

## PUBLIC INFORMATION OFFICER (PIO)

**Mission:** Serve as the conduit for information to internal and external stakeholders, including hospital personnel, visitors and families, and the news media, as approved by the Incident Commander.

Position Reports to: <b>Incident Commander</b>		Command Location: _____
Position Contact Information: Phone: (____) _____ - _____		Radio Channel: _____
Hospital Command Center (HCC): Phone: (____) _____ - _____		Fax: (____) _____ - _____
Position Assigned to:	Date: / /	Start: ____:____ hrs.
Signature:	Initials:	End: ____:____ hrs.
Position Assigned to:	Date: / /	Start: ____:____ hrs.
Signature:	Initials:	End: ____:____ hrs.
Position Assigned to:	Date: / /	Start: ____:____ hrs.
Signature:	Initials:	End: ____:____ hrs.

Immediate Response (0 – 2 hours)	Time	Initial
<p><b>Receive appointment</b></p> <ul style="list-style-type: none"> <li>• Obtain briefing from the Incident Commander on:                             <ul style="list-style-type: none"> <li>○ Size and complexity of incident</li> <li>○ Expectations of the Incident Commander</li> <li>○ Incident objectives</li> <li>○ Involvement of outside agencies, stakeholders, and organizations</li> <li>○ The situation, incident activities, and any special concerns</li> </ul> </li> <li>• Assume the role of Public Information Officer (PIO)</li> <li>• Review this Job Action Sheet</li> <li>• Put on position identification (e.g., position vest)</li> <li>• Notify your usual supervisor of your assignment</li> </ul>		
<p><b>Assess the operational situation</b></p> <ul style="list-style-type: none"> <li>• Attend all briefings and Incident Action Plan (IAP) meetings to gather and share incident and hospital information</li> <li>• Establish contact with local or national media outlets to access and assess current situation</li> <li>• Provide media, internal, and external messaging information to Hospital Incident Management Team (HIMT) staff as appropriate</li> </ul>		
<p><b>Determine the incident objectives, tactics, and assignments</b></p> <ul style="list-style-type: none"> <li>• Develop response strategy and tactics and outline an action plan</li> <li>• Designate times for briefings to media, patients, and hospital personnel</li> </ul>		
<p><b>Activities</b></p> <ul style="list-style-type: none"> <li>• Establish a designated media staging and media briefing area located away from the Hospital Command Center (HCC) and patient care activity areas, coordinating with the Operations Section Security Branch Director as needed</li> <li>• Brief public information team members, if assigned, on current situation, incident objectives, and their assignments</li> <li>• Inform on site media of the physical areas to which they have access and those that are restricted</li> </ul>		

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<ul style="list-style-type: none"> <li>• Contact external Public Information Officers (PIOs) from community and governmental agencies to ascertain and collaborate on public information and media messages being developed by those entities and ensure consistent and collaborative messages from all entities</li> <li>• In collaboration with the Incident Commander, consider assigning a public relations staff member to the Joint Information Center (JIC), if activated</li> <li>• Monitor, or assign personnel to monitor and report to you, incident and response information from sources such as the internet, radio, television, and newspapers</li> <li>• Develop public information and media messages to be reviewed and approved by the Incident Commander before release to the news media and the public</li> </ul>		
<p><b>Documentation</b></p> <ul style="list-style-type: none"> <li>• HICS 204: Appoint public information team members, if assigned, and complete the Assignment List</li> <li>• HICS 213: Document all communications on a General Message Form</li> <li>• HICS 214: Document all key activities, actions, and decisions in an Activity Log on a continual basis</li> </ul>		
<p><b>Resources</b></p> <ul style="list-style-type: none"> <li>• Request one or more recorders and other support staff as needed from the Labor Pool and Credentialing Unit Leader, if activated, to perform all necessary activities and documentation</li> </ul>		
<p><b>Communication</b></p> <p><i>Hospital to complete: Insert communications technology, instructions for use and protocols for interface with external partners</i></p>		
<p><b>Safety and Security</b></p> <ul style="list-style-type: none"> <li>• Coordinate designation of media staging and briefing area with the Operations Section Security Branch Director</li> <li>• Ensure that any assigned personnel comply with safety procedures and instructions including the use of personal protective equipment (PPE) as warranted</li> </ul>		

