

# **Appendix C – BRDHD Public Information-Risk Communication Services**

# BRDHD Public Information Services

## BRDHD Information Gathering Worksheet

**For Use When:** *The Public Information Officer is meeting with the Exchange Team or other BRDHD group. Information will be used to develop communication plans and messages.*

*This sheet will help you remember to ask all the important questions about a community disaster or a public health response. Treat it like an interview outline to get all the pertinent data for communication staff to use.*

1. What has happened?

When?

Why?

2. Who is most affected, and how?

- What other groups are/may be affected?

3. What do we not know at this time?

4. What is the BRDHD doing now?

5. What will the BRDHD do later?

6. Who else is responding, and what are they doing?

7. What do members of the affected groups need to do? *(See behavior tickler guide below)*

8. What can other groups of people do? *(See behavior tickler guide below)*

9. What information should not be released at this time?

10. Who is the BRDHD spokesperson, and when can he/she be available to meet with the press?

11. Will we be setting up a hotline for questions and/or reporting?

Tickler Guide

**Behavior guide:**

Symbolic behaviors

Preparatory behaviors

Contingent behaviors

**Actions:**

Must do

Should do

Can Do

**Activity of Other PIOs:**

# Barren River District Health Department Crisis Communication Checklist

Communication Task Assignment

*Media Message Development* Assigned to: \_\_\_\_\_

*This checklist will help walk you through development of a variety of different messages for different audiences. Effective media messages can be used for press releases, press statements, web page announcements, or even as the text portion of a flyer. Not the same as a Patient Handout, these messages will inform people about the event itself, what responders are doing, and what they can do to protect themselves.*

**Tasks:**

- 1. After obtaining Informational Gathering Worksheet and any previously developed materials, determine your 3 key messages and supporting information based on what is currently known about this event. Use Message Development Worksheet (one for each target audience) as the basis for all communication materials. \_\_\_\_\_
- 2. Answer what the public wants to know: magnitude, immediacy, duration, control/management of emergency, timely/accurate information \_\_\_\_\_
  - Are my family and I safe? \_\_\_\_\_
  - What have you found that will affect my family and me? \_\_\_\_\_
  - What can I do to protect my family and me? \_\_\_\_\_
  - Who (what) caused this problem? \_\_\_\_\_
  - Can you fix it? \_\_\_\_\_
- 3. Create an information sheet on the event that can be used for public health partners/stakeholders. Include steps taken in press release/public communication development. These might also include names of BRDHD staff or partners who are filling specific roles. \_\_\_\_\_
- 4. Develop a quick fact sheet or Q&A sheet on the event or issue. These can be used for the website, hotline and media pack \_\_\_\_\_
  - Refer to fact sheets on the incident that have been prepared in advance.
  - Update constantly as new facts are known.
  - Date and put time on each one for easy identification of the newest version. \_\_\_\_\_
- 5. When messages are developed for one or more special populations, refer to the BRDHD’s Special Population Communication Plan for language translation, cultural issues, handicapped needs, or special distribution plans. \_\_\_\_\_
- 6. Take each message to the proofreader as developed. \_\_\_\_\_
- 7. All completed products should be returned to PQC leader after corrections are made. \_\_\_\_\_
- 8. Record what has been completed on the Event Crisis Communication Log. \_\_\_\_\_

Barren River District Health Department  
Crisis Communication Checklist

Communication Task Assignment

*Press Conference Set-Up & Support*

Assigned to: \_\_\_\_\_

**Tasks:**

1. Reserve press conference room (1<sup>st</sup> or 2<sup>nd</sup> floor conference room at 1109 State Street). Consider alternate locations such as First Christian Church if needed or other off-site locations if event is occurring there. Have appropriate backdrop (Health Department logo/mission, etc) \_\_\_\_\_
2. Have areas for television media to do their “stand ups.” \_\_\_\_\_
3. Find out what resources will be needed. Things to consider are: \_\_\_\_\_
  - Speakers' table/chairs \_\_\_\_\_
  - Chairs for media \_\_\_\_\_
  - Podium \_\_\_\_\_
  - Electrical outlets/ extension cords to electrical outlets \_\_\_\_\_
  - If slides/etc will be used get equipment and set it up \_\_\_\_\_
  - Table with a place for them to sign in \_\_\_\_\_
  - Tape recorder to tape press conference and tape \_\_\_\_\_
  - Digital camera (be sure video card does not have pictures on it) \_\_\_\_\_
  - Video camera and tape \_\_\_\_\_
  - Nametags and markers \_\_\_\_\_
4. Set up computer & projector, and load Prepare PowerPoint slides if needed. \_\_\_\_\_
5. Make copies of media packets and take them to the area of the press conference. \_\_\_\_\_
6. Set up room with above equipment. \_\_\_\_\_
7. Greet and register media as they arrive. Provide blank nametags and markers. \_\_\_\_\_
8. Pass out media packet when PIO or spokesperson wants you to. \_\_\_\_\_
9. Be sure someone is running video recorder. \_\_\_\_\_
10. Run tape recorder and take notes on questions and answers asked. \_\_\_\_\_
11. Disassemble equipment, take tapes to HIU leader to be forwarded to the PIO. \_\_\_\_\_

Barren River District Health Department  
Crisis Communication Checklist

Communication Task Assignment

*Website Instructions* Assigned to: \_\_\_\_\_

**Tasks:**

Log onto: [Http://www.harvestmanager.com/](http://www.harvestmanager.com/) \_\_\_\_\_

Enter User name and Password into the Client Log In section.

