Emergency Operations Plan Functional Annex: Public Information, Alert, and Warning

Public Information, Alert, and Warning Annex Responders		
Agency Role Agencies		
Primary Agencies	Town Manager & Assistant Town Manager/Emergency Management Coordinator (EMC)	
Supporting Agencies	 New Hanover County Communications and Outreach New Hanover County Emergency Management New Hanover County 911 Communications Center New Hanover County Public Schools New Hanover Disaster Coalition American Red Cross Duke Energy United Way of the Cape Fear Area National Weather Service – Wilmington Field Office 	
Private Resources	Translators	

Internal Plan Alignment to Public Information, Alert, and Warning Annex:

Masonboro Emergency Services Center Annex

External Plan Alignment to Public Information, Alert, and Warning Annex:

- New Hanover County Public Information, Alert, and Warning Annex
- New Hanover County Joint Information Center Framework
- Brunswick Nuclear Plant Messaging Templates

Table of Contents

Internal Plan Alignment to Public Information, Alert, and Warning Annex	1
External Plan Alignment to Public Information, Alert, and Warning Annex	1
Introduction	3
Purpose	3
Scope	3
Situation	3
Planning Assumptions	3
Concept of Operations	4
General	4
Alert and Warning	6
Nuclear Alert and Warning	6
Weather Alert and Warning	6
All Hazards Alert and Warning	6
Pre-Disaster Emergency Public Information	6
Organization and Assignment of Responsibilities	7
Preparedness Actions Checklist	8
Monitoring/ Initial Incident Actions Checklist	9
Response Actions Checklist	10
Recovery Actions Checklist	12
Direction, Control, and Coordination	14
Annex Activation	14
Annex Development and Maintenance	14
Authorities and References	14

Introduction

Purpose

The purpose of *Functional Annex: Public Information, Alert, and Warning* is to establish how public information activities will be coordinated to meet the needs generated by disasters affecting the Town of Carolina Beach. This annex will coordinate accurate, timely, and accessible alerts, warnings, and emergency public information to all residents and visitors of the community.

Scope

This annex identifies the key policies, concepts of operations, roles and responsibilities, and capabilities associated with emergency public information, alert, and warning in the Town of Carolina Beach. This annex is focused solely on the municipal response and recovery operations, as applicable.

- Emergency public information refers to any information for public purposes regarding preparing for, responding to, and recovering from a disaster. This includes media relations, community relations, and governmental affairs.
- Alerting operations are designed to make the community aware of conditions which may have been unexpected or unknown to those receiving the alert.
- Warnings are communications which encourage residents to be aware of and take appropriate actions regarding a specific circumstance.

Situation

- It is the responsibility of the Town of Carolina Beach to provide the public with necessary, timely and accurate information before, during, and after disasters.
- All organizations involved in disaster preparedness and response in the Town of Carolina Beach maintain the capability to provide information to the public at some level. Many of these organizations maintain capabilities and procedures for coordinating the release of emergency public information and perform the activity on a regular basis.
- There are a variety of tools and systems available to assist with notifying and disseminating information to the public. These include:
 - The Town of Carolina Beach and the Carolina Beach Police Department utilize the CodeRED Community Notification System and CodeRED Weather Warning service
 - The Emergency Alert System (EAS)
 - National Oceanic and Atmospheric Administration (NOAA) All-hazards Weather Radios
 - Media outlets
 - Online sources such as government websites and social media forums (Facebook, Twitter, Instagram, NextDoor).
 - Town of Carolina Beach and County Emergency Public Information website for preparedness and during emergency incidents.
 - Wireless Emergency Alerts (WEA) through NC Emergency Management. These alerts are sent to targeted geographic areas and received by WEA-enabled mobile devices.

Planning Assumptions

- Timely dissemination of accurate, well-coordinated emergency public information will reduce the impact to life and property, help maintain public trust and confidence, and ensure uninformed citizens do not impede the timeliness or effectiveness of on-the-ground operations/response efforts
- The Town of Carolina Beach will receive extensive regional and national media coverage during and after a significant emergency or disaster situation necessitating the activation of a Joint Information System (JIS) to handle the coordinated release of information.