<b>Intermediate Response (2 – 12 hours)</b>	<b>Time</b>	<b>Initial</b>
<p><b>Activities</b></p> <ul style="list-style-type: none"> <li>• Transfer the Public Information Officer (PIO) role, if appropriate               <ul style="list-style-type: none"> <li>○ Conduct a transition meeting to brief your replacement on the current situation, response actions, available resources, and the role of external agencies in support of the hospital</li> <li>○ Address any health, medical, and safety concerns</li> <li>○ Address political sensitivities, when appropriate</li> <li>○ Instruct your replacement to complete the appropriate documentation and ensure that appropriate personnel are properly briefed on response issues and objectives (see HICS Forms 203, 204, 214, and 215A)</li> </ul> </li> <li>• Continue to attend all briefings and Incident Action Plan (IAP) meetings to gather and share incident and hospital information</li> <li>• Contribute media and public information activities and goals to the IAP</li> <li>• Coordinate with the Planning Section Patient Tracking Manager regarding:               <ul style="list-style-type: none"> <li>○ Receiving and screening inquiries regarding the status of individual patients</li> <li>○ Release of appropriate patient information to appropriate requesting entities</li> </ul> </li> <li>• Activate social media outlets for dissemination of response and hospital information</li> </ul>		

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<ul style="list-style-type: none"> <li>• Determine whether a local, regional, or state Joint Information Center (JIC) is activated; provide support as needed; and coordinate information dissemination</li> <li>• Continue to develop and revise public information and media messages to be reviewed and approved by the Incident Commander before release to the news media and the public</li> <li>• Develop regular information and status update messages to keep hospital personnel, patients, and visitors informed of the incident, community, and hospital status</li> <li>• Relay pertinent information received to the Planning Section Situation Unit Leader and the Liaison Officer</li> <li>• Provide critical information through signage, TV messaging, and emails to hospital personnel, visitors, and media as needed</li> </ul>		
<p><b>Communication</b> <i>Hospital to complete: Insert communications technology, instructions for use and protocols for interface with external partners</i></p>		
<p><b>Documentation</b></p> <ul style="list-style-type: none"> <li>• HICS 204: Document assignments and operational period objectives on Assignment List</li> <li>• HICS 213: Document all communications on a General Message Form</li> <li>• HICS 214: Document actions, decisions, and information received on Activity Log</li> </ul>		
<p><b>Resources</b></p> <ul style="list-style-type: none"> <li>• Consider the need to deploy a media liaison representative to the local JIC if warranted, make a recommendation to the Incident Commander</li> </ul>		
<p><b>Safety and security</b></p> <ul style="list-style-type: none"> <li>• Ensure that any assigned personnel comply with safety procedures and instructions including the use of personal protective equipment (PPE) as warranted</li> </ul>		

Extended Response (greater than 12 hours)	Time	Initial
<p><b>Activities</b></p> <ul style="list-style-type: none"> <li>• Transfer the Public Information Officer (PIO) role, if appropriate               <ul style="list-style-type: none"> <li>○ Conduct a transition meeting to brief your replacement on the current situation, response actions, available resources, and the role of external agencies in support of the hospital</li> <li>○ Address any health, medical, and safety concerns</li> <li>○ Address political sensitivities, when appropriate</li> <li>○ Instruct your replacement to complete the appropriate documentation and ensure that appropriate personnel are properly briefed on response issues and objectives (see HICS Forms 203, 204, 214, and 215A)</li> </ul> </li> <li>• Continue to receive regular progress reports from the Incident Commander, Section Chiefs, and others, as appropriate</li> <li>• Coordinate with the Logistics Section Chief to determine if any requests for assistance are necessary that could be released to the public via the media</li> <li>• Conduct ongoing news conferences, providing updates on casualty information and hospital operational status to the news media</li> <li>• Ensure ongoing information coordination with other agencies, hospitals, local Emergency Operations Center and the Joint Information Center (JIC)</li> <li>• Facilitate staff and patient interviews with the media as appropriate</li> </ul>		