User name: brdhd

Password: brdhd2 \_\_\_\_\_

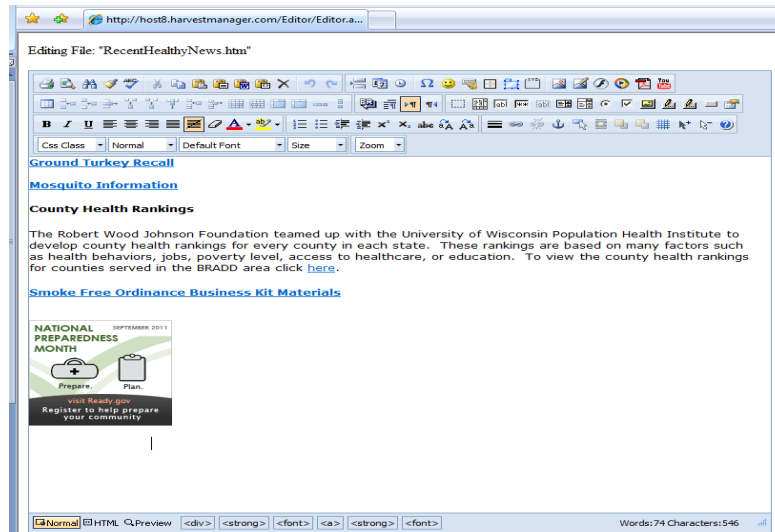
Once you have successfully logged in, click Site Manager from the drop-down box located in the top right hand corner **or** choose the Site Manager icon located in the middle of the page, below the *product tools available to your account*.

At the Welcome to Site Manager page, choose the Content tab. \_\_\_\_\_

On the documents side highlight HOMEPAGE, from the folders box (box on the top). \_\_\_\_\_

In the filename box (box on the bottom) locate the RecentHealthyNews.htm file and click on the name to highlight it. Once it is highlighted, click the Edit button located at the bottom of the Filename box. \_\_\_\_\_

After you click Edit, a separate pop-up box will appear. This is where you will enter your information. To enter information, put your cursor into the Editor box and start typing. \_\_\_\_\_



## Website Instructions (continued)

Once you have your information entered, click the Save button located at the bottom of the Editor box.

To insert a hyperlink, highlight the text that you want to insert the hyperlink into and click on the chain icon located at the top of the editor box. A Properties box will open. Enter your URL address for into the field and click OK.

To upload a PDF file, highlight the text that you would like to hyperlink a PDF file to and click the Adobe icon located at the top of the editor box. A Downloadable Files box will open. Choose the Upload files button, and then locate your file on your computer. Once the file has been located, click on the file or filename and click the Open button, your PDF file will automatically load. After your file has downloaded, click the Insert button located within the Downloadable Files box.

*\*Note PDF files must be saved with no spaces in the filename for the hyperlink and file to work properly in the website. Files must also be smaller than 1000K in size.*

Barren River District Health Department  
Crisis Communication Checklist

Communication Task Assignment

*Press Conference Direction* Assigned to: \_\_\_\_\_

A press conference is your primary way to get information to multiple new outlets at once, while allowing them an opportunity to ask questions. Following these steps help ensure that the press conference is organized, fair to all reporters, and effective.

**Tasks:**

1. Schedule the press conference and announce it via a press release. \_\_\_\_\_
2. Select and begin to prepare spokespersons, using the Spokesperson Preparation Checklist. \_\_\_\_\_
3. Advise the Planning Section Leader and the Information Unit Leader about the press conference, and request staff to set up the room one hour beforehand. \_\_\_\_\_
4. Prepare information for media kits \_\_\_\_\_
5. Do final prep of spokespersons, including rehearsal of their remarks. \_\_\_\_\_
6. If necessary, introduce the spokespersons to each other prior to start of the press conference. Quickly review with all of them what will be covered, and what information may not be released at this time. \_\_\_\_\_
7. During press conferences:
  - \* Introduce participants by name and title. \_\_\_\_\_
  - \* Provide an overview of what is to be covered and the procedure to be followed (for example, "Each speaker will make a statement and we will take all questions at the end.") \_\_\_\_\_
  - \* Assist with questions from the members of the media by recognizing who is next to ask a question. \_\_\_\_\_
8. At the end of Press Conference:
  - \* Work with speakers to be sure they are made available for individual interviews. \_\_\_\_\_
  - \* Ensure that all reporters were given copies of background material and statements. (Arrange for additional copies if needed.) \_\_\_\_\_



\* Ask reporters for business cards, to facilitate future releases.  
Barren River District Health Department  
Crisis Communication Tool

## Choosing the Spokesperson(s) Worksheet

*It is important that anyone who is representing the BRDHD or a community coordinated response with the media be suitable for the job. Suitability does not necessarily follow the highest-level job title. Sometimes a subordinate individual makes the best spokesperson for an organization or group of agencies. This frees the Incident Commander to do other important work.*

Candidate \_\_\_\_\_

### **Qualifications** (based on Covello, 1995)

To be effective, a crisis communication spokesperson must:

1. Be perceived as highly credible by the news media and the public
2. Be able to be flexible while staying on message
3. Possess excellent communication skills
4. Possess relevant technical knowledge about the specific crisis, its dynamics, and how it is being managed
5. Be someone of sufficient authority to be accepted as speaking for the HD
6. Be able to express technical knowledge in a way that can be understood by the news media and the average person
7. Be able to respond to sensitive questions
8. Be resourceful and a quick learner
9. Be able to make decisions regarding on the spot media responses
10. Be able to work well under pressure
11. Be able to accept constructive feedback
12. Be able to recognize limitations of authority to speak and when to defer (able to 'check ego at the door').
13. Be able to reflect appropriate tone for audience and crisis needs

✓  
Meets  
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### **Other Deciding Factors**

Subject matter expertise related to event  
Established relationships and patterns of communication with affected audiences as the normal course of business  
Severity of the crisis  
Liabilities and legal issues, for the person or for the HD  
Conflicts with other crisis management responsibilities  
Expected level of media and public interest  
Expected level of government involvement

Political- who do people want to see?

