***Note: All italicized text provides guidance to assist in the development or update of your ESF. This content is intended for reference only and should be removed when finalizing your plan. Non-italicized text offers example language that you may tailor and include in your jurisdiction’s plan.***

**Coordinating:**

**Entity Name (Acronym)**

*ESF coordinators oversee the preparedness activities for a particular ESF and coordinate with its primary and support agencies. Responsibilities of the ESF coordinator include:*

* *Maintaining contact with ESF primary and support agencies through conference calls, meetings, training activities, and exercises.*
* *Monitoring the ESF’s progress in meeting the core capabilities it supports.*
* *Coordinating efforts with corresponding private sector, NGO, and Federal partners.*
* *Ensuring the ESF is engaged in appropriate planning and preparedness activities.*

|  |  |
| --- | --- |
| **Primary(s):** | |
| *ESF primary agencies have significant authorities, roles, resources, and capabilities for a particular function within an ESF. Refer to the National Response Framework for specific responsibilities.* | |
| Entity Name (Acronym) | Entity Name (Acronym) |

|  |  |
| --- | --- |
| **Supporting:** | |
| *ESF support agencies have specific capabilities or resources that support primary agencies in executing the mission of the ESF. Refer to the National Response Framework for specific responsibilities.* | |
| Entity Name (Acronym) | Entity Name (Acronym) |

# Purpose

*The purpose sets the foundation for the rest of the ESF. The purpose is a general statement of what the ESF is meant to do, shows the relationship to Core Capability execution, and should be supported by a brief synopsis of the ESF annex and any appendices.*

This document is a supporting annex of the Comprehensive Emergency Management Plan (CEMP) and operates in conjunction with all its annexes. ESF 15 coordinates the release of accurate, coordinated, timely, and accessible public information to affected audiences, including the government, media, NGOs, and the private sector. Works closely with state and local officials to ensure outreach to the whole community. by ensuring the proper execution of the Public Information and Warning Core Capability and supporting the following Core Capabilities based on the intersecting activities with other ESFs: Planning; Operational Coordination; Mass Care Services; Operational Communications; and Situational Assessment.

| **Primary Response Core Capability** | |
| --- | --- |
| **Public Information and Warning** | Deliver coordinated, prompt, reliable, and actionable information to the whole community through the use of clear, consistent, accessible, and culturally and linguistically appropriate methods to effectively relay information regarding any threat or hazard, as well as the actions being taken, and the assistance being made available, as appropriate. |

| **Support Response Core Capabilities** | |
| --- | --- |
| **Planning** | Conduct a systematic process engaging the whole community as appropriate in the development of executable strategic, operational, and/or tactical-level approaches to meet defined objectives. |
| **Operational Coordination** | Establish and maintain a unified and coordinated operational structure and process that appropriately integrates all critical stakeholders and supports the execution of Core Capabilities. |
| **Mass Care Services** | Provide life-sustaining and human services to the affected population, to include hydration, feeding, sheltering, temporary housing, evacuee support, reunification, and distribution of emergency supplies. |
| **Operational Communications** | Ensure the capacity for timely communications in support of security, situational awareness, and operations, by any and all means available, among and between affected communities in the impact area and all response forces. |
| **Situational Assessment** | Provide all decision makers with decision-relevant information regarding the nature and extent of the hazard, any cascading effects, and the status of the response. |

# Authorities and Policies

## Revised Code of Washington (RCW)

### RCW #: Name

*Short Description – Why is this particular authority important to this ESF’s role?*

## Washington Advisory Code (WAC)

### WAC #: Name

*Short Description*

## Important Agency/Organization Policies

### Policy Identifier: Name

*Short Description*

# Situation Overview

*At a minimum, the situation section should summarize hazards faced by the ESF and discuss how the ESF expects to receive (or provide) assistance within its regional response structures. The situation section covers a general discussion of:*

* *Relative probability and impact of the hazards.*
* *Geographic areas likely to be affected by particular hazards.*
* *Vulnerable critical facilities (e.g., nursing homes, hospitals, infrastructure).*

*The process used by the ESF to determine its capabilities and limits in order to prepare for and respond to the defined hazards.*

# Concept of Operations

#### This CONOPS section explains in broad terms the ESF’s intent regarding an operation. This section is designed to give an overall picture of how the response organization accomplishes a mission or set of objectives to reach a desired end-state. Ideally it offers clear methodology to realize the goals and objectives to execute the plan.

Some functions of this ESF may include, but are not limited to:

* Public affairs and the Joint Information Center
* Intergovernmental (local, state, tribal, and territorial) affairs
* Congressional affairs
* Private sector outreach
* All Hazards Emergency Response Operations Tribal.