- Jurisdictions and organizations involved in response and recovery operations will recognize the importance of consistent and coordinated emergency messages and will work through the Joint Information System (JIS) structure to collaborate with fellow responders.
- Agency and municipal Public Information Officers (PIOs) collect and maintain a file of fact sheets, instructions and procedures, and other readily available pre-scripted information on a wide range of topics to support the rapid dissemination of public information. Pre-scripted information is verified on a regular basis to ensure that it is current and accurate.
- Many disasters occur quickly, or without warning. This limits the ability of response organizations
 and local government to provide comprehensive information as quickly as is needed. For this
 reason, it is important to ensure the public is provided with pre-disaster education regarding
 hazards and appropriate protective actions.
- Media outlets assist in disseminating emergency public information to the public and are a valuable partner.
- Disasters may impact individuals' ability to receive public information due to displacements, limited access to television, phone, newspaper, the internet, social networks, etc., or from disruption to critical infrastructure. Alternative methods to provide information will be necessary.
- A disaster may create a significant demand for information from a wide variety of sources, which may exceed local capabilities.
- Rumors or misinformation may be spread before, during, and/or after a disaster. This can cause
 unnecessary distress among the public, provoke counterproductive public actions, and impede
 response and recovery efforts. Rumor control is essential.
- The interest generated by a disaster may lead to requests for information or visits from a variety of public officials, dignitaries, or VIPs. Such requests will require coordination and resources.
- All equipment and systems relied upon to notify/inform the public are operational and tested on a regular basis.
- All PIOs will have basic PIO training and receive training on relevant plans and procedures specific to the emergency public information function.

Concept of Operations

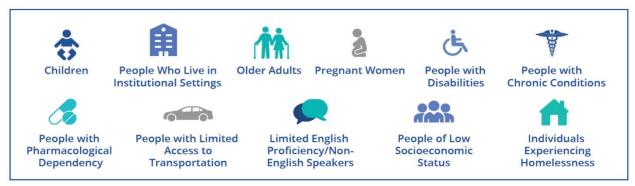
General

Emergency public information, alert, and warning functions may be activated at varying levels dependent upon the situation. In smaller, more routine emergencies, these activities may be handled by an Incident Commander (IC) and/or a single organization's PIO. In larger or more unique situations, organizations involved in the response will coordinate their notification and/or public information efforts with other responding entities through use of the JIS structure to ensure comprehensive and coordinated public communications.

Radio, television, print and online media, NOAA All-hazard radios, mass notification systems, phone, text, email, TTY (Teletypewriter), fliers, posters, brochures, information kiosks in local businesses and government offices, annual transient population mailing, social media, and Town of Carolina Beach web sites are all established methods for providing information to the public. Use of particular medium(s) will be situational dependent, based upon the urgency of the information and the intended audience.

June 2022

Public communication methods may require additional modifications and have specific information needs for segments of the population with Access and Functional Needs (AFN) such as:



Source: US HHS/ASPR Functional Needs Factsheet¹

C.A.R.E. (Children and Resident Encounters Program) is a registry program established by the Carolina Beach Police Department to assist citizens who have special needs and is designed to promote communication while providing first responders with quick access to critical information about a person with special needs (Autism Spectrum Disorder, Alzheimer's Disease, Dementia, etc.).

Contingency communications may need to be implemented when disasters impact critical infrastructure. Some of these contingencies may include first responder vehicles acting as public address systems, door-to-door sweeps from law enforcement or other volunteer organizations, information delivered through neighborhood watch groups, libraries, and central public areas, etc.