Barren River District Health Department  
Crisis Communication Checklist

Communication Task Assignment

*Press Preparing the Spokesperson*

Assigned to: \_\_\_\_\_

It is important that all official spokespersons are oriented to effective crisis communication techniques, and that they have access to all pertinent information.

**Tasks:**

1. Let the Spokesperson know when you will need them available for the media (initially within 2 hours after beginning of the event). \_\_\_\_\_
2. Brief them on messages/delivery prior to that time. Let them know what background material you can provide to update them, and when they can expect it. Provide them with "Crisis Emergency Risk Communication Pocket Cards". \_\_\_\_\_
3. If there are to be several speakers, determine who will address what. Set speaking times for multiple spokespersons. \_\_\_\_\_
4. Rehearse remarks with each speaker. \_\_\_\_\_
5. Evaluate spokesperson's effectiveness to provide constructive feedback, using Spokesperson Feedback Worksheet criteria. \_\_\_\_\_

Barren River District Health Department  
Crisis Communication Checklist

Communication Task Assignment

Spokesperson

Assigned to: \_\_\_\_\_

This person serves as the spokesperson for the agency. If time permits, review the training CD *Speak First: Communicating Effectively in Times of Crisis and Uncertainty*. See especially the section 'How To Speak First & Speak Effectively in a Crisis'.

**Tasks:**

- Get refresher/training for Spokesperson from PIO. \_\_\_\_\_
- Review Crisis Emergency Risk Communication Pocket Card \_\_\_\_\_
- Be the organization, be real. \_\_\_\_\_
- Express empathy and caring. \_\_\_\_\_
- Describe the process in place to respond to the incident; tell what we are doing. \_\_\_\_\_
- Give anticipatory guidance when appropriate. \_\_\_\_\_
- Be regretful, not defensive. Never say "no comment". \_\_\_\_\_
- Acknowledge the shared misery and give them the actions the agency is doing. \_\_\_\_\_
- Provide them with actions they can take themselves. \_\_\_\_\_
- Express wishes. "I wish we knew more right now." \_\_\_\_\_
- Prepare yourself ahead of time to answer these types of questions:
  - What has happened?
  - What is the impact?
  - What is being done?
  - Are my family and I safe? What will affect us?
  - What can I do to protect my family and me?
  - Who (what) caused this problem? Can you fix it?
  - Who is in charge here?
  - How are those who got hurt getting help?
  - Is this thing being contained?
  - Why did this happen? (Don't speculate. Repeat facts of the situation, describe information collection effort).
  - Why wasn't this prevented from happening?
  - What else can go wrong?
  - When did you begin working on this (e.g. were notified of this, determined this occurred)?
- Stay on message. \_\_\_\_\_
- Don't over reassure. Reassurance can backfire. Acknowledging to people how frightening the situation is, even though the actual numbers affected are small, can help them feel calmer about the situation. \_\_\_\_\_

Crisis Emergency Risk Communication Pocket Card (slightly enlarged)

**Front side**

**Back Side**

**CRISIS EMERGENCY  
RISK COMMUNICATION**

**Build Trust and Credibility by Expressing:**

- + Empathy and caring
- + Competence and expertise
- + Honesty and openness
- + Commitment and dedication

**Top Tips**

- + Don't over reassure.
- + Acknowledge uncertainty.
- + Express wishes ("I wish I had answers").
- + Explain the process in place to find answers.
- + Acknowledge people's fear.
- + Give people things to do.
- + Ask more of people (share risk).

**As a Spokesman**

- + Know your organization's policies.
- + Stay within the scope of responsibilities.
- + Tell the truth. Be transparent.
- + Embody your agency's identity.

**BE FIRST. BE RIGHT. BE CREDIBLE.**

**Prepare to Answer These Questions:**

- + Are my family and I safe?
- + What can I do to protect myself and my family?
- + Who is in charge here?
- + What can we expect?
- + Why did this happen?
- + Were you forewarned?
- + Why wasn't this prevented?
- + What else can go wrong?
- + When did you begin working on this?
- + What does this information mean?

**Stay on Message**

- + "What's important is to remember..."
- + "I can't answer that question, but I can tell you..."
- + "Before I forget, I want to tell your viewers..."
- + "Let me put that in perspective..."

**CONSISTENT MESSAGES ARE VITAL**



**Barren River District Health Department  
Crisis Communication Checklist**

## Communication Task Assignment

*Health Education Materials*

Assigned to: \_\_\_\_\_

This checklist covers development of educational material for public information campaigns. These materials may be used in an individual or group clinic setting, or for group education through a display or door-to-door distribution.

### **Tasks:**

Use the Message Development Checklist to develop educational materials.

Work with other Health Info Unit members to outline potential areas of confusion and lack of information.

Consider for each target audience:

- \* Complexity of information for this audience, and how to simplify it.
  - \* How uncertainties will be handled
  - \* Definition of terms used, and clarification with overlapping or similar terms
  - \* Any trust/credibility issues with this audience

Develop materials to address gaps in knowledge of audiences.

Use at least 14 point fonts for all print materials.

Possibly develop one or more PowerPoint presentations that can run in a loop if needed for mass education.

