

RISK COMMUNICATION

OVERVIEW

During day-to-day operations, the California Department of Public Health (CDPH) and Emergency Medical Services Authority (EMSA) develop, approve, and disseminate information to key partners, media, and the public. CDPH may alert the public to potential or actual public health or environmental health threats through advisories and notifications (e.g., Boil Water Notices, recalls, etc.) in accordance with program authorities, regulations and capabilities. During an emergency with medical impact, EMSA provides guidance to local emergency medical services agencies (LEMSAs), emergency medical services transportation providers, first responders and other emergency healthcare personnel and organizations. Both CDPH and EMSA issue risk communication regarding protective actions, including personal protective equipment, respirators, immunization against biological threats, and other information relevant to protecting public health and the safety of emergency response personnel.

The CDPH Office of Public Affairs (OPA) manages CDPH's emergency public information. OPA provides information to external entities, including the general public, news media, California Health and Human Services Agency, Governor's Office, and other state agencies. OPA assigns staff to the California Governor's Office of Emergency Services (Cal OES) Joint Information Center (JIC) if established and responds to inquiries from the media and local, state, and federal agencies related to the emergency.

OPA provides public information, leadership, and risk communication support to local health departments (LHDs) during emergencies. During emergencies with primarily public health and medical impact, Cal OES may delegate the task of establishing a JIC, a component of the Joint Information System (JIS), to CDPH. CDPH requests participation in a Public Health JIC from relevant state agencies to ensure timely and accurate information sharing as well as consistent messaging related to the public health emergency.

During emergencies, CDPH collaborates with LHDs regarding public health risk communication activities by:

- Convening regularly scheduled conference calls
- Providing materials such as template news releases, talking points, frequently asked questions, message maps, public service announcements, and hotline scripts. When possible, CDPH will provide materials and messages in a culturally competent manner
- Coordinating the sharing of information and communication materials at the state level
- Providing leadership and guidance on risk communication issues and media relations

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- Providing information from federal and international health organizations such as the U.S. Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO)
- Participating in local news conferences as needed
- Serving as a conduit for sharing information between LHDs and CDPH Executive Staff
- Maintaining an e-mail contact list of public information officers
- Serving as a 24/7 contact for media inquiries

A Regional JIS Coordination call may be needed to manage the risk communication operations for a large incident. Any of the following entities may request a Regional JIS Coordination call:

- LHD Public Information Officer (PIO) or designee
- Medical and Health Operational Area Coordination (MHOAC) Program or designee
- Regional Disaster Medical and Health Coordination Program (RDMHC), including the Regional Disaster Medical and Health Specialists (RDMHSs) in the affected region(s)
- CDPH OPA

If a Regional JIS Coordination call is requested, CDPH OPA will have the responsibility of sending out a notification with call details to the following entities:

- All designated LHD PIOs in the affected region(s)
- All MHOAC Programs in the affected Operational Area(s)
- All RDMHC Programs, including the RDMHSs in the affected region(s)
- CDPH OPA representatives
- CDPH/EMSA Duty Officers
- Cal OES Office of Crisis Communications and Media Relations

The MHOAC Programs may also notify their Operational Area Office of Emergency Management PIO's to listen in on the call. MHOAC Programs, RDMHC Programs and CDPH/EMSA Duty Officer Programs are not expected to participate but should receive a brief from their LHD PIOs (possibly via their DOC Planning/Intel Section) and/or CDPH OPA on regional risk communications messaging activities. CDPH OPA will provide minutes of this call to all participants.

The purpose of the initial call is for each of the participating LHD PIOs to briefly describe their jurisdiction's situation and their agency's messaging in order to identify commonalities and/or

conflicts. There is no need for a written resource request for this call. CDPH OPA will not be expected to provide technical threat-related or response information on the initial call.

ADDITIONAL INFORMATION

Cal OES (media inquiries):

Telephone: (916) 845-8510

CDPH Duty Officer:

Telephone: (916) 328-3605

Email: CDPHDutyOfficer@cdph.ca.gov

CDPH Office of Public Affairs:

Telephone: (916) 440-7259

EMSA Duty Officer:

Email: EMSADutyOfficer@emsa.ca.gov

ACRONYMS

Cal OES	California Governor’s Office of Emergency Services
CDC	U.S. Centers for Disease Control and Prevention
CDPH	California Department of Public Health
CSWC	California State Warning Center
DOC	Department Operations Center
EMSA	California Emergency Medical Services Authority
JIC	Joint Information Center
JIS	Joint Information System
LEMSA	Local Emergency Medical Services Agency
LHD	Local Health Department
MHOAC	Medical and Health Operational Area Coordination (Program)
OPA	Office of Public Affairs (CDPH)
PIO	Public Information Officer
RDMHC	Regional Disaster Medical and Health Coordination (Program)
RDMHS	Regional Disaster Medical and Health Specialist
WHO	World Health Organization