

Outline of Videoconference Presentation on EPI and Drill/Exercise Subcommittees Collaboration

**Presentation by
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Introduction:

- Reasons for collaboration
- Interface between EP and public affairs/media relations was a key reason for establishing the EPI Subcommittee.
- Weaknesses EPI performance observed in programs.
- Benefits of linking the expertise of public affairs/media relations with emergency planning will strengthen programs.

Why we continue to show weak performance in EPI

- Realities of routine vs. emergency communication
- Infrequency of practicing emergency communications and JICs
- Lack of effective and realistic simulations, drill methods for EPI, scenarios with opportunity to test EPI

What resources the Drill/Exercise Subcommittee brings.

How collaboration with the Drill/Exercise Subcommittee can help.

Objectives of our collaboration

Two levels of activity and improvement—Site and National level

Site level

- Introduce EPI people to those who orchestrate drills/exercises.
- Get EPI people involved in planning and execution of drills/exercises to ensure they meet needs to practice EPI functions more frequently, realistically, and meaningfully.
- Get drill/exercise planners to help drill specific EPI functions (news writing, communication strategizing between public affairs managers and emergency managers, field PIO functions, etc.)
- Have site planners work with PIOs to better identify weak areas of EPI performance and the root cause of weaknesses to better effect change/improvement.
- Increase frequency of EPI participation in site drills/exercises.

National Level

- Utilize the EPI website and Drill/Exercise Subcommittee website by placing tools, samples, good practices (phone bank calls, video and radio spots, examples of simulated stories, sample objectives for testing and training EPI teams).
- Develop model or guidelines for EPI teams to do their own team drills to enhance training.
- Develop recommendations for more effective SIM cells and actors (i.e. media players).

- Develop a bank of EPI simulations that give teams the challenge of dealing with realistic and challenging press problems, and community emergency communication problems.

Other

We propose a session at the next EMI SIG to showcase effective, innovative approaches, methods, examples for drilling and exercising EPI functions—both alone and in conjunction with other parts of the emergency response organizations.

We are looking for individuals who are willing to put in a little time and who have creativity and enthusiasm for this subject. We would like this subcommittee this year to support developing some of the tools that were mentioned earlier and to help put together the proposed session for EMI SIG.

Contact either of the following persons if interested in participating in development and presentation for this session:

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