Any graphics should be professional-looking, and should not make light of the issue. When using photos, be careful of large file sizes.

Be sure to include the BRDHD logo and contact information on all materials.

Take each product to the proofreader as developed, then make edits.

Give approved materials to HIU leader who will get approval, then coordinate with the Operations Section Chief for distribution.

Date and initial completion of the Event Crisis Communication Task Assignment Log.

Barren River District Health Department  
Crisis Communication Checklist

Communication Task Assignment

Hotline Coordinator

Assigned to: \_\_\_\_\_

**Tasks:**

**Equipment and Workspace**

1. Work with maintenance and IT staff to set up desk spaces, phones, and computer equipment. Load any necessary software. \_\_\_\_\_

**Training / Preparation of Hotline Staff**

1. Obtain all communication being developed once it has been cleared by PIO and brief hotline operators on the content, and how to respond. \_\_\_\_\_
2. Obtain FAQ's and use them as scripts for operators in responding to public calls. \_\_\_\_\_
3. Provide the public with the web site for frequent updates. \_\_\_\_\_
4. Report all information about the event coming from the public to the Health Info and Public Education Team Leader. This lets them know the concerns of the public about the event and will assist in message development. \_\_\_\_\_
5. Use Phone Call Data Log to keep records of calls, questions and responses. \_\_\_\_\_
6. If necessary, be prepared to seek answers to new questions for Hotline staff. \_\_\_\_\_

**Using the Data to Improve BRDHD Communication**

1. At least once per day, review the entire database of phone calls to identify patterns of frequent questions, populations frequently calling in, etc. \_\_\_\_\_
2. Compare this to questions being submitted via the website. \_\_\_\_\_
3. Report any significant misconceptions to the PQC Leader. \_\_\_\_\_
4. Report new frequently asked questions to the PQC leader so the questions and answers can be added to the website FAQ page. \_\_\_\_\_

Barren River District Health Department  
Crisis Communication Checklist

Communication Task Assignment

*Website Communication*

Assigned to: \_\_\_\_\_

This checklist will help you develop and/or publish of materials to our website that inform and educate the public about an event. Many materials have been previously developed. Our annual plan includes updating these on a regular basis.

**Tasks:**

Review any previously developed materials for needed edits. Verify any internet links are still valid \_\_\_\_\_

Make an index page on our site for the event with both internal and external links to the pertinent sites. Research for any new needed information. \_\_\_\_\_

Post an e-mail address that people can use to get answers to their questions about the event. \_\_\_\_\_

Monitor given e-mail address at least every 2 hours during event, get responses for questions, get them cleared and respond. Keep a copy of the e-mail question and answer (both electronic and paper copy is best). \_\_\_\_\_

Log questions onto FAQ Development log and use questions to add information to web site if needed. \_\_\_\_\_

Provide questions to PQC Leader via FAQ Development log.

Notify other partner web site operators as you post new information. \_\_\_\_\_

Update web site as frequently as information changes. \_\_\_\_\_

Be sure to get all pages cleared by the PQC Leader before publishing. \_\_\_\_\_



# BRDHD Crisis Checklist



## Crisis Communication Checklist

### Communication Task Assignment

Website Instructions

Assigned to: \_\_\_\_\_

#### Tasks:

1. Log onto: <http://www.barrenriverhealth.org/wplogin?loggedout=true> \_\_\_\_\_
2. Enter username and password into the appropriate spaces.  
Username: brdhd Password: #!JPdRfvZrjS8)H(9q^wA#eA \_\_\_\_\_
3. Once you have successfully logged in, click the **Fusion Slider** tab on the left hand side editing menu. \_\_\_\_\_
4. Once you've been re-directed to the **Fusion Slider** editing page, click the **Add New Slide** button at the top of the page. \_\_\_\_\_
5. In the **Enter title here** box at the top of the page, type a title for the slide you'd like to create. \_\_\_\_\_
6. Once you have a title, make sure the **background type** drop down box for the slide is set to **image**. \_\_\_\_\_
7. To upload an image to use as the slider background, click **set featured image** under Featured Image on the right hand side of the page. \_\_\_\_\_
8. You will be re-directed to the Featured Image uploading dock. Click **Upload Files**, then either drag and drop your image into the space or click **Select Files** to upload an image from your computer files. Maximum file size is 64 MB \_\_\_\_\_
9. Once you've selected the image file you'd like to use, click **open**, and then click the blue **Set Featured Image** button at the bottom right of the page. \_\_\_\_\_
10. You should now see your selected image under Featured Image on the right side of the **page**. You will now type the heading of your slide in the **Heading Area** box. This will be the visible title of the slider. \_\_\_\_\_
11. Make sure the **Heading Background** drop down box has **Yes** selected. \_\_\_\_\_
12. Next, scroll down until you see the **Caption Area** box. This is where you will type a caption (smaller text under the header/title) for the slider if necessary. \_\_\_\_\_
13. Make sure the **Caption Background** drop down box has **Yes** selected. \_\_\_\_\_
14. If the slide needs to be linked to another website, scroll down until you see \_\_\_\_\_

the Slide Link Settings. For the Slide Link Type, adjust the drop down menu to say **Full Slide**.

