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Michigan Disaster Public Information Plan

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Section I: General Considerations and Planning Guidelines

1. Introduction

Michigan experiences a variety of disasters caused naturally, technologically, or by humans. The Michigan Disaster Public Information Plan (MI-DPIP) outlines the Emergency Public Information approach to provide communications to educate, inform, protect, and warn residents and visitors throughout Michigan during the response and short-term recovery phases of a disaster as outlined in the Michigan Emergency Management Plan (MEMP).

During an incident or planned event, coordinated and timely communication is critical to effectively help the community. Effective and accurate communication can save lives and property and helps ensure credibility and public trust.

The MI-DPIP addresses actions for preparedness, incident response, Joint Information Centers (JICs), incident recovery, and federal public information support.

2. Purpose

The MEMP is a comprehensive all-hazards plan developed by the Michigan State Police, Emergency Management and Homeland Security Division (MSP/EMHSD) in coordination with state agencies, whole community partners, and stakeholders. This plan is developed under the authority of the Emergency Management Act, Public Act (PA) 390 of 1976, as amended. The MEMP is the State of Michigan's organizational and operational framework to mitigate, prepare for, prevent, respond to, and recover from emergencies, disasters, threats, or incidents – actual, imminent, or potential – adversely impacting the State of Michigan.

Overall, the purpose of the MEMP is to provide the framework to complete the five primary objectives of the state of Michigan emergency management system. The five primary objectives of the MEMP are:

- Protect the safety, health, and general wellbeing of Michigan's residents and visitors.
- Protect property and the environment to the maximum extent possible.
- Ensure critical services can be provided in a timely and unencumbered manner.
- Facilitate the transition to recovery processes as outlined in both MEMP and the Michigan Recovery Support Plan.
- Provide emergency management policy for administration officials, State Emergency Management Coordinators (SEMC), and Emergency Management Coordinators (EMC) before, during, and after a disaster.

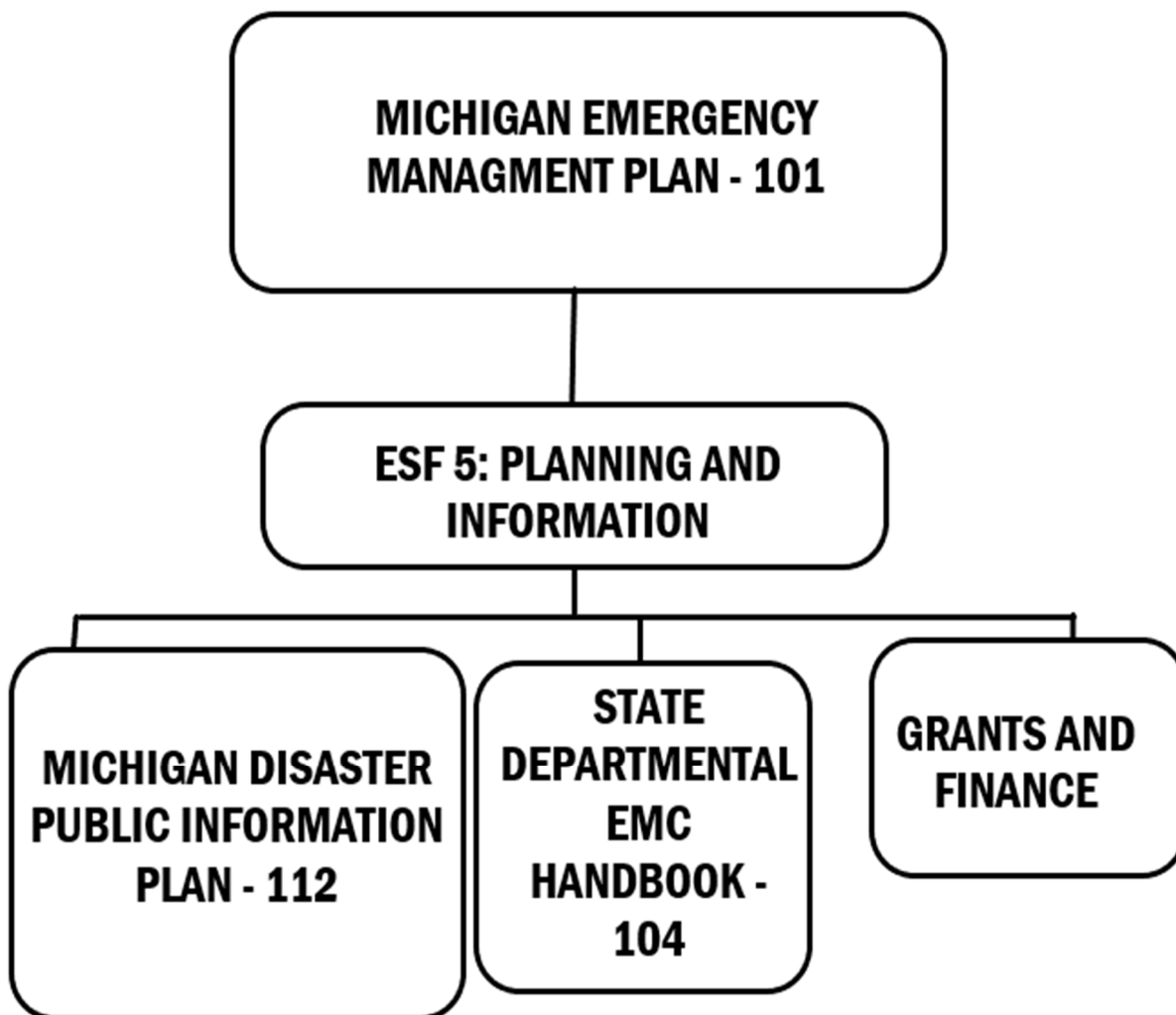


Figure 1: Structure of the MI-DPIP within the MEMP.

The MI-DPIP establishes policies and operational procedures for disseminating official information and instructions to the people of Michigan through all available communications media before, during, and after an emergency or disaster in any location of the state in support of State response/recovery operations. The MI-DPIP provides a framework for the most efficient and accurate dissemination of information by either the JIC or the lead agency public information officer (PIO). The MI-DPIP provides for the conduction and coordination of public information activities through the establishment of a mutual understanding of responsibilities, functions, and operations capable of the following:

- Issuing emergency instructions.
- Responding to the needs of the public, the media, and elected officials.
- Conducting media monitoring and public inquiry (rumor control) activities.
- Creating, promoting, and publicly sharing information for emergency preparedness and education.

3. Scope

The MI-DPIP is a strategic-level management plan outlining the basic concepts required to manage and coordinate the communication efforts among state agencies providing response and short-term recovery assistance to localities.

Disaster response begins and ends at the local level. State agency-level support begins and ends based on statutory requirements and/or the needs of the requesting community.

The MI-DPIP provides operational practices for performing PIO duties within the Incident Command System (ICS). It offers basic procedures to operate an effective Joint Information System (JIS).

4. Situation

The public has the right and need to know lifesaving and other important information related to emergencies or disasters affecting Michigan. Accurate, vetted, and helpful information will be delivered in accessible communication formats in a timely manner. Disaster response and short-term recovery activities begin and end at the local government level, including the dissemination of information. However, local emergency response agencies may be fully involved with operational issues critical for responding to incidents or the parameters and complexity of the incident which may exceed the response capabilities of local government. The scope of the emergency will determine how many levels of systems become actively involved in public information releases.

