



Region 2 Emergency Preparedness

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Public Information Officer Network Meeting Minutes

Friday, May 14, 2010 9:00 a.m.

Cerro Gordo/Franklin County EOC

Mason City Police Department Mason City, IA

Those Present

Sandi Lincoln *Red Cross*

Nancy Sacquitne *Winnebiek Co PH*

Steve O'Neil *Cerro Gordo/Franklin EM*

Kim Marker *Wright Medical Center*

Gina Schnathorst *Wright Medical Center*

Joann Boyer *Palmer Comm Health (Fayette PH)*

Holly Fokkena *Butler County Auditor*

Jenni Swart *Franklin Co PH*

Michele Appelgate *Cerro Gordo PH*

Eric Whipple *Charles City Fire*

Wesley Hicok *Bremer County Auditor*

Elaine Slade *Waterloo VNA (Bremer Co PH)*

Elizabeth Faber *Region 2 PHEP Planner*

Sharing of Actual Experience

Michele Appelgate shared her experience serving as the Cerro Gordo County PIO during the Mason City floods in June 2008. Holly Fokkena also shared how Butler County (and state and federal partners) handled the PIO needs during the May 2008 Parkersburg F-5 tornado. Copies of the printed newsletter used after the tornado to get the message out to residents without access to media were handed out and attached. The group also discussed specific needs of a PIO to have with at all time. Flashdrives, laminated contact sheets in wallets, and updated contact lists on work and personal emails were some of the things discussed. This will be explored in greater detail in the future by this group, as will the use of Social Media during a disaster. Thanks to both for sharing.

PIO Network Workplan

The group discussed the current workplan and many volunteered to “champion” certain tasks. Please see attached workplan for updates.

Specific discussion on individual tasks included:

- Spokesperson training- Sandi and Nancy discussed the need to develop Just in Time training documents for PIOs to use with spokespersons. They felt that ideally training would occur beforehand but after discussion, the group felt this wasn't logistically possible in every community and with every discipline. They also felt that it might be helpful for PIOs to generate a list of specific spokespersons in their community or agency (depending on the type of PIO they are- county or agency-specific) based on geography or discipline. For instance, a hospital PIO might need to pre-determine spokespersons based on different events while a county PIO might need to find spokespersons from different disciplines based on events and from each community as well.

- PIO Training- Holly will work with the county emergency managers and other sources to gather resources on recommended PIO trainings.
- Trainings- After some discussion during the Actual Event presentations by Michele and Holly, the group felt that there was a strong need to have a Social Media 101 training. This training could include how to use Google docs within your own agency or with other PIOs for document creation and review as well as how to use social media such as Facebook and Twitter to push out messages during an event and monitor public response to other media messages. Eric volunteered to champion this task and will work with Elizabeth to identify potential speakers. Other training topics that the group was interested in include Crisis Emergency Risk Communication, By Leaders for Leaders, and training by the state public information officers.
- Conversation with the Media- Steve O'Neil stated that he had built such a workshop into his county budgets. Jenni volunteered to help line up this event for a future PIO network. It was discussed that since we have such a large Region with various media markets, multiple sessions would be ideal. However, for the first time, we will have it in one central location (Mason City). As a whole, the group felt that even if your particular media doesn't attend, you as a PIO can still benefit from hearing someone from the media discuss their needs from you.

Other needs from the workplan were discussed but not in as much detail as the ones above. Please see the workplan for more information on other tasks.

Task Champions- please be in contact with Elizabeth as you work on the tasks. She can assist you and send information to the rest of the group for review.

Other News

Elizabeth advertised that Region 2 Public Health and Hospital Emergency preparedness steering committees were sponsoring a Psychological First Aid Training on June 10 at the Country Inn and Suites next to the Diamond Jo casino by Northwood, Ia. All are welcomed and encouraged to attend this FREE training. For more information visit:

<http://www.iowaregion2preparedness.com/additionaledopportunities.html>

Steve O'Neil invited all to observe an upcoming exercise at the Mason City Airport the evening of June 24th. Public information will be exercised. Please contact Steve for more information.

soneil@co.cerro-gordo.ia.us

Next Meeting

Due to summer schedules (and RAGBRAI affecting many counties in July), the group decided to have a webinar in June to provide update on the tasks and a face to face meeting in August. At the August meeting, we hope to have a presentation on Social Media During a Disaster.

Webinar

June 17 9 a.m.-

<https://www2.gotomeeting.com/register/213673819>

Face to Face Meeting

August 19th at 9:00 a.m.

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Mason City Police Department Mason City, IA

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