15. Next, copy and paste your desired link into the **Slide Link** box.

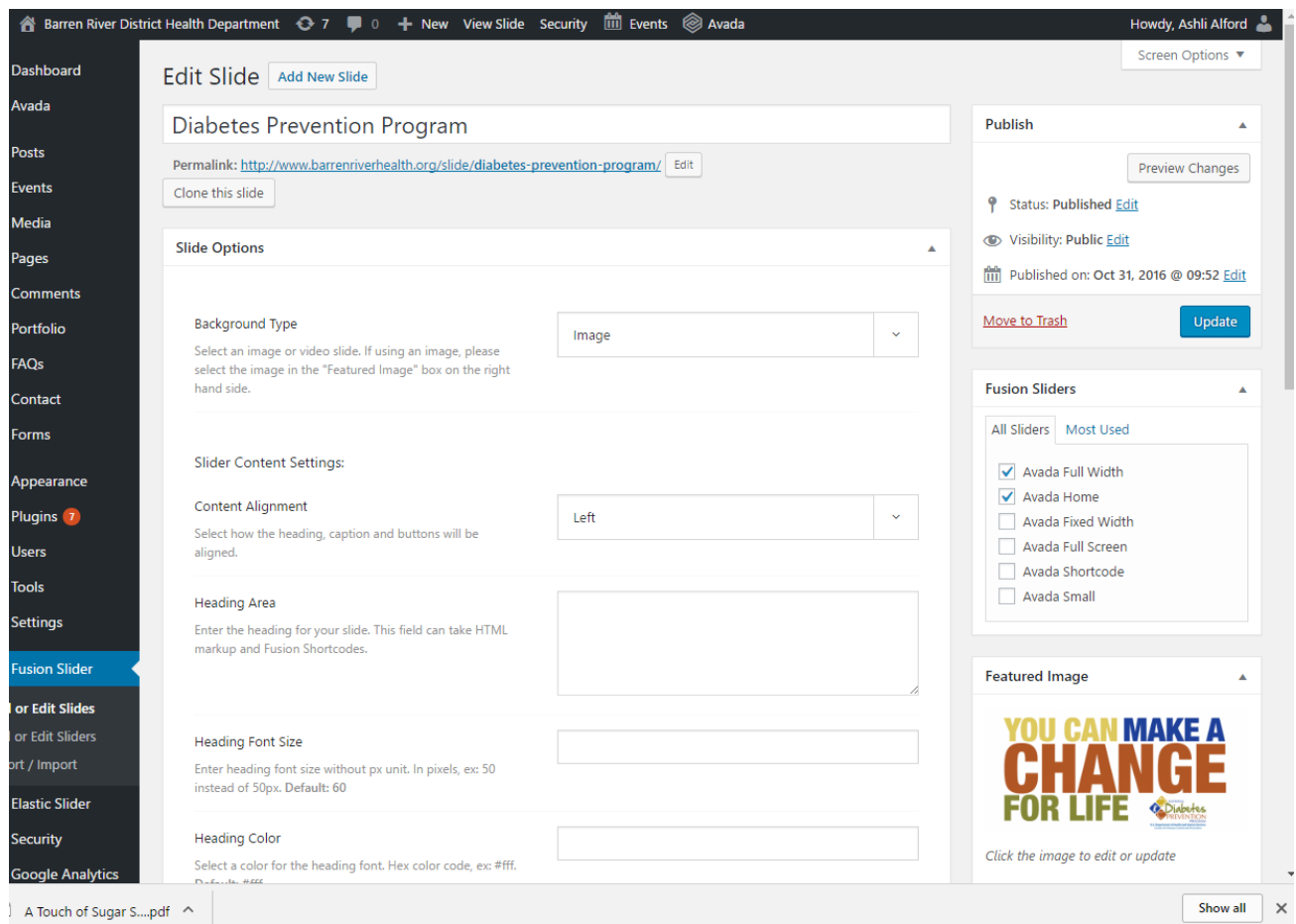
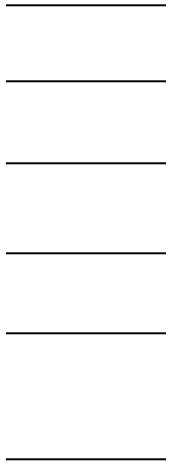
16. Make sure the **Open Slide Link in New Window** drop down box has **Yes** selected.

17. Now scroll up until you see the box on the right hand slide labeled **Fusion Sliders**. Click **Avada Full Width** and **Avada Home**.

18. In order to publish your slider, find the box in the upper right hand corner labeled **Publish**. Click the blue **Publish** button.

19. In order to preview your slide, click the **Preview Changes** button found in the Publish box.

20. If you aren't satisfied with your slider and changes need to be made (such as the featured image being too large or small) make those changes and then hit the blue **Update** button in the Publish box to save the changes.



Barren River District Health Department  
Crisis Communication Checklist

**Communication Task Assignment**

*Communication Monitoring* Assigned to: \_\_\_\_\_

This task activates our enhanced media monitoring process, for evaluation purposes. Use these procedures to monitor how our information is being used.

**Tasks:**

1. Monitor newspapers, radio, TV and their websites. Refer to Media Web Address Database. If needed, assign people to monitor certain newscasts. Monitor several times daily and after every news release. \_\_\_\_\_
2. Monitor hotline requests and web questions. \_\_\_\_\_
3. Analyze what messages are appearing on the event.
  - Determine what new messages are needed
  - Determine what misinformation needs correcting
  - Identify concerns, interest and needs arising from the crisis as it is being reported\_\_\_\_\_
4. Report this to the PIO, identifying information gaps that need to be corrected. \_\_\_\_\_
5. As time permits, research whether there have been similar events to this one and whether there is anything in the communication materials to be used from it. State PIO's and other health department websites are good places to look for these. \_\_\_\_\_
6. After the event, prepare a data report for evaluation. Use the media monitoring database/worksheets. \_\_\_\_\_

Immediately report any misinformation or errors to the PQC Leader.