The news media, social media, and public information partners play a key role in assisting PIOs in dissemination of emergency or disaster-related information to the public. Interagency coordination, information sharing, and cooperation at all levels of government will be the key to an effective and efficient response to provide verified official information to the public,

5. Planning Assumptions

- Timely, accurate, and helpful information reduces public uncertainty, calms fears, and enhances emergency response and recovery measures.
- Speed of communication is critical. The first message disseminated sets the stage for all future comparisons. Speed of response is perceived as a reflection of the State's level of preparedness.
- Factual content of the message is crucial. The public needs current information and recommendations for actions to reduce their risk.
- A sole source for official information from the state must be established to assure the coordination and consistency of essential emergency information to meet the needs of the public and the media.
- During and following disasters or emergencies, people both inside and outside the affected area will seek information concerning the situation.
- Upon the onset of a disaster, local PIOs will begin disseminating emergency information from local Emergency Operations Centers (EOCs).
- The news media will fill an active role in disseminating disaster information.
- An efficient and effective means of disseminating emergency information and instructions can be achieved by a cooperative program between the government and the news media.

- The State Emergency Operation Center (SEOC) will coordinate the establishment of a public inquiry hotline for catastrophic events affecting Michigan, as requested.
- Emergency information will be provided to the public in coordination with state-recognized information and referral services, such as 2-1-1.

6. Concept of Operations

- An emergency or disaster which threatens public safety requires an immediate dissemination of emergency public information. Local, state, or federal PIOs issue emergency public information separately or in a coordinated manner, as appropriate.
- Based on the event, emergency public information is issued in the following manner:
 - Local: A local government PIO may issue emergency public information or public warnings within their jurisdiction. Emergency public information affecting residents outside the local jurisdiction should be coordinated with the proper contiguous county, state, and/or federal authorities.
 - State: The state may issue public warnings or emergency public information releases on its initiative if a local government is unable to do so on its own, or for redundancy purposes.
 - Federal: If the event involves potentially life-threatening weather or a National Alert following a national emergency, the Federal Emergency Management Agency (FEMA) or the federal government may issue public warnings or emergency public information releases. Weather-related public warnings are issued by the National Weather Service.
- The Emergency Support Function (ESF) #15 of the MEMP may be activated to assume responsibility for emergency public information releases. ESF #15 then becomes the central source for providing information to the public and the media.
- During official state declarations, information releases are coordinated with and may occur through, either the Executive Office of the Governor, MSP/EMHSD, or other lead agency as assigned.
- If warranted, ESF #15 may deploy a PIO to support incident operations such as a local EOC, an established area command, or to support a State Incident Management Team (IMT).
- In the event of a large-scale, multi-agency, and multi-jurisdiction event, the SEOC PIO with the support of MSP/EMHSD may execute the JIS Plan, including the establishment of the JIC. The JIC shall be responsible for information coordination and dissemination and address public information efforts accordingly, recovering information through various means and responding to information inquiries and requests, notifying partners of JIC activation, and establishing a schedule for JIS and JIC activities.
- Should the event require the integration of federal resources, the ESF #15 Coordinating Agency, Executive Office of the Governor, will serve as the primary integration point for Federal ESF #15.
- When an incident transitions to recovery, ESF #15 may continue to coordinate emergency public information efforts with either MSP/EMHSD or the Executive Office of the Governor and/or ESF #15 agencies may transition to normal day-to-day operations.

7. Authority

Authority to develop the MI-DPIP and implement specific response actions is found in a variety of laws, regulations, resolutions, or orders including:

Michigan Authorities/Policies

- Act 390, PA of 1976, as amended.
- Applicable Executive Orders and Executive Directives of the Governor.

8. Plan Maintenance, Distribution, and Review Process

The MSP/EMHSD, State and Local Support Section (SLSS), Planning Unit has the responsibility for the development, review, and maintenance of all multi-agency response plans under the MEMP. MSP/EMHSD PIO, with the assistance of the MSP/EMHSD, SLSS, Planning Unit, has the responsibility for the development, review, and maintenance of all emergency public information and media monitoring and public inquiry-related plans.

The MSP/EMHSD maintains this plan and revises it when required by changes in internal or external conditions, in conjunction with involved partners and stakeholders. The plan is reviewed and updated as soon as practicable after changes are identified. At a minimum, the MEMP must be updated every other year for Emergency Management Performance Grant (EMPG) guidelines; all other plans, such as this one, are updated every four years (or with the change of Governor) per EMHSD internal policies. The MSP/EMHSD reviews the MEMP annually to determine if changes are required, and as needed updates the MEMP. Each partner department/agency and organization are responsible for reviewing their respective plan sections annually to certify completeness, currency, and accuracy and report, in writing, to MSP/EMHSD if there are changes required. Required changes identified must be reported to the MSP/EMHSD, in writing, by the department, agency, or organization Director or EMC as soon as the need for change is identified. Yearly, SEMCs and other stakeholders review the MEMP and submit suggested changes through the Annual Planning Survey. The Governor and State Director of Emergency Management and Homeland Security will review and approve the updated MEMP prior to its distribution.

Section II: Preparedness

1. Overview

To prepare for arising emergency situations, the MSP/EMHSD and partners develop mitigation, risk assessments, tests, training, and exercise components to ensure there is a clear line of authority, coordination, and uniform procedures for public emergency information.

2. Mitigation

The Michigan Hazard Analysis (MHA), MSP/EMHSD Publication 103, identifies all hazards likely to cause a substantial impact on the state. Michigan participates in federal, state, and local mitigation programs and identifies ongoing mitigation opportunities. The state takes maximum advantage of available federal funding to implement mitigation measures at the state and local levels. Over the past decade,

more than \$128 million has been invested into 165 FEMA hazard mitigation grants for mitigating the impacts of various disasters in all parts of the state. MHA addresses the overall state hazard mitigation planning process, risk assessment, strategy development, and plan maintenance. The state Hazard Mitigation Plan was approved by MSP/EMHSD command in 2024 and is valid for five years.

The MSP/EMHSD and partners develop public education campaigns, increasing public awareness of potential hazards, and how to deal with them, and illustrating local emergency response capabilities. The primary state agency is the main source and generator of this information.

The MSP/EMHSD PIO and partners develop working relationships with media outlets tasked with disseminating emergency information to the public. The MSP/EMHSD PIO and partners will maintain an updated media list with call letters, contact names, telephone numbers, and email addresses.

The MSP/EMHSD PIO and partners maintain a list of state agency PIOs. The MSP/EMHSD PIO may secure PIOs from other state agencies to support JIC activities as an incident warrant.

3. Risk Assessment

A variety of mechanisms are used to understand the various risks and associated threats and hazards facing the State. As required by the Homeland Security Grant Program and the National Preparedness Goal, the state must complete an annual Threat Hazard Identification Risk Assessment. The process involves the identification of scenarios most likely to stress the state's capabilities and an assessment of those capabilities. Those capabilities are mapped to the core capabilities in each of the ESF Annexes created under the MEMP.