At a minimum, the following functions should be performed regardless of the incident specifics:

- Develop a capability to rapidly release accurate emergency instructions and information to the public.
- Coordinate periodic media briefings throughout an emergency or disaster, as appropriate. A
 media briefing center may be established as determined by the incident. These locations must be
 available on short notice and be logistically suitable for conducting media briefings.
- Receive inquiries from the media and the public concerning an emergency situation and respond with official information or relay inquiries to the appropriate function.
- Obtain reports or situation summaries from the Incident Command Post (ICP) or specific response organizational elements to maintain situational awareness.
- Prepare news releases, key messages, and talking points.
- Develop and maintain an emergency online presence to provide emergency information to the media and public.
- Deploy PIOs into the field as appropriate.
- Conduct situation briefings for visitors, media, other government agencies, representatives, or other affected parties.
- Conduct tours for VIPs and elected officials, as appropriate.
- Arrange interviews with key personnel, when requested by the media or the PIO.
- Provide special considerations and planning to ensure that the whole community is provided with emergency public information, alerts, and warnings in a way that is accessible and understandable.

Some information provided to the JIC for public release is of a particularly sensitive nature and requires the use of special handling instructions or care due to the sensitivity of the information. Some of those circumstances are as follows:

¹ https://www.phe.gov/Preparedness/planning/abc/Pages/AFN-FactSheet.aspx

- Information on restricted areas, as well as the process for reentry into an area after it has been declared safe.
- Information on any federal, state, or local disaster assistance that might be available will be obtained from the agency offering the assistance. In some cases, this information may be given directly to the media and public. In other cases, a telephone number will be provided for obtaining additional information.
- Information on the number of fatalities, injured and missing will be obtained from the appropriate agency, coordinated with the Incident Command Post (ICP) and disseminated to the media and the public as appropriate. The identity of victims will be released only after confirmation of proper next of kin notification.

Alert and Warning

Alerting operations are designed to make the community aware of conditions which may have been unexpected or unknown to those receiving the alert. Warnings are communications which encourage residents to be aware of and take appropriate actions regarding a specific circumstance. These alerts and warnings can take many forms.

- The Town can utilize all communication means possible to disseminate warnings to the public in a timely manner. These methods may include one or more of the following systems:
 - The Town of Carolina Beach and the Carolina Beach Police Department have engaged the CodeRED Community Notification System and CodeRED Weather Warning service to help disseminate important and/or critical information to our citizens regarding hurricanes and other hazardous weather conditions, flooding, bridge closures, road closures, accidents, evacuations, etc. Residents must sign up to receive notifications.
 - Mobile Public Address Systems
 - Telephones (Land and Mobile)
 - o Print and News Media
 - o TV and Radio Broadcast
 - Emergency Alert System (EAS)

Nuclear Alert and Warning

In response to a declared emergency at the Brunswick Nuclear Plant (BNP), a designated PIO from the Town of Carolina Beach will coordinate with the PIO from the NHC EOC and JIC.

Weather Alert and Warning

- The National Oceanic and Atmospheric Administration (NOAA) National Weather Service (NWS) is responsible for issuing weather related advisories, watches, and warnings. The NWS will detect and track potentially dangerous weather which may impact NHC. NWS advisories are broadcast over the NWS/NOAA Weather Radio System, local government frequencies, radio, and television stations, and numerous apps and websites.
- The Amateur Radio Emergency Services (ARES) and SKYWARN, by agreement with the NWS, will report any weather conditions with the potential to cause severe damage.

All Hazards Alert and Warning

- The 911 Center and NHC EOC have dedicated connection links to the Brunswick Nuclear Power Plant (BNP) through Duke Energy's Duke Emergency Management Network (DEMNET) communications system.
- The National Warning System (NAWAS) network can also be accessed from the 911 Center to transmit and receive warnings to the State Warning Point and the State EOC.
- Coordinate with the NHC EM on the following:

- NHC Emergency Management (NHC EM) has the capability to use the Emergency Alert System (EAS) to deliver warnings and instructions to the public. Those with access and functional needs (AFN) or other specific groups (schools, persons in group quarters, camps, boaters in waterways, etc.) may require targeted warnings.
- NHC EM has the capability to send messages via the federal Integrated Public Alert and Warning System (IPAWS) and National Oceanic and Atmospheric Administration (NOAA) Weather Radio.
- NHC may also utilize the Wireless Emergency Alerts (WEA) to notify all mobile devices within a certain geographic region.