## Instructions for Set-Up and Completing Broadcast Fax

Login to [www.westfax.com](http://www.westfax.com) and submit Fax Broadcast Orders Online.

To login to the Westfax Online submission website you will need the following information:

Your Profile Name: *BARREN*

Your Password: *43592533*

- Create a new fax
- The next screen will require you to make a name for your fax, use the date, or something you will remember
- Enter our zip code, 42102
- On the next screen, check multiple documents
- Find your cover sheet and letter (this should all be one document), hit add, do this until you are done with all documents
- Next page upload a dial list, this will be an excel spreadsheet from the people they want to send this to, off of the blast fax list. This has to be in a CSV, DBF, or TXT file.
- You will also need to name this also.
- Hit upload
- Does fax list have a header row, select yes or no (it should)
- Select your delimiter type (CSV, DBF, TXT), hit next
- Answer the next few question about your header row and fax column. Hit next after you answer the questions
- This will take you to your clean up page, answer the questions, hit next after you answer the questions
- This is your fax order detail, set it to send your fax immediately, or if you want it to go at a certain time you can do that also. This will be your last chance to make changes.
- Hit save and submit.
- After the order is complete they will send you a sent summary.

### **\*\*\*\*\*NOTE\*\*\*\*\***

**Online orders do not support multiple pages on your contact list;** if your contact list and fax numbers are more than one page please submit your Broadcast fax in the following manner:

- Save your contacts and fax numbers in an excel spreadsheet, (I normally use the date so there is no duplications, if you have more than one on the same day add an “a, b, c” to it).
- Save your fax document (the information you want everyone to receive) into one document, this includes the cover sheet and the document; they all need to be one document. Save this file.
- In your email: In the “to:” send it to [orders@westfax.com](mailto:orders@westfax.com)
- In the subject type Broadcast fax.
- Attach both of your email (the contacts and fax numbers and your document)
- In the main part of your email tell them to please send immediately.
- When they are finished sending all the emails they will send a ‘sent summary’.

## Informational Handouts

*These handouts are for distribution to anyone. They are not copyrighted, so adaptation as needed is allowed.*

### Anthrax

Questions and Answers About Anthrax (CDC)  
 What is Anthrax (CDC)  
 Frequently Asked Questions about Anthrax in Spanish (CDC)  
 Alcohol-Based Rubs Won’t Rid Hands of Anthrax (Reuters Health Service)  
 Anthrax Fact Sheet (State of Kentucky)  
 Anthrax Fact Sheet-Spanish (State of Kentucky)

### Antibiotic Resistance

General Information about Antibiotic Resistance (CDC)

### Avian Bird Flu

Questions and Answers about What You Should Know about Avian Flu (CDC)  
 What You Should Know about Avian Influenza Infections in Humans (CDC)  
 Key Facts about Avian Flu (CDC)

### Botulism

Frequently Asked Questions about Botulism (CDC)  
 Botulism Fact Sheet (State of Kentucky)  
 Botulism Fact Sheet – Spanish (State of Kentucky)

### Brucellosis

Frequently Asked Questions about Brucellosis (CDC)

### Carbon Monoxide Poisoning

Frequently Asked Questions about Carbon Monoxide (CDC)

Prevention of Carbon Monoxide Poisoning (CDC)  
Information to Protect Your Family from Carbon Monoxide Poisoning (CDC)  
Checklist for the Prevention of Carbon Monoxide (CO) Poisoning (CDC)

#### Cyanide

ToxFAQ's for Cyanide (Agency for Toxic Substances and Disease Registry)  
Facts about Cyanide (CDC)  
Cyanide Fact Sheet (State of Kentucky)  
Cyanide Fact Sheet – Spanish (State of Kentucky)

#### Dirty Bombs

Dirty Bombs – A Fact Sheet

#### E.Coli

Frequently asked Questions about E.Coli O157:H7 (CDC)

#### Head Lice

Head Lice Infestation Questions (CDC)  
Treating Head Lice (CDC)

#### Hepatitis A

Hepatitis A Fact Sheet (CDC)  
Frequently Asked Questions about Hepatitis A (CDC)

#### Hepatitis B

Hepatitis B Fact Sheet  
Frequently Asked Questions about Hepatitis B

#### Hepatitis C

Hepatitis C Fact Sheet  
Frequently Asked Questions about Hepatitis C

#### Influenza

Key Facts about Influenza (Flu) Vaccine (CDC)  
Key Facts about Influenza and Influenza Vaccine (CDC)

#### National Security Emergencies

National Security Emergencies (U.S. Department of Homeland Security)

#### Legionellosis

Legionellosis: Legionnaires' Disease (LD) and Pontiac Fever (CDC)

#### Marburg Hemorrhagic Fever

What is Marburg Hemorrhagic Fever (CDC)



## Meningococcal Disease

- Meningococcal Disease (CDC)
- Viral (Aseptic) Meningitis

## Monkeypox

- Questions and Answers about Monkeypox (CDC)

## Pandemic Flu

- Pandemic Flu (State of Kentucky)
- Pandemic Flu-Spanish (State of Kentucky)

## Plague

- Plague Fact Sheet (CDC)
- Plague Fact Sheet (State of Kentucky)
- Plague Fact Sheet-Spanish (State of Kentucky)
- Plague and Pets (State of Kentucky)
- Protecting Yourself from Plague (State of Kentucky)
- Testing for Plague (State of Kentucky)

## Points of Dispensing Clinics

- Points of Dispensing Clinics Fact Sheet (State of Kentucky)
- Points of Dispensing Clinics Fact Sheet-Spanish (State of Kentucky)