The MSP/EMHSD PIO and partners have determined alternative dissemination resources necessary if conditions warrant. The MSP/EMHSD PIO and partners have identified backup communication resources in the event conventional methods fail. Additionally, alternate facilities have been identified for a joint information center and a media facility.

4. Testing, Training, and Exercises

The MSP/EMHSD PIO and partners attend PIO or emergency preparedness meetings and trainings. Additionally, they attend ESF #15 training and exercise opportunities. Trainings and exercises include:

- Emergency management public information and Alerting Authority courses offered by FEMA's National Disaster & Emergency Management University.
- The JIS/JIC Planning for Tribal, State, and Local PIOs training course (L-105).
- Various federal and state exercises requiring testing public information capabilities, such as annual radiological emergency preparedness (REP) exercises.
- FEMA required monthly proficiency demonstration tests for all Integrated Public Alert and Warning System (IPAWS) alerting authorities.
- All IPAWS alerting authorities are required to complete IS-0247 IPAWS for Alert Originators.
- All MSP/EMHSD division employees are required to complete necessary courses and test for the Professional Emergency Manager certification within two years of hire.

The state sponsors and conducts a variety of trainings to improve knowledge and response capability. Including, but not limited to, varying levels of training in the ICS, the Professional Development Series curriculum, and EOC trainings. The state also participates in a wide variety of specialized training, including training to meet federal program and grant requirements, such as the EMPG. Further, many state agencies identify training requirements within their own organization to meet the needs of the agency's specific discipline.

Michigan has incorporated the Homeland Security Exercise and Evaluation Program (HSEEP) into its emergency management program. The HSEEP consists of both doctrine and policy for designing, developing, conducting, and evaluating exercises. The state has instituted HSEEP into a host of exercise activities, including those involving tests and activations of the SEOC. Further, some exercises are often linked to a specific grant requirement, while others are conducted as part of ongoing or existing programs, such as those for the REP Program.

The state also utilizes an exercise component as part of the planning process to test the effectiveness of an emergency management plan. These exercises vary in scope and cross several state-level plans or annexes.

5. After Action Reports and Corrective Actions Programs

Following an exercise or an actual event, an After-Action Report (AAR) should be completed by all staff involved in the event. The information gathered in the AAR will provide insight into future refinement of the MEMP and MI-DPIP. AARs will be completed immediately following any relevant exercise and will be facilitated by the MSP/EMHSD staff for plan updates.

Section III: Response

1. Overview

Emergency public information supports response activities by providing well-timed and effective messages to the public, saving lives and reducing property damage. Release of the information may be escalated depending on the severity, timing, nature, or area affected by the emergency.

2. Plan Activation

MSP/EMHSD will assess the potential needs and demands of an incident, and then determine the level of activation necessary to effectively manage the communications response to the incident. The capabilities needed to support activation are also identified, and agencies may be notified to staff the JIC and SEOC using the ESF construct. Flexibility will be key in activating ESF #15. Not all incidents are the same, and not all activations of ESF #15 will require the full list of agencies to support the demands of the incident. Therefore, the representation of agencies necessary to support ESF #15 may vary from incident to incident. The MEMP identifies four activation levels of the SEOC. ESF #15 will activate to one of those levels as conditions warrant, with the MSP/EMHSD serving as the ESF #15 Lead Agency.

Level 4 Steady State Operations: Routine operations with no SEOC staffing.

- MSP/EMHSD Duty Officer monitors all incidents.
- District Coordinators engaged locally.

Level 3 Monitoring and Assessment: Monitor ongoing incidents that could potentially result in local declarations and/or require state support. SEOC is staffed with Command and General Staff.

- The SEOC Operations Section takes over incident coordination.
- Monitoring the Michigan Critical Incident Management System (MI CIMS) for local incident details.
- District Coordinators engaged with local EOC activities.
- The SEOC Planning Section completes Situation Reports.

Level 2 Partial Activation: Support incidents where one or more jurisdictions request state support. SEOC is staffed with Command and General Staff, along with specific state agencies, as determined by the incident.

- Same as Level 3, plus;
- Monitor local requests for state resources.
- Provide state resources as requested and available.
- Develop an Incident Action Plan.
- Report agency activity.

Level 1 Full Activation: Support complex or large-scale incidents involving multiple jurisdictions requesting state support. SEOC is staffed with Command and General Staff along with most state agencies.

- Same as Level 2, plus;
- All or most state agencies activated.

Virtual: Activation levels 1-3 may be done virtually or physically in the SEOC. This determination will be made by the SEOC Director.

3. Direction and Control

The state endorses the development of one response organizational structure inclusive of all responding agencies. State agencies and ESFs will be organized under the framework of the National Incident Management System (NIMS) ICS as required by Homeland Security Presidential Directive-5. As such, a variety of direction and control components may be utilized to manage and coordinate the State's resources in an efficient and effective manner and to provide interoperability between the local and federal response organizations.

In 2023, the organizational structure of the MEMP was aligned with the federal construct under the National Response Foundation. ESF #15 is directed and controlled by MSP/EMHSD staff during an activation. ESF #15:

- Shall be responsible for all public information related to an incident.
- Shall staff and manage any activated JIC.
- May request communication staff from activated partners to staff any activated JIC.
- May request intergovernmental staff to coordinate the exchange of information and serve as a liaison with federal/state/local government or officials.

4. Roles and Responsibilities

Emergency public information efforts of the SEOC will focus on public health and safety issues. The goal is to keep the public informed of the general progress of events with accurate and timely information. This is to reassure the affected community of the state's response to the situation and the public is being supplied with event-specific information, such as preparation, warning, emergency response, status of event, and human needs issues. Media monitoring and public inquiry (rumor control) will be a major aspect of the information program. All information and education efforts will rely heavily on qualified authorities and the cooperation of the media.

The ESF #15

The ESF #15 External Affairs, through the coordinating and member agencies, shall manage the activities of the State JIC, located in the SEOC.

Lead PIO

The Lead PIO may recommend deployment of additional PIOs to a forward location to support the state (such as IMTs) and/or local response activities. Ideally, a JIC would be established by Incident/Unified Command near the scene of the incident/emergency. The SEOC Command or authorized designee will have final authority over such deployments. If no JIC is established near the incident scene, a state agency PIO(s) should be assigned to the Incident/Unified Command location.

To facilitate coordination among the response partners, the JIC shall activate and manage the Public Information Documents board of the MI CIMS, connecting all participating response organizations (government, voluntary, private sector, and tribal governments). The purpose of the Public Information Documents management is to share information and support the "single source" concept and coordinate the dissemination of vital information to the affected area(s). This resource will be functional during the operation of the JIC.

When a high-volume telephone call center is warranted to collect or disseminate public information, the SEOC will coordinate the establishment of a public inquiry hotline for catastrophic events affecting Michigan, as requested.

Emergency information dissemination will occur through all avenues of communication. Verbal communication may be conducted through media (press) conferences, briefings, tours, and over the phone in response to media and public inquiries. Written communication will be disseminated in the form of news releases and social media updates.

Information will also be provided to the public in coordination with any state-recognized information and referral services, such as 2-1-1.

The JIC

In the event of a major disaster/emergency, a JIC may be established by the SEOC command in conjunction with other state, local, and federal agencies, non-government response organizations, voluntary organizations, and tribal governments in coordination with the media. The purpose of the center will be to facilitate a one-voice response and serve as the clearinghouse for accurate and timely

information and enhance the dissemination of information essential to an effective emergency response.