Pre-Disaster Emergency Public Information

Disasters can evolve quickly, so it is crucial to continually prepare the residents to be ready for any disaster situation through quality disaster education.

Organization and Assignment of Responsibilities

All agencies charged with a response in this annex are expected to collaborate and coordinate with emergency partners to respond to and recover from emergencies in the Town of Carolina Beach. This annex is not a substitute for local/departmental response plans and does not usurp local policies and procedures. This annex may be activated to support any response in the Town of Carolina Beach for which the EOP is activated.

Key actions which should be implemented by all those responding under this annex are as follows:

- All PIOs should maintain a working relationship with the media.
- The media should be involved with public information planning, training, and exercises when appropriate.
- PIOs will maintain a current media directory with points of contact and programming information for radio, television, newspaper, and other media outlets.
- Organizations responsible for providing emergency notifications/public information are responsible for maintaining the capability to do so. Specific planning efforts may include developing and maintaining the plans, procedures, checklists, contact lists, and other materials needed to implement the public information function.
- All individuals/organizations involved in disaster response should collect and record information on the utilization of labor, materials, equipment, and disaster related costs.
- During a hurricane threat or evacuation, all agencies that are assigned primary and supporting responsibilities will maintain ongoing communications and coordinate media releases with the identified PIO and/or JIC.
- Minimally, the Town PIO(s) will coordinate with the NHC JIC.

The following pages are checklists of actions to be coordinated by those listed in this annex as primary and support agencies. The primary agencies will coordinate the overall response under the functions covered by this annex and supporting agencies will assist in the response as needed. The primary agencies will collaborate to identify and activate supporting agencies as appropriate.

Preparedness Actions Checklist

These actions may be taken during normal operations in preparation for an event. All primary and support agencies should consider these actions.

Preparedness Actions	Notes	Responsible Party	Status
Maintain all departmental/organizational/municipal response plans, policies, and procedures.			Complete □ Ongoing □ Incomplete □
Continually evaluate capabilities required to accomplish operations under this annex, identify any gaps, and leverage resources to address them.			Complete □ Ongoing □ Incomplete □
Address after-action items and lessons learned regarding this annex from exercises and real-world events, whether through planning, operations, exercises, training, or equipment.			Complete □ Ongoing □ Incomplete □
Develop and/or participate in relevant related planning, training, and exercise activities at the local, regional, state, and/or federal level.			Complete □ Ongoing □ Incomplete □
Ensure necessary supplements to the annex are developed and maintained (including emergency contact lists, resource lists, departmental/functional plans, procedures, protocols).			Complete □ Ongoing □ Incomplete □
Ensure staff are fully trained and prepared to respond to the Incident Command Post (ICP) /JIC.			Complete □ Ongoing □ Incomplete □
Conduct public education campaigns to address likely hazards, including information for those with AFN.			Complete □ Ongoing □ Incomplete □
Develop pre-scripted messaging templates for known hazards with preparedness actions for the public.			Complete □ Ongoing □ Incomplete □

Preparedness Actions	Notes	Responsible Party	Status
During non-emergency times, educational information regarding emergency plans will be provided to the public via municipal newsletters, brochures, publications in telephone directories, municipal websites, etc.			Complete □ Ongoing □ Incomplete □
Review contact lists of department heads, PIOs, media organizations, and governmental officials.			Complete □ Ongoing □ Incomplete □
Encourage preparedness activities by citizens and visitors to minimize the loss of life and property during a disaster. This includes pet arrangements.			Complete □ Ongoing □ Incomplete □
Develop pre-scripted messaging templates for use during events for all hazards.			Complete □ Ongoing □ Incomplete □

Monitoring/ Initial Incident Actions Checklist

The following actions may be taken during the initial phases of incident response, including during a "Monitoring" phase activation. Not all actions will be necessary during every event. Complete those actions necessary for the incident.