In order to achieve its intended purpose, this ESF is concerned with accomplishing the Critical Tasks associated with each identified Core Capability to support the response mission area and the successful execution of these Core Capabilities.

| **Public Information and Warning** | |
| --- | --- |
| **Critical Task I.D.** | **Critical Task Description** |
| **1** | Inform all affected segments of society of critical lifesaving and life-sustaining information by all means necessary, including accessible tools, to expedite the delivery of emergency services and aid the public to take protective actions. |
| **2** | Deliver credible and actionable messages to inform ongoing emergency services and the public about protective measures and other life-sustaining actions, and facilitate the transition to recovery. |

| **Planning** | |
| --- | --- |
| **Critical Task I.D.** | **Critical Task Description** |
| **1** | Develop operational plans that adequately identify critical objectives based on the planning requirement, provide a complete and integrated picture of the sequence and scope of the tasks to achieve the objectives, and are implementable within the timeframe contemplated in the plan using available resources. |

| **Operational Coordination** | |
| --- | --- |
| **Critical Task I.D.** | **Critical Task Description** |
| **2** | Enhance and maintain command, control, and coordination structures consistent with the National Incident Management System (NIMS) to meet basic human needs, stabilize the incident, and transition to recovery. |

| **Mass Care Services** | |
| --- | --- |
| **Critical Task I.D.** | **Critical Task Description** |
| **1** | Move and deliver resources and capabilities to meet the needs of disaster survivors, including individuals with access and functional needs. |

| **Operational Communications** | |
| --- | --- |
| **Critical Task I.D.** | **Critical Task Description** |
| **1** | Ensure the capacity to communicate with both the emergency response community and the affected populations and establish interoperable voice and data communications between Federal, tribal, state, and local first responders. |

| **Situational Assessment** | |
| --- | --- |
| **Critical Task I.D.** | **Critical Task Description** |
| **1** | Deliver information sufficient to inform decision making regarding immediate lifesaving and life-sustaining activities, and engage governmental, private, and civic sector resources within and outside of the affected area to meet basic human needs and stabilize the incident. |
| **2** | Deliver enhanced information to reinforce ongoing lifesaving and life-sustaining activities, and engage governmental, private, and civic sector resources within and outside of the affected area to meet basic human needs, stabilize the incident, and transition to recovery. |

## Whole Community

*Describe how plans consider the essential needs of children. Describe how plans consider the physical, programmatic, and communications needs of individuals with disabilities and others with access and functional needs. Describe how plans consider the essential needs of household pets and service animals (e.g., the requirements stated in the federal PETS Act, etc.).*

# Organization

*Describe what the organizational structure of this ESF looks like. Where does it fall in the overall SEOC structure? How are all the primary and supporting agencies/organizations connected?*

## Structure

*Below is an example organizational chart illustrating a possible structure for this ESF. Jurisdictions should adjust the chart as needed to accurately reflect how this ESF is organized within their EOC.*

# Direction, Control & Coordination

*This section also provides information on how department and agency plans nest into the ESF (horizontal integration) and how higher-level plans are expected to layer on the ESF (vertical integration).*

## **Horizontal Integration**

*List and briefly describe what state-level (equal) planning efforts exist that may support this ESF in executing its assigned responsibilities? List and briefly describe them.*

**Plan Name**

*Describe*

## **Vertical Integration**

*What Federal-level (higher), regional (lower), local-level (lower), private sector & NGO (lower) planning efforts exist that may support this ESF in executing its assigned responsibilities? List and briefly describe them.*

**Plan Name**

*Describe*

# Information Collection, Analysis, & Dissemination

*This section describes the critical or essential information needed, the source of the information, who uses the information, how the information is shared, the format for providing the information, and any specific times the information is needed.*

## **Information Collection**

### **Essential Elements of Information (EEIs)**

*The following categories are a baseline list of facilities and systems which should be considered for information collection. They may not include all relevant EEIs as the impact of a given disaster may require unique information collection needs.*

|  |  |
| --- | --- |
| * **Federally-focused EEIs** | * *Number of officers, deputies, agents, or others assigned to public safety and security duties.* * *Identification of agencies actively engaged and number of active personnel from each.* * *Status of shelter security provided.* * *Status of responder support Base Camp Security, if provided.* * *Limiting factors or shortfalls.* |

## **Information Analysis**

*Describe the process the information collected goes through to verify accuracy of the information and any details necessary to inform operations and decision-making.*

## **Information Dissemination**

*Describe what process this ESF takes to share the information once it has been verified and analyzed (e.g. the ESF shares the information with the Operations Section Chief in the EOC and the ESF 15/PIO, or Situation Unit in the Planning Section if applicable).*