The JIC will be equipped with communications equipment and necessary supplies. The JIC will contain an area for media briefings including a media work area, a public information work area, and facilities for inquiry functions. The JIC will be the sole source of official information. The SEOC JIC will lead and support an incident JIC if established near the event. If an incident JIC is not established, a PIO may be assigned to the Incident/Unified Command location. Other agencies/organizations can participate through the “virtual” realms (email, phone, internet applications, etc.) when physical presence is not required.

The JIC will:

- Provide a central location for public information dissemination, media monitoring, and rumor control.
- Partner with appropriate state and/or local agencies to provide interpreter/translator services for non-English speaking, deaf/hard of hearing, blind, or other individuals with access or functional needs.
- Be equipped according to requirements outlined in the JIC procedures.
- Collect and disseminate accurate emergency information in a timely manner through all available media including print, electronic including web-based, and through “boots on the ground” teams.
- Prepare press releases, fact sheets, scripts, backgrounders, and any other materials as required or needed.
- Schedule and facilitate press conferences and briefings.
- Collect information about damage, casualties, and general conditions from all available sources (State agencies, SEOC, response organizations, and local government).
- Monitor media reports to verify accuracy and issue corrections as needed.
- Counteract any rumors from the media or public.
- Coordinate with MSP Public Affairs and the SEOC Support Unit to ensure video and audio feeds from the state designated media room can be delivered to the participating media.
- Coordinate personnel to escort media and visiting officials in the SEOC and/or disaster areas.
- Oversee the key functions of media relations.
- The JIC will conform with the Department of Homeland Security (DHS) Basic Guidance for PIO under NIMS, unless it conflicts with policies and procedures established by Michigan.

When operational activities begin to decline and the JIC is deactivated, public information functions will be transferred back to responsible jurisdictions and agencies. The decision to transition will be made by the SEOC command.

ESF #15 Member Agencies

- Shall maintain its own authority to manage its public information obligations but shall coordinate such public information obligations with ESF #15.
- May be required to provide communication or intergovernmental staff to support ESF #15. Shall make all reasonable efforts to comply with requests from the MSP/EMHSD PIO or the Executive Office of the Governor in a timely manner.

5. Integration with Federal ESFs

The federal government organizes its response resources and capabilities under an ESF construct. Federal ESFs are multi-agency operational components serving as the primary means for coordinating federal resources and capabilities in the state. The Federal ESFs bring together a wealth of capabilities of federal departments and agencies and other national-level assets. In doing so, they are organized to provide the operating structure for building, sustaining, and delivering federal response core capabilities in support of the state's core capabilities. Integration and coordination are key to leveraging the resources of each federal ESF. As such, state ESF #15 will serve as the primary integration point for federal ESF #15.

Section IV: Recovery/Demobilization

1. Overview and Summary

In the event mass media is inoperative following natural events (i.e. tornadoes, snow, or ice storms), the agencies represented in the JIC will disseminate critical post-event life safety information. Including, but not limited to, food safety information, how to ensure drinking water is safe, safe handling of debris, safety re-entry methods, not entering flood water, etc.

In the event of mass communication disruption, the JIC shall employ a "boots on the ground" method to disseminate life safety and emergency information to disaster victims post event. The JIC will provide critical information to those most associated with disaster response including uniformed state and local law enforcement personnel, firefighters, emergency medical services personnel, National Guard personnel, Michigan Department of Transportation, and public works employees. The emergency responders and others are visible symbols to disaster survivors. The strategy would put basic, and localized, health and safety literature into the hands of responders who are most readily recognized and located in disaster impact areas, and thus in a position to answer questions.

2. Recovery and Demobilization Process

Demobilization of agencies and ESFs from the SEOC will occur based on operational needs and will be jointly determined by SEOC command and ESF agency leadership. Based on the needs of the operation, ESFs may begin to demobilize during the response/short-term recovery phase. However, it should be noted, that agencies may be subject to a rapid recall for reactivation of the ESF if needed based upon operational needs.

As the urgency of a response lessens and communities begin to focus their efforts on implementing recovery programs, the state's focus will also shift to the long-term recovery needs of the affected areas. In Presidential Disaster Declarations, this will likely include the activation of a federally established Joint Field Office (JFO). The JFOs are established, operated, and maintained by DHS/FEMA, and will include the temporary recovery organization structure put in place to support recovery. To properly ensure effective integration of state and federal recovery activities, the state will organize in a similar structure to the federal structure contained within the National Disaster Recovery Framework.

As emergency response operations subside, federal and state governments may transition from ESFs to Recovery Support Functions (RSFs). At this point, most state agencies transition from an ESF role to an assigned RSF role. Each ESF #15 member agency resumes its day-to-day public information duties. Day-to-day operations include providing public information support if the member agency has an RSF role. At any time during recovery, if directed by the Executive Office of the Governor or Command Staff, participating ESF #15 agencies may be asked to provide additional public information support to aid the recovery effort.

3. Documentation for Demobilization

As part of a standard incident management practice, staff will be instructed to document all activities until the state has returned to normal operations, including the use of electronic or hardcopy materials generated in the event. Systems are in place to monitor and facilitate:

- Use of ICS Unit logs.
- File saving and transferring information from the JIC, JFO, or incident operations.
- Tracking files, documents, and records (including emergency operating costs) for future reference.
- All records should be documented in MI CIMS.

Appendices

- Appendix 1: Public Information Officer Description
- Appendix 2: ESF 15: External Affairs
- Appendix 3: Accommodating Individuals with Limited English Proficiency Policy

Appendix 1: Public Information Officer Description

Use

- A. This procedure provides guidance for the Joint Information Center (JIC) Public Information Officer (PIO) Leader, formerly called “JIC Manager,” during a disaster or crisis in the State of Michigan.
- B. Whenever an underscore appears in the left margin, enter the time the item was completed (e.g., 0547 A.).
- C. Complete actions in the order listed where practical.
- D. Prior to activation of the JIC, emergency public information is coordinated and released by the State Emergency Operations Center (SEOC) Public Information and Governmental Affairs position, if the SEOC is activated. If the SEOC is not activated, organizations release emergency public information as outlined in their own procedures.

Notification & Reporting

- A. The JIC PIO Leader will be contacted by the State Director of the SEOC or another SEOC member assigned to perform this duty.
- B. The JIC PIO Leader is typically staffed by the MSP/EMHSD PIO or a state department PIO assigned by the Executive Office of the Governor.
- C. The JIC PIO Leader is responsible for initiating staffing of the JIC and set-up of the JIC facility.
- D. The JIC PIO Leader reports to the State PIO, who is designated as the Governor’s Press Secretary.

