

Emergency Public Information



Identifying Opportunities &
Lessons for Improvement



Renewed Emphasis in Emergency Public Information (EPI) Based on

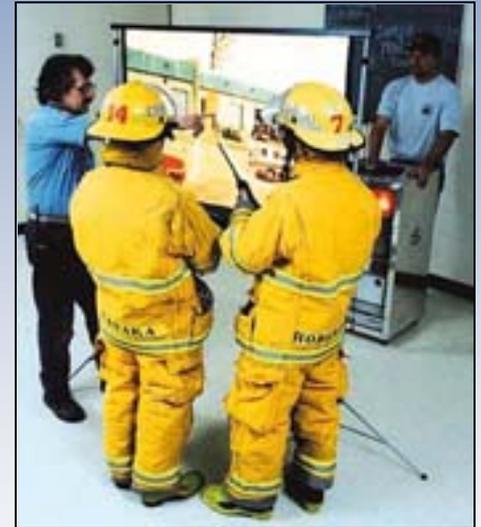
- Office of Assessment (OA) Findings
- No Notice Exercise (NNX) Findings
- Headquarters observations of exercise interface & performance
- Commercial industry issues & experience
- Homeland Security exercise experiences





Sources of Information on Status of EPI at DOE/NNSA Sites

- NNX
- OA Evaluations
- Program Office Evaluations



EPI Performance Strengths

- Experienced public affairs personnel at sites
- Interface with other agencies
- Communications technology available





Areas of Weakness in EPI

- Development & release of emergency info
- Procedures for EPI actions & interfaces
- Joint Information Center (JIC) operations & staffing
- EPI Training
- Emergency Operations Center interface with EPI staff & JIC
- Emergency Public Education





Development & Release of Information Issues

- Approval of information for release
- News releases problematic
- Quality of information
- Need to address public concerns & info needs





EPI Procedures Issues

- Transition to JIC not defined
- JIC operation not clearly described
- Information review/approval inconsistencies
- Contingency plan for equipment breakdown
- Role of other agencies in JIC not defined



JIC Operations & Staffing Issues

- Transition from normal PA operations to JIC
- Staff performance expected isn't understood
- Selection of Spokespersons & who's in charge
- Info availability & flow in JIC inconsistent
- Not using communication technology available
- Visual aids inadequate



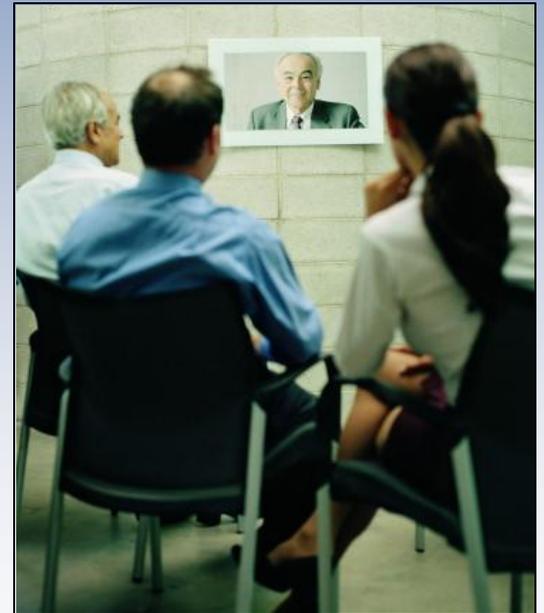
EPI Training Issues

- Public Affairs Office's understanding of EPI requirements
- Technical advisors not trained
- Position specific training in JIC and EOC
- Training to prepare spokespersons



EOC Interface with EPI

- Information gathering in EOC ineffective
- Communication methods – EOC <> JIC
- Information approval
- EPI not considered a priority





Emergency Public Education Issues

- Content of information for public (plans, protective actions, risks)
- Distribution methods
- Media interface on emergency management
- Partnering with local & state agencies



Where do we go from here?

- Prioritize emergency public information
- Integrate EPI with Emergency Management
- Ensure resources to do the job
- Share good practices & lessons learned
- Thursday EMI SIG
Special EPI Session