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<p><b>Communication</b> <i>Hospital to complete: Insert communications technology, instructions for use and protocols for interface with external partners</i></p>		
<p><b>Documentation</b></p> <ul style="list-style-type: none"> <li>• HICS 204: Document assignments and operational period objectives on Assignment List</li> <li>• HICS 213: Document all communications on a General Message Form</li> <li>• HICS 214: Document actions, decisions, and information received on Activity Log</li> </ul>		
<p><b>Safety and Security</b></p> <ul style="list-style-type: none"> <li>• Ensure your physical readiness through proper nutrition, water intake, rest, and stress management techniques</li> <li>• Ensure that any assigned personnel comply with safety procedures and instructions including the use of personal protective (PPE) equipment as warranted</li> <li>• Observe all staff and volunteers for signs of stress and inappropriate behavior and report concerns to the Safety Officer and the Logistics Section Employee Health and Well-Being Unit Leader</li> </ul>		

Demobilization/System Recovery	Time	Initial
<p><b>Activities</b></p> <ul style="list-style-type: none"> <li>• Transfer the Public Information Officer (PIO) role, if appropriate                             <ul style="list-style-type: none"> <li>○ Conduct a transition meeting to brief your replacement on the current situation, response actions, available resources, and the role of external agencies in support of the hospital</li> <li>○ Address any health, medical, and safety concerns</li> <li>○ Address political sensitivities, when appropriate</li> <li>○ Instruct your replacement to complete the appropriate documentation and ensure that appropriate personnel are properly briefed on response issues and objectives (see HICS Forms 203, 204, 214, and 215A)</li> </ul> </li> <li>• Return staff to their normal jobs and combine or deactivate positions in a phased manner</li> <li>• Ensure the return or retrieval of equipment and supplies and return all assigned incident command equipment</li> <li>• Brief the Incident Commander on current problems, outstanding issues, and follow up requirements</li> <li>• Submit comments to the Planning Section Chief for discussion and possible inclusion in an After Action Report and Corrective Action and Improvement Plan. Topics include:                             <ul style="list-style-type: none"> <li>○ Review of pertinent position activities and operational checklists</li> <li>○ Recommendations for procedure changes</li> <li>○ Accomplishments and issues</li> </ul> </li> <li>• Participate in stress management and after action debriefings</li> <li>• Participate in other briefings and meetings as required</li> <li>• Coordinate release of patient information with external agencies through the Liaison Officer</li> <li>• Coordinate the release of final media briefings and reports</li> </ul>		
<p><b>Documentation</b></p> <ul style="list-style-type: none"> <li>• HICS 221: Demobilization Check-Out</li> <li>• Ensure all documentation is submitted to the Planning Section Documentation Unit</li> </ul>		



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### Documents and Tools

- HICS 203 - Organization Assignment List
- HICS 204 - Assignment List
- HICS 205A - Communications List
- HICS 213 - General Message Form
- HICS 214 - Activity Log
- HICS 215A - Incident Action Plan (IAP) Safety Analysis
- HICS 221 - Demobilization Check-Out
- HICS 252 - Section Personnel Time Sheet
- Hospital Emergency Operations Plan
- Incident Specific Plans or Annexes
- Crisis and Emergency Risk Communication Plan (hospital and, if available, community plan)
- Hospital organization chart
- Hospital telephone directory
- Telephone/cell phone/satellite phone/internet/amateur radio/2-way radio for communication
- Community and governmental Public Information Officer (PIO) and Joint Information Center (JIC) contact information
- Local media contact information