JIC PIO Leader Roles and Responsibilities

Responsibilities include but are not limited to:

- A. Notifying the State PIO of the JIC activation, if he/she is not already aware.
- B. Determining JIC location and staffing level in coordination with the State PIO, lead agency PIO, and JIC SEOC Liaison.
- C. Initiating callout of JIC staff and set-up of the JIC facility.
- D. Declaring the JIC operational when sufficient personnel are in place and the JIC is prepared to assume responsibilities.
- E. Developing and maintaining a JIC plan of action.
- F. Maintaining situational awareness through constant communications with affected agencies and PIOs, participating in briefings, requesting information as needed, and monitoring the overall situation.
- G. Ensuring all JIC functions are operating effectively, are well organized, and the necessary positions are staffed; if a section leader position is not staffed, the JIC PIO Leader assumes responsibility for the assigned functions.
- H. Establishing a Joint Information Team (JIT) with PIOs from the lead and affected agencies, State PIO (or designee), JIC section leaders, JIC SEOC Liaison, and other positions as needed.
- I. Conducting caucuses with the JIT at least twice daily and prior to each media briefing.
- J. Reviewing and approving all JIC public information materials/messages in coordination with the JIT and other personnel as necessary ensuring accuracy, consistency, inclusion of state agency actions, and overall public safety message.

- K. Coordinating public information efforts with affected local, state, and federal agencies as well as with nonprofit and private sector organizations.
- L. Preparing state and JIC spokespersons to speak with the media, including talking points and any anticipated questions, ongoing or potential issues, rumors, or other pertinent information that may arise.
- M. Ensuring timeliness of caucuses, media briefings, and release of public information.
- N. Ensuring all JIC staff members are routinely briefed, especially at the beginning and end of each shift.
- O. Developing the daily JIC situation report.
- P. Ensuring the JIC has the necessary equipment, resources, materials, security, and personnel to function effectively. If necessary, notify the JIC SEOC Liaison if resources are needed.
- Q. Ensuring JIC staffing is scheduled for all necessary positions and shifts, as well as ensuring assigned personnel are provided advance notice if possible.
- R. Ensuring all questions, requests, issues, rumors, or inaccurate information is addressed.
- S. Elevating unresolved or sensitive issues to the State PIO and JIC SEOC Liaison.
- T. Ensuring communications are maintained and updates are forthcoming from the SEOC and other activated facilities.

Activation

- A. A. Notify the State PIO and lead agency PIO of the JIC activation, if he/she is not already aware.
- B. Determine JIC location, staffing level, and affected agencies/PIOs needing representation in the JIC, which should be coordinated with the State PIO, JIC SEOC Liaison, and lead agency PIO. Essential positions to staff include:
 - 1. State PIO or other Executive Office of the Governor designee.
 - 2. JIC SEOC Liaison.
 - 3. Lead agency and affected state agency PIOs.
 - 4. Logistics Section Leader.
 - 5. Administrative Support.
 - 6. Other Section Leader positions as needed.
- C. C. Initiate notification of JIC activation and request JIC staffing from state PIOs and others as necessary.
- D. Assess skills, capabilities, and interests of available JIC staff and assign staff to the appropriate positions when possible. Essential positions to staff include:
- E. Ensure set-up of JIC equipment and materials. Especially the following items:
 - 1. Computers with Internet access.
 - 2. Phones- media hotline and outside lines.
 - 3. Workstations with proper materials and position labels.
 - 4. Sign-in sheet.
 - 5. Name badges.
 - 6. Organizational staff chart.
 - 7. Position binders.

8. Copies of situational specific materials, including but not limited to, news releases, media advisories, and situational reports distributed prior to the JIC being activated.
 9. Status boards.
 10. Location/arrow signs for JIC.
- F. Pick-up name badge and sign-in.
 - G. Read all situational specific materials distributed prior to the JIC being activated.
 - H. Maintain a log of all key decisions, activities, and conversations.
 - I. Ensure communications are established and maintained with the SEOC and other activated facilities.
 - J. Identify affected government agencies, jurisdictions, nonprofit organizations, and the private sector members involved in the incident and establish communications with their respective PIOs.
 - K. Prepare (or delegate) a status update of the incident, talking points, media reports, and other information essential for JIC staff to know.
 - L. Brief JIC staff upon arrival to the facility, and ensure:
 1. All staff members have signed in, are wearing name badges, have collected copies of situational materials, and have reported to their designated work area.
 2. All staff members have reviewed procedures and understand their assigned functions.
 3. All staff members have direction for initial task(s).
 - M. Coordinate with the State PIO to establish a JIT comprised of the lead agency PIO, spokespersons, JIC SEOC Liaison, JIC section leaders, affected local units of government, and other organizations as needed.
 1. If members of the JIT have not arrived, notify the JIC SEOC Liaison to verify a representative has been dispatched to the JIC.
 - N. Conduct a briefing with all staff members to determine whether they are prepared to begin their assigned functions.
 - O. Once sufficient personnel are in place and the JIC is prepared to assume responsibilities, declare the JIC “operational” and notify JIC staff, especially members of the JIT.

Operational

- A. Immediately following the JIC becoming operational, conduct a caucus with the JIT to:
 - a. Introduce members of the JIT.
 - b. Review the overall role of the JIC including procedures, processes, and other administrative functions.
 - c. Ensure members of the JIT understand their assigned functions and section responsibilities.
 - d. Discuss the status of the emergency situation, including a briefing from affected agencies.
 - e. Determine what information can be released publicly.
 - f. Determine content for the first official State of Michigan JIC news release.
 - g. Schedule the initial media briefing, if necessary.

- h. Identify areas needing to be addressed, anticipated issues, trends, rumors, media's knowledge of the incident, and other areas of importance.
- B. Develop and maintain a JIC plan of action (daily, short-term, and long-term) in coordination with the State PIO, Lead agency PIO, and other members of the JIT as needed. The plan should include:
 - a. JIC hours of operation.
 - b. Length of each shift(s).
 - c. Daily schedule of news releases, media briefings, staff briefings, and other events.
 - d. Action items, initiatives, and community outreach efforts (short-term and long-term).
 - e. Talking points and public safety messages.
 - f. Means of communications including websites, social media, and listservs.
 - g. List of contacts, resources, affected agency PIOs, etc.
 - h. Anticipated issues.
 - i. Other pertinent information.
- C. Review and approve all JIC information and materials disseminated to the media and public in coordination with the JIT and other personnel as necessary to ensure accuracy, consistency, timeliness, overall public safety message, and content focuses on the actions and information from state agencies and other organizations in the JIC.
- D. Coordinate content of public information/materials and exchange information with all appropriate staff, government agencies, nonprofit organizations, jurisdictions, private sector members, and other stakeholders. Communications might include:
 - a. Activation, initiatives, and deactivation of State of Michigan JIC.
 - b. Any issues, trends, rumors, or common experiences.
 - c. Information released to the public/media, talking points, schedule of events or news releases, and other planned activities.
 - d. Daily JIC situation report and plan of action.
 - e. Other information as needed.
- E. Ensure all available means of disseminating information to the public are being coordinated and used to the fullest, including the State of Michigan website, social media, public inquiry hotlines, listservs, and other community outreach avenues.
- F. Conduct caucuses with the JIT at least twice daily and before each media briefing to discuss the status of the emergency, ensure spokespersons are prepared, and address any issues.
- G. Participate in incident command and public information briefings, including the federal State Incident Communications Conference Line for state emergency management PIOs nationwide (when activated).
- H. Prepare state and JIC spokespersons to speak with the media, including approved talking points, anticipated questions, ongoing or potential issues, rumors, or other pertinent information that may arise.
- I. Prior to each media briefing:

- a. Conduct a caucus with the JIT to determine what information will be released, prepare spokespersons, anticipate questions, designate the order of speakers, determine the length of the briefing, and develop any 'rules' for the briefing as necessary.
 - b. Ensure the media is notified of the media briefing at least two hours in advance, if possible.
 - c. Ensure security personnel are informed of the media briefing time and location, and a process for media credentialing is in place.
 - d. Ensure the media briefing moderator (assigned to the lead agency PIO or their designee) is prepared and has the necessary information.
 - e. Ensure the media room is set up, pertinent information is displayed, copies of media materials are available, and the JIC media reception personnel are in place.
 - f. Ensure the necessary JIC staff and other personnel attend the media briefing, especially the Lead agency PIO(s), moderator, JIC SEOC Liaison, and video/graphic support.
 - g. Ensure all JIC staff members are informed of the information being announced during the briefing and have copies of all media materials.
- J. During each media briefing:
- a. Ensure key JIC positions remain staffed during the media briefing, especially the media hotline operators, media monitoring, and social media positions.
 - b. Listen to the media briefing via an in-house speaker system, conference call, television, or other means if possible.
 - c. Assign a member of the JIC to oversee operations, if leaving to attend the briefing.
- K. Following each media briefing:
- a. Request a briefing and notes from the JIC representative in attendance at the media briefing.
 - b. Conduct a caucus to discuss the media briefing as necessary.
 - c. Ensure any unanswered media questions or issues are addressed.
 - d. Ensure all JIC staff members are informed of any new information, issues, rumors, trends, or questions asked during the briefing.
- L. Update all JIC section leaders of pertinent information and ensure each section leader provides routine updates as well.
- M. Ensure communications are maintained with the SEOC and other activated facilities, updates are routinely provided, and a JIC representative participates in other facility briefings. If necessary, notify the JIC SEOC Liaison if updates/information is not forthcoming.
- N. Ensure the JIC actively uses and monitors E Team, including developing and maintaining of a JIC Situation Report and reviewing other agency updates for pertinent information. If necessary, notify the JIC SEOC Liaison if E Team updates are not forthcoming.
- O. Ensure media monitoring (traditional and social media) is routinely conducted, reports/analysis is provided, and any inaccurate information is addressed.
- P. Coordinate any requests for interviews or tours of emergency facilities or on-site, from both the media and VIPs, with the State PIO, Lead agency PIO, and JIC SEOC Liaison.
- Q. Ensure timeliness of caucuses, media briefings, and release of public information.

- R. Ensure all JIC staff members are routinely briefed, especially at the beginning and end of each shift.
- S. Ensure the JIC is adequately staffed, and personnel are scheduled to fulfill the necessary positions and shifts. If possible, personnel should be notified of assignments with advance notice and schedules should be prepared for one week at a time.
- T. Ensure the necessary resources, equipment, personnel, and security is present at the JIC. Notify the JIC SEOC Liaison if additional resources are needed.
- U. Ensure all questions, requests, issues, rumors, or inaccurate information are addressed.
- V. Notify the State PIO and JIC SEOC Liaison of any anticipated, unresolved, or sensitive issues.
- W. Ensure JIC resources and information are kept up-to-date including talking points, status boards, task lists, schedule of events, staff schedules, contact lists, and plan of action.
- X. Ensure a copy of all JIC resources and public information materials are saved and filed, especially news releases, media advisories, brochures, flyers, talking points, staff sign-in sheets, situation reports, and receipts.
- Y. Develop (or delegate), review, and approve the daily JIC situation report and provide a final version to JIC staff members (especially JIC SEOC Liaison to share with SEOC) and other personnel as needed.
- Z. Notify the State PIO and JIC SEOC Liaison when JIC activities and/or demand for public information decreases and deactivation of the JIC should be considered.

Termination

- A. When the situation has stabilized and it has been determined that the JIC is no longer needed, the SEOC will terminate JIC operations.
- B. Identify a contact(s), in coordination with the JIT, to address media, public, and other inquiries following the deactivation of the JIC, which is typically the lead agency PIO.
- C. Notify the media, public, state PIOs, affected agencies, jurisdictions, and other stakeholders that the JIC is deactivated and provide a contact for future inquiries regarding the incident.
- D. Ensure the media hotline, State of Michigan website, and other means of communication are changed reflecting the deactivation of the JIC and providing a contact for future inquiries regarding the incident.
- E. Ensure all equipment and materials are disassembled, inventoried, and stored.
- F. Refer to the JIC deactivation procedures to ensure all the necessary processes are completed.
- G. All documentation generated in the performance of this procedure should be collected and provided to the Operations Section Chief in the SEOC.
- H. Conduct a JIC debriefing, develop an after-action survey for all personnel involved in the JIC, and prepare an after-action report.

Appendix 2: ESF 15: External Affairs

Definition/Purpose: The purpose of Emergency Support Function (ESF) 15 is to provide accurate, coordinated, timely, and accessible information to all affected audiences, including governments, media, the private sector, and the local populace - including children, those with disabilities and other access and functional needs, and individuals with limited English proficiency.

Scope: Activities in this ESF support the development, coordination, and delivery of messages to impacted stakeholders, including the public, decision makers, and responders. Primary functional responsibilities in ESF 15 include:

- Delivering incident preparedness, health, response, and recovery instructions to those directly affected.
- Disseminating of incident information to the public, including:
 - Children.
 - Those with disabilities, access and functional needs, and vulnerable populations.
 - Individuals with limited English proficiency.
- Coordinating the development and delivery of information and instructions to the public related to:
 - Federal assistance in the affected area.
 - State departmental/agency response.
 - National preparedness.
 - Protective measures.
 - Impacts on unaffected areas.

Core Capabilities: Public Information and Warning.

Lifelines: All ESFs intersect with various Lifelines dependent upon the incident.

Other ESF Overlap:

[ESF 2: Communications](#) – The ESF 2 describes the systems by which communications may be sent. Generally, communication methods described in ESF 2 can be broken into internal and external communications. External communications must tie closely with ESF 15 to distribute the appropriate message to the appropriate audience using the appropriate system. Some tasks in ESF 15 say “see ESF 2” for more details on the system operations.

[ESF 5: Planning and Information](#) – Populations with access and functional needs and disabilities, and vulnerable populations are specifically addressed in ESF 5. To be sure to communicate adequately, ESF 15 must coordinate closely with ESF 5 to ensure all populations are addressed.

Other Plans and Annexes:

[All Disaster-specific Annexes](#) – All disaster-specific annexes require coordination with ESF 15 as communicating with the public is a part of all disaster responses, regardless of cause or type.

[Disaster-specific Annex: Nuclear Attack \(Military\)](#) – In the case of a nuclear attack, the ESF 15 becomes critical to deliver time-sensitive information for life health and safety. This may be further complicated by the impacts of the attack on ESF 2 and ESF 3’s infrastructure and systems for communications.

[Disaster-specific Annex: Chemical, Biological, Radiological, Nuclear, and Explosive \(CBRNE\) Attack \(Terrorism\)](#) – Any terrorist attack containing CBRNE elements requires a coordinated ESF 15 response to ensure the public and impacted populations are informed of ongoing threats, safety information, and government responses.

[Disaster-specific Annex: Nuclear Power Plant Incident](#) – Nuclear power plant incidents include ESF 15 in all pre-incident planning and response to ensure the public is aware of message meaning and channels, thereby expediting impacted populations’ response.