## Poison Control Center

- Poison Control Center Fact Sheet
- Poison Control Center Fact Sheet-Spanish

## Public Health Laboratory

- Public Health Laboratory Fact Sheet – (State of Kentucky)

## Rabies

- Questions and Answers about Rabies (CDC)

## Radiological Emergencies

- Radiological Emergencies Fact Sheet (State of Kentucky)
- Radiological Emergencies Fact Sheet-Spanish (State of Kentucky)

## Ricin

- Questions and Answers about Ricin (CDC)
- Facts about Ricin (CDC)
- Ricin Fact Sheet (State of Kentucky)
- Ricin Fact Sheet-Spanish (State of Kentucky)

## Salmonella

Salmonella (CDC)

Questions and Answers about Salmonellosis (CDC)

## Sarin

Facts about Sarin (CDC)

Sarin Fact Sheet (State of Kentucky)

Sarin Fact Sheet-Spanish (State of Kentucky)

## Severe Acute Respiratory Syndrome (SARS)

Frequently Asked Questions about Severe Acute Respiratory Syndrome (SARS)

## Smallpox

Smallpox Overview

Frequently Asked Questions about Smallpox

Smallpox Fact Sheet

Frequently Asked Questions about Smallpox Vaccine

Patient Medical History and Consent Form

Smallpox Fact Sheet (State of Kentucky)

Smallpox Fact Sheet-Spanish (State of Kentucky)

## Strategic National Stockpile

Strategic National Stockpile Fact Sheet (State of Kentucky)

Strategic National Stockpile Fact Sheet-Spanish (State of Kentucky)

## Tabun

Facts about Tabun (CDC)

## Tularemia

Frequently Asked Questions about Tularemia (CDC)

Tularemia Fact Sheet (State of Kentucky)

Tularemia Fact Sheet-Spanish (State of Kentucky)

## VX

Facts about VX (CDC)

VX Fact Sheet (State of Kentucky)

VX Fact Sheet-Spanish (State of Kentucky)

## West Nile Virus

Overview of West Nile Virus (CDC)

### Handouts Contained in the State Disaster Manual

- Safe Drinking Water

- Instructions for Immediate Emergency Disinfection of Drinking Water Fact Sheet
- Quarantine of Establishments that require Emergency Food Preservation for Consumers Fact Sheet
- Fact sheet for all including workers in flooded areas (many of the items are also pertinent for workers in tornado damaged areas)
- State of Emergency Template
- Sanitizing Your Well Fact Sheet
- Human Waste Disposal Methods

## FACTS ABOUT CARBON MONOXIDE

Carbon monoxide (kar-buhn muh-nok-side) is a gas. It can poison you if you try to stay warm the **WRONG** way.



**Do not use a gas oven for heat.**



**Do not use a grill indoors.**



**Do not run your car in the garage, even if the garage door is open.**



**Do not use a generator indoors.**

### WHAT CAN CARBON MONOXIDE DO TO ME?

It can make you very **sick or kill you**. It can **hurt babies and pets**, too.



**Headache**



**Tired**



**Dizzy**



**Chest Pain**



**Upset Stomach**

### WHAT SHOULD I DO IF I GET SICK?



**Go outdoors and get fresh air.**



**Call 911.**



**Get medical help.**

### HOW WILL I KNOW IF CARBON MONOXIDE IS IN MY HOME?

You cannot see or smell it. You can buy a carbon monoxide detector (dee-tek-ter) at a local store. The detector will make a loud noise when carbon monoxide is in the air.

#### FOR MORE INFORMATION

Barren River District Health Department  
270-781-8039



Kentucky Cabinet for Health and Family Services, Frankfort, KY  
(502) 564-7243  
<http://ehfs.ky.gov/dph/preparedness>

Kentucky Regional Poison Center  
Louisville, Ky  
Emergency: 1-800-222-1222  
<http://www.krpc.com>

# BE SAFE WHEN THE POWER IS OFF

Carbon monoxide (kar-buhn muh-nok-side) is a gas. You cannot see or smell it. It can make you sick or kill you.

## DON'T STAY WARM THE WRONG WAY.



Do not use a gas oven for heat.



Do not use a grill indoors.



Do not run your car in the garage, even if the garage door is open.



Do not use a generator indoors.

## DO STAY WARM THE RIGHT WAY.



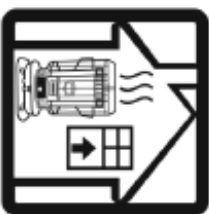
Wear more clothes and a hat.



Use extra blankets.



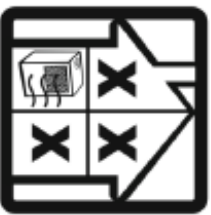
Stay in bed.



When using a kerosene (ker-uh-seen) heater, open a door or window.



Keep a generator outdoors and 25 feet away from your home and other homes.



Heat one room. Use a space heater or fireplace.



Close doors to other rooms.

FOR MORE INFORMATION  
Barren River District Health Department  
270-781-8039



Kentucky Cabinet for Health and Family Services, Frankfort, KY  
(502) 564-7243  
<http://chits.ky.gov/dph/preparedness>

Kentucky Regional Poison Center  
Louisville, KY  
Emergency: 1-800-222-4122  
<http://www.krpc.com>

## Beware of the Dangers from Alternative Heating Sources during Power Outages

Alternative power sources such as generators and kerosene heaters are commonly used during electrical power outages. Improper usage of these devices can cause carbon monoxide to build up in homes or garages, resulting in sudden illness and death.

