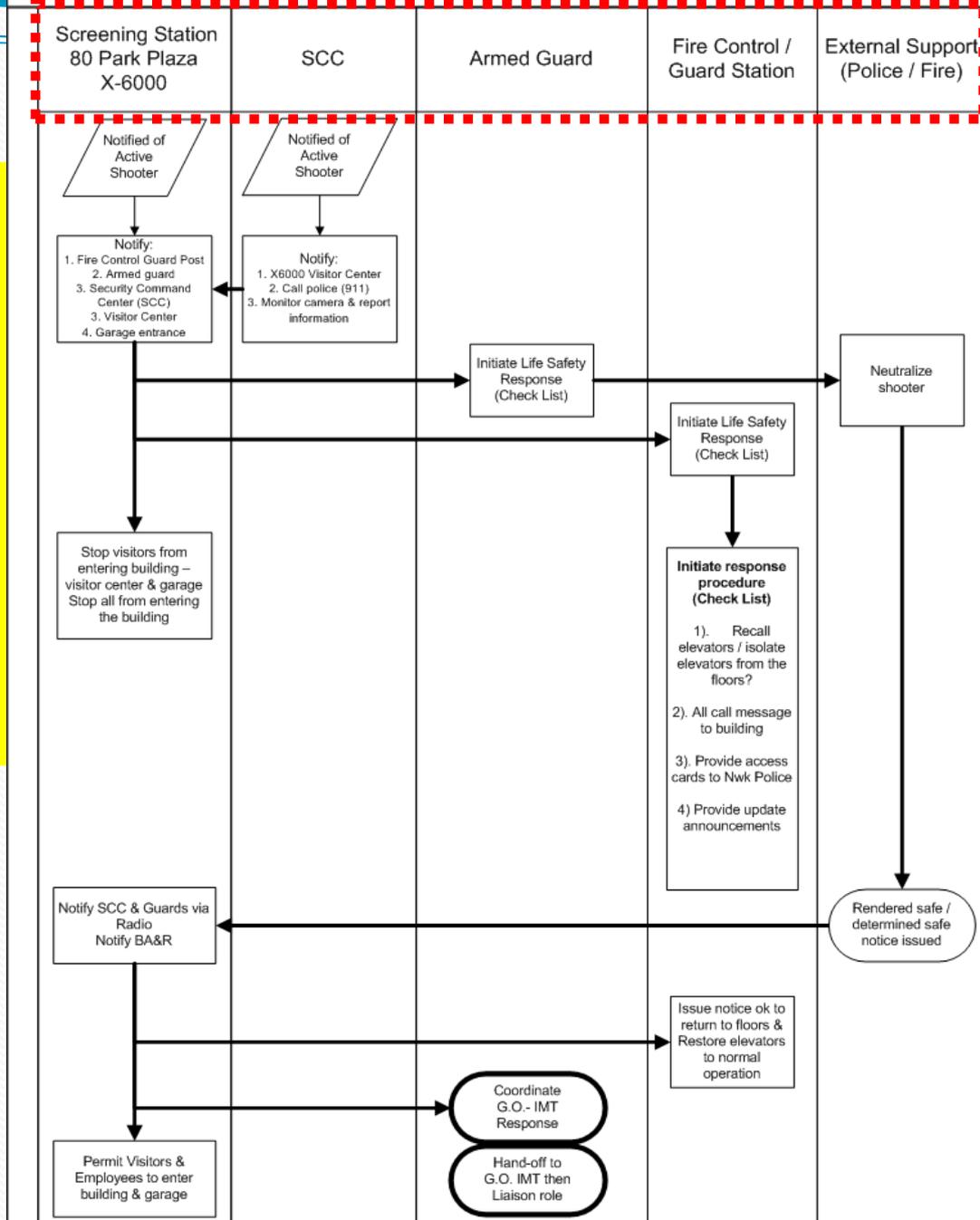
Objective	Response Team Type	Team
<p>Provides strategic direction and coordination of tactical teams - significant events survival of Company</p>	<p><b>Strategic</b></p>	<p>Executive Crisis Management Team / Executive Command Center</p>
<p>Provides coordination across the operations / response to manage outages and incidents and ensures preparedness</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Prevention</b></li> <li><input type="checkbox"/> <b>Mitigation</b></li> <li><input type="checkbox"/> Preparation</li> <li><input type="checkbox"/> Response - National Incident Management System</li> <li><input type="checkbox"/> Recovery</li> </ul>	<p>r ERO / Fossil / Gas</p> <hr/> <p>omic/BC/G.O.) / Breach er Response / DR / SCC</p> <hr/> <p>ponse / WS / Other</p>
<p>Provides initial incident response</p>	<p><b>Incident Response</b></p>	<p>Bomb threat / Active Shooter / Fire / Building Evacuation / Shelter / WMD / Other</p>

< Active Shooter- Instruction Process Flow >

Focus on -

Life-safety:

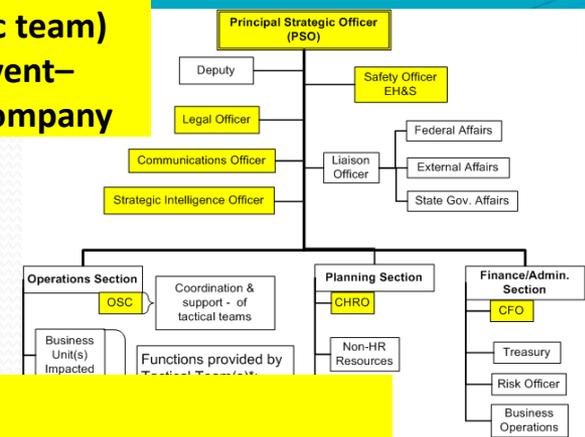
- Quick response (2 min.)
- Measured response
- Clear actions to be completed
- Follow-checklist
- Coordinated w/ police – fire
- Coordinated w/ others (BA&R)