Other Areas of Interest:

The Joint Information Center (JIC) is generally the facility which most ESF 15 operations are coordinated from. The Joint Information System (JIS) which includes the coordination and cooperation of various state agencies and involved partners to ensure one coordinated and comprehensive message, is the main system by which ESF 15 operates. Both the JIC and JIS are generally operated by the Emergency Management and Homeland Security (EMHSD), though they are “owned” by the Executive Office of the Governor. The Public Information Officers (PIOs) of various state agencies, private sector partners, and non-governmental organizations partners work collaboratively to ensure a unified message reaches all audiences. Often the PIOs of these stakeholders are coordinated by the EMHSD PIO.

Tasks: All Agencies

1. Provide critical disaster relief and preparedness information to the public through proactive media. (Prevent)

Tasks: Lead Agency

Michigan State Police (MSP) – EMHSD

1. Disseminate public health information on protective actions related to exposure to health threats or environmental threats. (Prevent)
2. The EMHSD PIO acts as the State PIO: (Respond)
 - a. Acts as principal point of contact at the state level for news media.
 - b. Coordinate the release of state-level public information.
 - c. Establish and coordinate a system for information inquiries.
 - d. Coordinate and facilitate the JIS, however the Governor’s PIO may assume this task.
 - e. Organize and coordinate the public information function in the State Emergency Operation Center (SEOC).
 - f. May request the presence of Subject Matter Experts (SMEs) at the SEOC.
 - g. Establish a process for the approval of messaging.
 - h. Establish the appropriate timeframe for public information submittal; the information submitted may be coordinated with ESF 5 for Situation Reports and other informational documents.
 - i. Establish a backup submittal method for public information for approval via in person approval by PIO.

3. Operate the JIC. (Respond)
 - a. May request the presence of SMEs at the JIC.
 - b. May establish a physical or virtual JIC. (Coordinate with ESF 7 to establish a physical JIC).
4. Execute the JIS Plan, including the establishment of the JIS. (Respond)
 - a. Monitor the media to obtain new information and address it appropriately.
 - b. Recover information through various means and respond to information inquiries and requests.
 - c. Notify partners of JIS activation.
 - d. Establish a schedule for JIS and JIC activities.
5. Maintain liaison with affected local jurisdictions through District Coordinators, Michigan Critical Information Management System (MI CIMS), and other systems. (Respond)
6. Utilize the following systems in the SEOC for disseminating warning or emergency information to emergency facilities personnel, and residents: National Warning System (NAWAS), Integrated Public Alert and Warning System (IPAWS), Telephone, MI CIMS, Web/Social Media Sites, and Gov Delivery(email). (See ESF 2 for more information on these systems). (Respond)
7. In an actual or potential incident, the National Incident Communications Conference Line (NICCL), State Incident Communications Conference Line (SICCL), or Private Sector Incident Communications Conference Line (PICCL) are used to communicate pertinent preparedness or response information to federal partners, state and federal partners, and critical infrastructure partners respectively. (See ESF 2 for more information on the NICCL, SICCL, and PICCL.) (Respond)
8. Utilize the Federal Emergency Management Agency (FEMA) National Radio System if normal communications are lost or degraded to communicate between FEMA and the local, state, tribal, and federal partners. (Respond)
9. Maintain and leverage the following communications systems in the SEOC to provide for direction and control of disaster relief personnel, and to receive and disseminate emergency information. (Respond)
 - a. Email, facsimile, MI CIMS, Cellular Telephone, Michigan Public Safety Communication System Radio, Telephone, Satellite Telephone, IPAWS, and Auxiliary communications.
 - b. External communications: internet (website, social media, email) print, IPAWS and facsimile.
10. Communicate public information through available systems, including those listed above. Information may be elevated to the federal government through existing systems. (Respond)
11. The EMHSD PIO may assist in preparing the Governor's emergency, disaster, or heightened state of alert declaration. (Respond)
12. The EMHSD PIO may assist in preparing the Governor's request for a Presidential emergency or major disaster declaration. (Respond)
13. Coordinate with the Michigan Association of Broadcasters to encourage local media partnerships. (All)

Tasks: State Government Support Agencies

Executive Office of the Governor

1. Create and disseminate messaging regarding declarations of a “state of emergency”, “state of disaster”, or “heightened state of alert”. (Respond)
2. Authorize and control the release of public information. (All)

Michigan Department of Agriculture and Rural Development

1. Coordinate communication to the food and agriculture sector, including farming, food processing, distribution and retail, livestock and companion animal health issues, and other matters with the following communication methods: (Respond)
 - a. Library of public information materials and pre-scripted messages on all hazards.
 - b. Public health emergency information.
 - c. Outreach tools.
2. Issue agricultural advisories, including quarantines, embargoes, and orders. (Respond)
3. Provide information on recovery for farms, food businesses, and other impacted entities. (Recover)

Department of Civil Rights

1. Provide guidance to the SEOC regarding specific communication needs for various partners and communities. (Respond)
2. Use appropriate auxiliary aids and services necessary for effective communication with individuals with disabilities and meaningful access to limited English proficient persons, under applicable state and federal laws, rules, and regulations. (Respond)
3. Quell rumors, explain ambiguous causes and effects, and avoid media complications. (Respond)
4. Conduct civil rights investigations and compliance reviews based on the potential or reported need for communication clarity. (All)
5. Enforce, through the revocation of licenses, fines, injunction activities, order actions, and damages, state civil rights laws, including their application to emergency management generally. (All)
6. Serve as a conduit for community-based organizations to determine on-the-ground truths. (All)
7. Seek specialized information regarding the conditions of at-risk, underserved, or marginalized communities. (All)
8. Work with ethnic commissions. (All)

Department of Environment, Great Lakes, and Energy

1. Use the National Response Team (NRT) JIC model to communicate with the affected public during oil discharges and hazardous materials releases. The NRT JIC operations and ESF 15 align functions and communications efforts. (Respond)

Department of Health and Human Services (MDHHS) – Health

1. Coordinate the state public health communication response with the following communication methods: (Respond)
 - a. Library of public information materials and pre-scripted messages on all hazards.
 - b. Public health emergency information.
 - c. Outreach tools.

2. The MDHHS, its agencies, and partners working under ESF 8, educate and inform the public, healthcare professionals, policymakers, partner organizations, and the media in a timely, accurate, and coordinated way during the response phase of a public health and medical incident. The MDHHS and EMHSD work together as the respective leads for ESF 8 and ESF 15 during a public health emergency. (Respond)
3. Coordinate the state public health communication response. (Respond)
4. Issue health advisories and protective action guides to the public. (Respond)
5. Address bilingual needs. (Respond)
6. Assist in arranging interpreters/translators for non-English speakers in a disaster. (Respond)
7. Maintain the Michigan Health Alert Network. (All)

The MDHHS - Aging and Adult Services Agency

1. Maintain liaison with local government and volunteer human service agencies. (All)

Department of Licensing and Regulatory Affairs

1. Provide interpreter services, as required. (All)

Department of State

1. Serve, in conjunction with the Executive Office of the Governor Communications, as the state lead for delivering communications pertaining to a domestic incident to international/interstate partners. (Respond)

The MSP

1. Lead state communications about the investigation if an incident is deemed to be terrorist related. (Respond)

The MSP - Michigan Intelligence Operations Center

1. Utilize the following systems for disseminating warning or emergency information on potential or imminent terrorism threats: (Respond)
 - a. Law Enforcement Information Network.
 - b. Telephone.
 - c. Email.
 - d. Web/Social Media Sites.
 - e. Hardcopy.
 - f. Homeland Security Information Network.

