

COMMUNICATION AND PUBLIC INFORMATION

Effective communication between responders and stakeholders is an essential tool to properly inform and educate the public. Timely communication can help build effective collaborations between the public and the Incident Management Team (IMT). Equally important is the internal communication amongst responders within the IMT. Clear, consistent, and accessible communication is critical to ensure an effective response and mitigate duplication of efforts and wasted resources.

INTERNAL COMMUNICATION

The IMT must be continuously informed of the incident status by conducting daily briefings and by having a communication system that includes methods such as phone, email, or text message.



COMMUNICATION WITH THE PUBLIC AND STAKEHOLDERS

Accurate information must be gathered, verified, coordinated, and disseminated as quickly as possible during an incident. Methods of disseminating information may include outreach events, town hall meetings, the news media, and social media platforms. Targeted audiences such as organized groups dedicated to the species in question can be a great resource for disseminating information.



MESSAGE DEVELOPMENT

Information is gathered to develop messaging that is communicated with different stakeholders such as affected industry representatives, the government, and the general public. Clear messaging is used to inform and raise awareness about the incident while clarifying and correcting any rumors and misinformation. All information being publicly shared must be approved by the Public Information Officer (PIO).



COLLABORATION WITH EXTERNAL AGENCIES

Collaborative efforts with other government agencies, non-government organizations (NGOs), and education organizations can optimize public awareness by overseeing messaging channels.



COMMUNICATION THROUGH SOCIAL MEDIA AND WEBSITES

Verified disease outbreak information published through the official social media channels can be a powerful tool to directly reach audiences that other methods of communication may not be able to achieve.

Keeping the audience engaged through social media year-round will maximize communication impact during an incident. Maintaining a website presence as a main source of up-to-date information must be considered. If multiple web sources are used to reach a broader audience, all information must be consistent across all platforms.