# Responsibilities

| Preparedness | | | |
| --- | --- | --- | --- |
| Core Capability | Critical Task I.D. | Activity/Action | State Agency / Organization |
| Public Information and Warning | 1 | *Identify and describe the actions that will be taken to ensure that information provided by all sources includes the content necessary to enable reviewers to determine its authenticity and potential validity.* |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Public Information and Warning | 1, 2 | *Include prepared public instructions for identified hazards, including materials for managers of congregate care facilities, such as childcare centers, group homes, assisted living centers, and nursing homes.* |  |
| Situational Assessment | 1 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Public Information and Warning | 1 | *List the local media contacts and describe their abilities to provide warnings.* |  |
| Operational Communications | 1 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

| Response Mission Area | | | |
| --- | --- | --- | --- |
| Core Capability | Critical Task I.D. | Activity/Action | State Agency / Organization |
| *Example* | | | |
| Public Information and Warning | 1, 2 | *Identify and describe the actions that will be taken to provide continuous and accessible public information about the disaster (e.g., media briefings, press releases, cable interruptions, EAS, text messages, door-to-door warnings), secondary effects, and recovery activities.* |  |
| Planning | 1 |
| Operational Coordination | 2 |
| Situational Assessment | 1, 2 |
|  |  | *Activity/Action 1* | *Agency 1* |
|  |  | *Activity/Action 2* | *Agency 2, 3* |
|  |  | *Activity/Action 3* | *Agency 1, 2, 3* |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Public Information and Warning | 1, 2 | *Identify and describe the actions that will be taken to provide continuous and accessible public information about the disaster (e.g., media briefings, press releases, cable interruptions, EAS, text messages, door-to-door warnings), secondary effects, and recovery activities.* |  |
| Planning | 1 |
| Operational Coordination | 2 |
| Situational Assessment | 1, 2 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Public Information and Warning | 2 | *Identify and describe plans, programs, and systems to control rumors by correcting misinformation rapidly.* |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Public Information and Warning | 2 | *Identify and describe the actions that will be taken to manage rumor control on- and off-scene (e.g., monitoring AM/FM radio and television broadcasts).* |  |
| Planning | 1 |
| Situational Assessment | 2 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Public Information and Warning | 1 | *Identify and describe the actions that will be taken to inform individuals with sensory, intellectual, or cognitive disabilities; individuals with limited English proficiency; and others with access and functional needs in the workplace, public venues, and in their homes.* |  |
| Planning | 1 |
| Operational Communication | 1 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Public Information and Warning | 1, 2 | *Describe the actions the Public Information Officer will take to coordinate public information releases (e.g., working with media at the scene, using a Joint Information Center, coordinating information among agencies/elected and appointed officials).* |  |
| Operational Coordination | 2 |
| Operational Communications | 1 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Public Information and Warning | 1, 2 | *Describe the actions the Public Information Officer will take to coordinate public information releases concerning household pet evacuation and sheltering information.* |  |
| Operational Communications | 1 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Public Information and Warning | 1 | *Describe how responders/local officials will use and work with the media during an emergency (e.g., schedule press briefings; establish media centers on-scene; control access to the scene, responders, and victims).* |  |
| Operational Coordination | 2 |
| Operational Communication | 1 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Public Information and Warning | 2 | *Describe how public statements on shelter capacity and availability will be updated as people/animals are coming to shelters.* |  |
| Situational Assessment | 1, 2 |
| Mass Care Services | 1 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# Resource Requirements

## **Micro-level**

*Think about the person physically in the EOC, this ESF Annex is their guiding document during the response.*

*What does your ESF need from the EMO and the EOC to carry out the functions they are assigned? Will they need to bring their own laptop, access to specific internal networks, etc.? Will the ESF maintain a copy of their own SOPs or partner plans within the EOC?*

*Additionally, to be an ESF representative with the knowledge necessary to successfully support the functions of this ESF, what type of training is required? Are there additional training opportunities that could benefit the individuals representing this ESF?*

**Training Requirements**

**Recommended Training**

## **Macro-level**

*Are there any known resources that will be activated to support the response operation, either established through policy or other mandates, regardless of what the situation is (e.g. a liaison will always be sent to the local EOC/ECC to ensure accurate coordination and unity of efforts, etc.)?*

# References and Supporting Guidance

*What guidance exists to support this ESF? What attachments or appendices are included, if applicable? This is not a place for plans (i.e. plans belong in the “Direction, Control, and Coordination” section), but are there any websites or other relevant references this ESF may benefit from having quick access to?*

*List and briefly describe them.*

# Terms and Definitions

*What technical information was discussed, specific to this ESF, that may need additional clarification? Common terms and definitions (e.g. Emergency Operations Center, etc.) will be defined in the Basic Plan. We are really trying to focus on this ESF-specific jargon and terminology the average person may not know.*

*List and briefly describe them.*

### Term Name:

*Definition/Description*