



Region 2 Emergency Preparedness

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Public Information Officer Network Meeting Minutes

Friday, January 13, 2012 Noon- 1:30 p.m.

Mercy Medical Center- North Iowa WEST Campus Conference Room #2

Those Present

Jenni Swart, *Franklin County PH*
 Liz Waddingham, *Hancock County Public Health*
 Kathy Preston, *Emmet County Public Health*
 Elaine Slade, *Waterloo VNA- Bremer PH*
 Pam Ellion, *Waterloo VNA- Bremer PH*
 Shana Butler, *Worth County PH*
 Joann Boyer, *Fayette PH*
 Laurie Martin, *Veterans Memorial Waukon*
 Kara Naig, *Mitchell Co Reg Health Center- Osage*
 Gail Arjes- *Floyd Co PH*

Jeff Sherman- *Floyd EH*
 Nancy Sacquitne- *Winneshiek Co PH*
 Karla O'Connell- *Winneshiek Co PH*
 Joann Roepke Bode- *Kossuth Regional Health*
 Kathy Babcock- *Chickasaw Co PH*
 Kip Ladage, *Bremer EM*
 Bridget Edson, *Floyd EM*
 Matt Hobson, *Region 2 Epi*
 Alex Carfrae, *IDPH*
 Elizabeth Faber, *Region 2 PHEP Director*

Follow Up From November 2011 Webinar Meeting

November Meeting Tasks	Update
<p><i>Task # 6- Joint Information Center Resources</i> Elizabeth will look into this and compile resources and maybe even do a training prior to the exercise.</p>	<p>Webinar Scheduled for February 15 to discuss Joint Information Centers</p>
<p><i>Task #14 PIO Network Trainings</i> The group was interested in having Alex present the Crisis Risk Communication course face to face the day of a meeting in late January 2012. Elizabeth will look into scheduling this.</p>	<p>Training held prior to meeting, 1/13/12</p>
<p><i>Task #15 Social Media assistance</i> Elizabeth will send out the Social Media tip sheet Kathy P compiled. This was previously sent in June but will be resent to gather more feedback. Elizabeth will also compile a list of the Facebook pages in the Region.</p>	<p>Social Media Tip sheet sent out. Facebook page compiled and sent out. Both available on the website. The group discussed having an additional Facebook and Twitter 101 training.</p>
<p><i>Task #16 Tips for Building Relationships with Local Media</i> Liz Waddingham had worked on this previously. She will send what she has to Elizabeth.</p>	<p>This was sent out and is available on the website.</p>

Joint Information Center Exercise Update

The Region 2 PIO Network Joint Information Center exercise is in the planning stages. The registration period has ended. There are currently 21 participants signed up. The exercise will be on March 9 in Mason City. The overall goal will be to familiarize the participants with the Joint Information System and walk through the functions of a Joint Information Center. Other goals will come from the PHEP Capability 4: Emergency Public Information and Warning functions/tasks/resource priority areas.

Participation in the CERC training and in the JIS Review webinar on Feb 15 is highly encouraged for those playing in the exercise.

Google Docs Review

We did a hands on google docs review. This will be utilized during the JIC exercise. We will also try to initiate a google docs document once a month so we can practice using this system. The group discussed situations where this might come in handy. Suggestions included: to obtain additional reviewers of press releases from others in the PIO Network, especially if a back up PIO is taking over during an event. Another suggestion was to use within the county with other PIOs during a virtual JIC- so that common messages can be shared via this forum rather than all reporting to a central location physically.

Lessons from the Field- Kip Ladage

Kip Ladage presented on his experience assisting in the Derecho Wind storm response in central Iowa in July 2011. The EMA in Tama County had only been on the job for 6 weeks so Kip arrived to assist in response efforts. Amongst other things, he crafted a message to be shared at a community meeting/press conference and worked with the spokespersons in the town to deliver messages.

Thanks to Kip for sharing his experience and his message with the group. If anyone else has any "Lessons from the Field" to be shared at a future meeting, please let Elizabeth know. This is a great way to learn from others.

Upcoming PIO Network Training:

Joint Information System Review Webinar

Wednesday, February 15, 2012

10:00 a.m. – noon

Register by clicking here:

<https://www2.gotomeeting.com/register/786618874>

Next Meeting

The next face to face will be after the JIC Exercise- specific date to be determined.

Please contact Elizabeth Faber if you have any questions about this group. efaber.region2@gmail.com