Monitoring/Initial Incident Actions	Notes	Responsible Party	Statu	s
Identify and notify the supporting agencies that their resources and personnel may be required to respond.			Complete Ongoing Incomplete	
Assess the need for staffing the public information and warning actions.			Complete Ongoing Incomplete	
Support the County JIC and EPIC, as needed.			Complete Ongoing Incomplete	

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Monitoring/Initial Incident Actions	Notes	Responsible Party	Status
Ensure an adequate supply of written and graphic disaster preparedness materials, brochures and publications are readily available for distribution to the public and media.			Complete Ongoing Incomplete
Coordinate media briefings, news releases, and situational reports as required by Incident Command Post (ICP).			Complete □ Ongoing □ Incomplete □
Develop approval process for information being released based upon the situation and the specific authorities of those impacted.			Complete □ Ongoing □ Incomplete □
Develop a strategy to limit access to public officials directly involved on response efforts.			Complete □ Ongoing □ Incomplete □
Develop a strategy to limit media access to the Incident Command Post (ICP).			Complete □ Ongoing □ Incomplete □
Develop a media monitoring strategy.			Complete □ Ongoing □ Incomplete □
Develop a rumor control strategy.			Complete □ Ongoing □ Incomplete □
Develop a media briefing strategy and schedule.			Complete □ Ongoing □ Incomplete □

Response Actions Checklist

The following actions may be taken during the response, including during partial or full phase activations. Not all actions will be necessary during every event. Complete those actions necessary for the incident.

Response Actions	Notes	Responsible Party	Status
Ensure essential functions are staffed and operational. Functions include: public and media relations, social media and website updates, information gathering, rumor control, intergovernmental affairs, community affairs, media production, etc.			Complete □ Ongoing □ Incomplete □
Conduct public information disaster impact and needs assessments, prioritize public information operational objectives in alignment with the Incident Action Plan, and coordinate activities.			Complete □ Ongoing □ Incomplete □
Collect and analyze information relevant to this annex and report in Incident Command Post (ICP) documents including Incident Action Plans and Situational Reports.			Complete □ Ongoing □ Incomplete □
Receive, review and contribute to situational reports from the Incident Command Post (ICP) on a regular basis.			Complete □ Ongoing □ Incomplete □
Disseminate and implement approval process for information being released based upon the situation and the specific authorities of those impacted. Ensure clear understanding of the policy.			Complete □ Ongoing □ Incomplete □
Implement the media monitoring strategy and continually report any concerns.			Complete □ Ongoing □ Incomplete □
Implement the rumor control strategy and continually address issues as they arise.			Complete □ Ongoing □ Incomplete □
Disseminate information concerning the threat, secondary threats, protective measures, recommendations, and local directives, encouraging the public to be self-sufficient.			Complete □ Ongoing □ Incomplete □
Advise media representatives of the activities of the response organizations.			Complete □ Ongoing □ Incomplete □
Maintain coordination activities with NHC EOC, JIC and EPIC.			Complete □ Ongoing □ Incomplete □

Response Actions	Notes	Responsible Party	Status
Ensure media briefings occur at regularly scheduled times.			Complete □ Ongoing □ Incomplete □
Act as chief spokesperson and media contact person in an emergency situation.			Complete □ Ongoing □ Incomplete □
Maintains a media kit for distribution to authorized media personnel to include maps (11" X 17"), ID's (generic "Media"), and procedural information to assist the media in expediting coverage. Meet media at the bridge and escort to locations.			Complete □ Ongoing □ Incomplete □
Track all incident related activities through appropriate ICS forms.			Complete □ Ongoing □ Incomplete □
Track disaster related costs according to guidance from the Incident Command Post (ICP).			Complete □ Ongoing □ Incomplete □

Recovery Actions Checklist

The following actions may be taken during the recovery phase, including during partial or full activations. Not all actions will be necessary during every event. Complete those actions necessary for the incident.