Department of Technology, Management, and Budget

1. Post all disaster response and recovery information to the State of Michigan (SOM) web site and appropriate social media outlets at the direction of the JIC. (All)
2. Maintain specific SOM websites. (All)

JUDICIAL - Supreme Court (administered via State Court Administrative Office)

1. Serve as information conduits. (Respond)
2. Issues opinions and orders regarding civil and criminal cases or controversies brought before the court system by applicable parties. (All)
3. Provide guidance, promulgates regulations, conduct investigations and compliance reviews, and enforces state civil rights laws, including their application to emergency management generally; and the use of appropriate auxiliary aids and services necessary for effective communication

with individuals with disabilities and meaningful access to limited English proficient persons, such as the Americans with Disabilities Act, Section 504 of the Rehabilitation Act, and the Civil Rights Act of 1964. (All)

Tasks: Federal Government Support Agencies

National Weather Service (NWS)

1. Broadcast NWS warnings, watches, forecasts on the National Weather Radio (NWR) (See ESF 2 for more information on NWR). (Respond)
2. May broadcast additional incident-related warnings, and post-event information on the NWR at the request of the SEOC or local emergency operation center. (Respond)
3. May update official social media platforms to the public with information coordinated through the JIS and SEOC. (Respond)
4. The NWR is a nationwide network of radio stations broadcasting continuous weather information direct from a nearby NWS office. The NWR broadcasts NWS warnings, watches, forecasts, and other hazard information 24 hours a day. In conjunction with the Emergency Alert System (EAS), NWR provides an all-hazards radio network, making it a single source for comprehensive weather and emergency information. The Secretary of Homeland Security can use the NWR network to send target alerts anywhere in the country. In addition, this type of activation also activates Department of Homeland Security (DHS)/FEMA's EAS network at the local level. The NWR also broadcasts warning and post-event information for all types of hazards, including natural (e.g., earthquakes and volcano activity), manmade (e.g., chemical or environmental incidents), and terrorism-related hazards. (All)

United States DHS

1. Coordinate Federal incident communications using a domestic communications strategy following an actual or potential terrorist threat or incident: (All)
 - a. National Terrorism and Advisory System (NTAS): Communicates information about terrorist threats by providing timely, detailed information to the public, government agencies, first responders, airports, and other transportation hubs, as well as the private sector. It recognizes that Americans all share responsibility for the Nation's security and should always be aware of the heightened risk of a terrorist attack in the United States and of what they should do. After reviewing the available information, the Secretary of Homeland Security will decide in coordination with other Federal entities whether an NTAS alert should be issued. The NTAS will be conducted within the guidelines listed in the National Prevention Framework.
 - b. Federal Interagency NTAS Coordination: The White House Office of Communications, supported by DHS Public Affairs, will immediately assess the requirement for a public announcement with appropriate senior Federal counterterrorism communicators. Recommendations will be coordinated with the National Security Staff and the DHS Counter Terrorism Advisory Board, which makes a formal recommendation to the Secretary of Homeland Security about releasing an NTAS alert. An announcement of an NTAS alert will be conducted within the scope of the overall Federal communications strategy as directed by the White House Office of Communications.
2. The following systems are used for any type of actual or potential incident to communicate pertinent preparedness or response information: (All)
 - a. The NICCL: A standing conference line designated, maintained, and supported by DHS Public Affairs as the primary means for interagency incident communications information sharing during an incident requiring Federal coordination.

- b. The SICCL: A dedicated Federal-state incident communications conference line.
 - c. The PICCL: A standing line to provide timely information to critical infrastructure communicators.
3. These systems disseminate warnings and emergency information to the SEOC and other Michigan emergency facilities and personnel: (Warning and Communications) (All)
 - a. The NAWAS.
 - b. National Weather Wire Service.
 - c. FEMA National Alert Radio System.
 - d. Telephone.
 - e. Secure Communications.

Tasks: Nonprofit Organization Partners

American Red Cross

1. Provide staff to the JIC, as requested. (Respond)
2. Coordinate disaster messaging with State communicators and provide critical disaster relief and preparedness information to the public through proactive media outreach, its website (<http://www.redcross.org>), and social media platforms. (All)

Local Governments

1. Utilize the following systems for disseminating warning or emergency information to emergency facilities personnel, and residents: (Respond)
 - a. The NAWAS.
 - b. The EAS.
 - c. Mass Notification Systems.
 - d. Public Warning Sirens/Devices.
 - e. Telephone/Alert Monitor.
 - f. MI CIMS.
2. Collaborate with SEOC to identify areas or populations with additional needs. (All)
3. Ensure advocacy and action at the local level in all mission areas, through partnerships with local houses of worship, schools, community centers, media, etc. (All)
4. Advocacy may originate from populations with access and functional needs or other disabilities, vulnerable populations, and specialized “parental positions” such as nurses and caretakers in assisted living facilities. (All)

Additional Sources:

**Elliott-Larsen Civil Rights Act, Persons with Disabilities Civil Rights Act, the Americans with Disabilities Act, Section 504 of the Rehabilitation Act, and the Civil Rights Act of 1964.

Appendix 3: Accommodating Individuals with Limited English Proficiency Policy



MICHIGAN STATE POLICE Emergency Management and Homeland Security Division

Subject:	Accommodating Individuals with Limited English Proficiency
Effective Date:	August 5, 2020
Policy Number:	EMHSD-26
Last Updated:	April 15, 2024

I. PURPOSE

The Michigan State Police, Emergency Management and Homeland Security Division (MSP/EMHSD) recognizes the importance of providing actionable public information during emergencies and disasters to all residents of Michigan. This policy establishes the protocol for determining when emergency public information requires translation into languages other than English.

II. Policy

As evidenced in the MSP Public Information Officer (PIO) Team Policy, it is the PIO's responsibility to instruct and advise department personnel on successful methods and proper procedures for handling media communications.

The MSP/EMHSD PIO will make every effort to ensure the division provides translated emergency public information to areas of the state where U.S. census data indicates there may be a population with a limited English proficiency. The MSP/EMHSD Geographic Information Systems Unit will maintain a map that will be utilized in making this determination. In addition, the MSP/EMHSD PIO will consult the affected MSP District Coordinator and local Emergency Manager to determine if there is a need for translated material in the impacted area.

When it is determined that there is a need for translated material, the MSP/EMHSD PIO will work with the Michigan Department of Technology Management and Budget to arrange for a state approved contractor to provide a translation of emergency public information. Other forms or written material may be translated as needed or upon request.

III. ENFORCEMENT

Failure to respond to the protocols of this policy effectively and efficiently may result in disciplinary action in accordance with civil service and departmental rules.

IV. REVISION RESPONSIBILITY

Responsibility for revision of this policy lies with the Public Information Officer.

APPROVED:

Capt. Kevin Sweeney, Commander