

INFORMATION OFFICER – EVACUATION ALERT

- Collect information and obtain briefing from the Executive Director of Finance, EOC Director and/or Emergency Program Coordinator (EPC) and Incident Commander (IC) if possible
 - If a Situation Report has been used, reference that for background incident information
 - If there is a lead agency other than the Fire Department, contact their Information Officer and confirm information sharing protocols
- Consider the need for additional support for your role
- Confirm with the Executive Director of Finance and EOC Director:
 - That an evacuation alert is being initiated and for what areas
 - The primary source for factual information for the public (Tk'emlúps website, social media site etc.)
 - When/if EOC is being activated, it's location, and best forms of contact
 - The location, nature, and potential impacts of the event on the community and residents
 - Designated Muster Areas for residents, if required
 - Lead agency
 - Any other partner agencies and/or stakeholders that are involved
 - Any potential impacts to other stakeholder interests such as critical infrastructure or other values at risk
 - Level of engagement with neighbouring communities
 - Consider opportunities for joint Evacuation Alerts, Orders, Order, and information sharing and messaging
 - Any known or developing issues
- Activate / request additional support
 - Review and regularly monitor local social media activity; identify any sources of misinformation
 - Review and regularly monitor local traditional media; contact local media to establish incident communications protocols
- Consult with other agency liaisons or representatives in the EOC
- Participate in any briefing sessions with Chief and Council, Executive Director of Finance, EOC Director, EPC and IC
 - Confirm any factual information that you have collected on the cause and nature of the event or threat
 - If any investigations around cause, ensure that confidentiality is maintained, and any inquiries are directed to the appropriate agency; communicate this to the community and EOC leadership teams
 - Confirm the best estimate or known number of how many people and/or properties are threatened including how imminent it is
 - Confirm location and contact information for the EOC, reception centre and/or resilience centre
 - Confirm if there is an EMCR stakeholder coordination call as appropriate; attend these calls
 - Identify any issues that require special attention, and by whom

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Prepare a Communications Plan for General Public / Evacuated Community Members:

- Ensure you have the following information:
 - Evacuation procedures including routes and reception centre locations
 - Personal preparedness including what to take and how to secure property
 - Where they can get factual information
 - Where and when the town hall meeting will occur if known
- Consider using the following systems for public notification and ongoing evacuation communication:
 - Door-to-door – provide written copies of Evacuation Alert along with maps and directions to Reception Centres for residents
 - Media briefings
 - Phone line – activate a dedicated toll-free public information phone line
 - Public meetings – either closed meetings for evacuees or open meetings for everyone & media
 - Radio
 - Reception Centres
 - Signage
 - Social Media – consider partnering with TNRD, EMCR and the City of Kamloops to ensure updates are being shared. (Ideally social media should be staffed appropriately to allow capacity for two-way conversations with followers). Consider pre-recorded video messages.
 - Website – for posting emergency bulletins, updates, and contact info for EOC and ESS

Prepare a Communications Plan for Notifying EOC and Internal Staff:

- Utilize existing corporate communication tools (e.g. email, phone trees, newsletter, staff paging system, etc.) to inform Tk'emlúps staff of evacuation (This is in addition to your public notification)
- Ensure staff with designated EOC or incident response roles understand what is expected of them:
 - Are they exempt from the evacuation?
 - Should they first evacuate themselves and family and then report for duty?
 - Will they be permitted to remain in affected areas?
 - Is there a process for staff to be exempt from the Order, what is the process to apply?
 - Procedures in the event an evacuation is require (confirm with EOC Director)
- Where to refer the public inquiries
- Personal preparedness including what to take and how to secure their property
- Communication protocols for public and the media
- Any business continuity practices appropriate to their roles

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Prepare a Communications Plan for Emergency Support Services:

- Establish contact with pre-designated communications contact with the Tk'emlúps Emergency Support Services (ESS) team (e.g. ESS Director, Reception Centre Manager, or designated ESS Information Officer)
- Direct all related materials for public consumption (e.g. Information bullets, maps, instructions, updates, etc.) to the Reception Centre and Group Lodging facilities as soon as possible to leverage their contact and exposure with the evacuees

Prepare a Communications Plan for Chief and Council:

- Ensure that all media requests are handled by the Chief and Council or the designated Community Spokesperson (in order to maintain consistency and accuracy of messaging)
- Community Leadership **ONLY** share out **APPROVED** communications coming from the EOC
 - Utilizing personal social media channels to get this information out to the public may be an option

Prepare a Communications Plan for Support Agencies:

- A similar process for exemptions for external staff who need to remain may need to be implemented
- Ensure that Response Agencies (e.g. Police of Jurisdiction, BC Wildfire, etc.) understand that all inquiries should be deferred to the EOC for response (they may be approached by the public)
- Consider allowing pre-approved messaging for agencies to disseminate
- Consider using a third-party messaging platform (e.g. WhatsApp, Slack, etc.) for staff working together remotely to remain in contact in order to streamline interagency communications
- Ensure you have information on:
 - Nature and potential impacts of the event
 - Appropriate point of contact for them to get more information
 - Locations appropriate to their roles such as incident command post, EOC and/or reception centres
 - Protocols for accessing restricted areas as appropriate

Prepare a Communications Plan for External Stakeholders:

- Ensure you have information on:
 - Nature and potential impacts of the event
 - Appropriate point of contact for them to get more information
 - Locations appropriate to their roles such as incident command post, EOC and/or reception centres
 - Protocols for accessing restricted areas as appropriate
- Initiate evacuation alert communications to affected public, internal staff, and external stakeholders and support agencies as appropriate

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- Confirm with Chief and Council, Executive Director of Finance and EPC who will be the primary spokesperson; ensure that this person will not be viewed as fatigued, stressed, or combative as this will affect public perceptions on Community Leadership and their ability to deal with the event
 - Designated spokesperson to reference the **Community Spokesperson Evacuation Alert and Order Checklist** in **Appendix 4.1**

- Prepare speaking notes for Chief, EOC Director and the designated Community Spokesperson; see the **Community Spokesperson Evacuation Alert and Order Checklist** in **Appendix 4.1**
 - Ensure messaging is clear, concise, and factual
- Brief the Chief and Council and the designated Community Spokesperson on key messaging and communication protocols for the public, stakeholders, and media
 - Ensure they understand their responsibility to defer questions that may be operational and/or technical in nature and what these questions might be
 - Ensure they only share information that has been provided and approved by the EOC
- Brief all the staff, EOC personnel, and responders on communications protocols for public, stakeholders, and the media
 - Ensure they know that all media inquiries are to be directed to the EOC Information Officer for follow up
- Consider organizing a daily (or regularly scheduled) media briefing, either in-person, over the phone or online if the number of media requests become unmanageable