Recovery Actions	Notes	Responsible Party	Status
Disseminate disaster recovery information and resources to the community through all available channels.			Complete □ Ongoing □ Incomplete □
Continue to brief media representatives on recovery actions.			Complete □ Ongoing □ Incomplete □
Continue to coordinate all distributed information through established procedures.			Complete □ Ongoing □ Incomplete □
Ensure proper demobilization of any assets no longer needed for recovery.			Complete □ Ongoing □ Incomplete □

Recovery Actions	Notes	Responsible Party	Status
Release recovery information for all activated functions.			Complete □ Ongoing □ Incomplete □
Continue coordination of information, guidance and direction regarding areas that are impassable or uninhabitable.			Complete □ Ongoing □ Incomplete □
Assist with releasing disaster recovery procedures, telephone numbers, contact numbers, location of application centers, etc.			Complete □ Ongoing □ Incomplete □
Release information on re-entry procedures, if applicable.			Complete □ Ongoing □ Incomplete □
Participate in after-action review.			Complete □ Ongoing □ Incomplete □

Direction, Control, and Coordination

Annex Activation

This annex will be activated in the event of a disaster or emergency impacting the Town of Carolina Beach in coordination with the Town of Carolina Beach's EOP, as outlined in the Base Plan. These procedures consist of processes and systems to communicate timely, accurate, and accessible information to the public, responders and stakeholders- the whole community. Any event requiring activation of the EOP may necessitate the activation of this annex.

Annex Development and Maintenance

This annex is developed by the Town of Carolina Beach in conjunction with emergency partners charged with a role in this annex. It is a functional annex supporting the Town's EOP. This document will be reviewed, maintained, and updated annually by the Town of Carolina Beach and any changes necessary will be made and forwarded to emergency partners. This annex may also be updated following exercises or real-world activations of this annex to modify policies, procedures, and incorporate lessons learned.

Authorities and References

The following are specific references and authorities relative to the operation of this annex:

- North Carolina Open Meetings Law G.S. §143-318.9
- North Carolina Open Records Law G.S. §132-1

Acronyms

AFN	Access and Functional Needs
APIO	Assistant Public Information Officer
ARC	American Red Cross
ARES	Amateur Radio Emergency Services
ASU	Animal Services Unit
BNP	Brunswick Nuclear Plan
CDC	Centers for Disease Control
CISM	Critical Incident Stress Management
EAS	Emergency Alert System
EMS	Emergency Medical Services
EOC	Emergency Operations Center

Carolina Beach June 2022

EOP Emergency Operations Plan

EPCRA Emergency Planning and Community Right to Know Act

EPIC Emergency Public Information Center
ERG Emergency Response Guidebook

ESF Emergency Support Function

FEMA Federal Emergency Management Agency

GIS Geographic Information Systems

IC Incident Command

IC-3 Individual Care Coordination Center

ICP Incident Command Post
ICS Incident Command System

IPAWS Integrated Public Alert and Warning System

JIC Joint Information Center

JIS Joint Information System

LEPC Local Emergency Planning Commission

NAWAS National Warning System

NC OEMS North Carolina Office of Emergency Medical Services

NC North Carolina

NFPA National Fire Protection Administration

NHC EM New Hanover County Emergency Management

NHC EOC New Hanover County Emergency Operations Center
NHC EOP New Hanover County Emergency Operations Plan
NHC HHS New Hanover County Health and Human Services

NHC New Hanover County

NHCFR New Hanover County Fire Rescue

NHCHD New Hanover County Health Department

NNHRMC Novant New Hanover Regional Medical Center
NOAA National Oceanic and Atmospheric Administration

NWS National Weather Service
OSC On-Scene Coordinator

PETS Pets Evacuation and Transportation Standards Act

PIO Public Information Officer

PSAP Public Safety Answering Point

RRT Regional Response Team

SAR Search and Rescue

SARA Superfund Amendments and Reauthorization Act

SERC State Emergency Response Commission

Carolina Beach June 2022

SMAT State Medical Assistance Team
SMORT State Mortuary Operations Team

SNS Strategic National Stockpile

SPCA Society for the Prevention of Cruelty to Animals

TTY Teletypewriter

USAR Urban Search and Rescue
USCG United States Coast Guard

UWCFA United Way of the Cape Fear Area

VIPR Volunteer Intervention Prevention Response

WEA Wireless Emergency Alerts