## Aspects

- Expands as needed
- IMT for G.O. / field (event dependant)
- Manages coordinated response
- Ensures preparedness

ECC (strategic team)  
Significant event—  
survival of Company

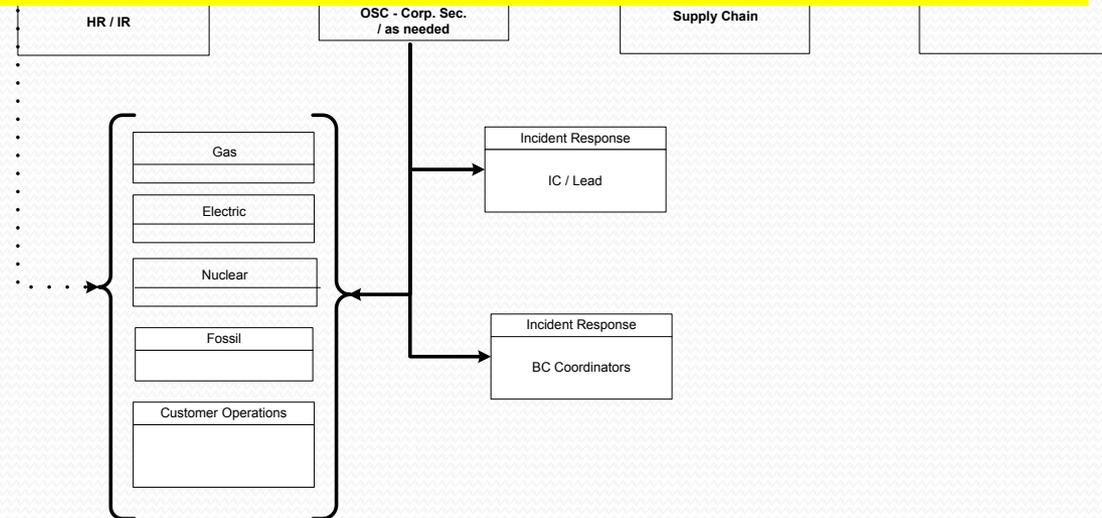
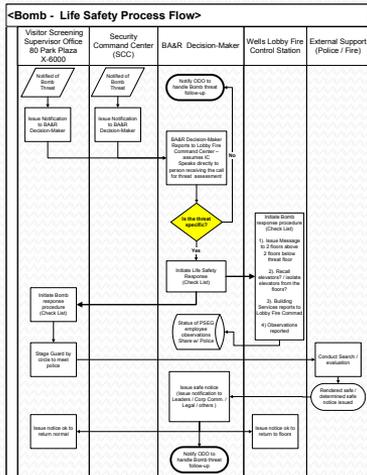


# Exercise / Drill

# AARs / Lessons Learned – Applied

# Coordinate / exercise with partners

## Incident Response



# Communications

Is Key

along w/

Process

## REMINDER!

### Preparing Messages

#### Employ the STARCC Principle

Your public message in a crisis must be:

- Simple . . .** Frightened people don't want to hear big words
- Timely . . .** Frightened people want information NOW
- Accurate . . .** Frightened people won't get nuances so give it straight
- Relevant . . .** Answer their questions and give action steps
- Credible . . .** Empathy and openness are key to credibility
- Consistent . . .** The slightest change in the message is upsetting and dissected by all

*Source: Reynolds, B., Crisis and Emergency Risk Communication by Leaders for Leaders. Atlanta, GA: Centers for Disease Control and Prevention, 2004*

# Timely

# Credible

# Useful

CDC Home



Centers for Disease Control and Prevention  
CDC 24/7: Saving lives, protecting people, reducing health costs

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Emergency Preparedness and Response

Emergency Preparedness  
Specific Hazards

[Emergency Preparedness & Response](#) > [Preparedness for All Hazards](#)

Crisis & Emergency Risk Communication (CERC)

The CERC training program draws from lessons learned during public health emergencies, and incorporates best practices from the fields of risk and crisis communication. With this comprehensive training program, the CDC has moved forward in meeting the needs of partners and stakeholders in preparing for, responding to and recovering from the threat of bioterrorism, emergent diseases, and other hazards.

[Learn more ...](#)

#### Training

- Earn CEs
- CERC Online
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## REMINDER!

### Delivering Messages

When engaging in risk communication, build trust and credibility by expressing ...

- Empathy and caring
- Competence and expertise
- Honesty and openness
- Commitment and dedication

#### Top tips ...

- Don't over reassure
- Acknowledge uncertainty
- Express wishes ("I wish I had answers")
- Explain the process in place to find answers
- Acknowledge people's fear
- Give people things to do
- Ask more of people (share risk)

#### As a spokesperson ...

- Know your organization's policies
- Stay within the scope of responsibilities
- Tell the truth. Be transparent
- Embody your agency's identity

**CONSISTENT MESSAGES ARE VITAL!**

Source: Reynolds, B., *Crisis and Emergency Risk Communication*. Atlanta, GA: Centers for Disease Control and Prevention, 2002.

<http://www.bt.cdc.gov/CERC/>