Install battery-operated carbon monoxide detectors inside your home and replace batteries as required. Seek medical attention if you suspect carbon monoxide poisoning and are experiencing symptoms of carbon monoxide poisoning. Early symptoms include headache, fatigue, dizziness, drowsiness, nausea, vomiting, chest pain and confusion. Individuals who are sleeping or who have been drinking alcohol may die from carbon monoxide poisoning before ever experiencing symptoms.

### Safety Steps to Take When Using Portable Generators

- Properly follow manufacturer's instructions carefully for your specific generator model.
- Never operate a generator inside a home, garage or partially enclosed space, even if doors and windows are open.
- Operate a generator at least 25 feet from your home, far away from windows, doors and vents.
- Secure the generator with a steel link chain and lock to prevent theft.
- Make sure your generator is properly grounded. Use a ground fault circuit interrupter (GFCI) to help prevent electrocution and electrical shock injuries. Do not overload the generator.
- Use a heavy-duty outdoor-rated extension cord that is free of cuts or tears and has all three prongs, especially a grounding pin.
- Install battery-operated carbon monoxide detectors in your home according to the manufacturer's instructions and replace the batteries on a regular basis. If the detector sounds, leave your home immediately and dial 911.

### Tips on Proper Kerosene Heater Use

- Properly follow manufacturer's instructions carefully for your specific heater model.
- Be sure that wick is set at proper level as instructed by manufacturer and is clean.
- Operate a kerosene heater in a well-vented area. Leave a door open to rest of the house or keep an outside window open to ensure adequate flow of fresh air.
- Install battery-operated carbon monoxide detectors in your home according to the manufacturer's instructions and replace the batteries on a regular basis. If the detector sounds, leave your home immediately and dial 911.
- Use only 1-K grade kerosene fuel. Colored or cloudy kerosene will give out an odor and smoke when burned and will also gum up the wick.
- Store kerosene in container intended for kerosene only. Don't store in a gasoline can or container that contained gasoline. This will avoid using contaminated fuel or the wrong fuel by mistake. Kerosene containers are usually blue and gasoline containers are red.
- Never refuel heaters inside the home. Fill the tank outdoors, away from combustible materials and after the heater is turned off and allowed to cool. Do not fill the fuel tank above the "full" mark. This area allows the fuel to expand without causing leakage when the heater is operated.
- Never attempt to move a lighted kerosene heater. Even a carrying handle could cause burns.
- To avoid risk of fire, place the kerosene heater several feet away from all furniture, curtains, paper, clothes, bedding and other combustible materials.
- Infants, small children and pets should be kept away from heaters to avoid serious burns.

**NEVER USE A CHARCOAL/PROPANE GRILL, CAMP STOVE, PORTABLE OUTDOOR PROPANE HEATER OR LEAVE YOUR OVEN DOOR OPEN INSIDE YOUR HOUSE FOR HEAT! These devices put out carbon monoxide poisoning, which can be deadly.**

## Home Heating Winter Safety Tips

When winter temperatures drop significantly below normal such as during a cold spell or during a long-term power outage, staying warm and safe can become a challenge. The Kentucky Department for Public Health (DPH) strongly encourages residents to follow these guidelines below to prevent injury, illness or death.

### Carbon Monoxide Safety

Alternative heating sources such as portable generators, kerosene heaters, propane gas stoves and ovens heated with gasoline all have been used as heat sources indoors, which can lead to carbon monoxide poisoning.

- Don't use a generator, charcoal grill, camp stove or other gasoline or charcoal-burning device inside your home, basement, garage or near a window.
- Don't run a car or truck inside a garage attached to your house, even if you leave the door open.
- Don't burn items in a stove or fireplace that isn't properly vented. Don't heat your house with a gas oven.
- Don't place a portable heater within reach of children or pets and don't use a power strip or extension cord. Look for the Underwriter's Laboratory (UL) label and carefully read instructions before use.
- Install carbon monoxide detectors in your home and replace batteries as required. If the detector sounds, leave your home immediately and dial 911.
- Seek immediate medical attention by calling 911 if you suspect carbon monoxide poisoning and are experiencing symptoms of carbon monoxide poisoning. Early symptoms include headache, nausea, vomiting and fatigue. Carbon monoxide poisoning is treatable.
- If you are experiencing symptoms of carbon monoxide poisoning or if you have questions, call the Kentucky Poison Control hot line at (800) 222-1222.

### Hypothermia

Hypothermia occurs when the body's temperature drops below what is necessary to achieve normal metabolism and other bodily functions. In severe cases or when the body is not warmed properly, death can result. People exposed to cold weather and those who aren't sufficiently prepared also are at an increased risk for the condition. To prevent hypothermia:

- Wear appropriate clothing. Layer clothes made of synthetic and wool fabrics, which are best for keeping warm. Always remember to wear hats, coats, scarves and gloves.
- Avoid consuming alcohol if outdoors. Alcohol can speed the loss of heat from the body. Avoid overexertion from activities that cause excessive sweat, which can lead to damp clothing, causing chills.
- Stay as dry as possible.
- Outdoor workers should make sure they are dressed appropriately and take frequent breaks to warm up and make sure their clothes are sufficient to keep them warm and dry.
- Symptoms of hypothermia include shivering, altered speech pattern, abnormally slow rate of breathing, cold pale skin and lethargy. Seek medical attention if you experiences signs of hypothermia. Individuals experiencing these symptoms should call 911 or seek medical attention immediately.

### Food Safety

Refrigerated foods should be safe as long as power is out for no more than four hours.

- If an appliance thermometer was kept in the freezer, read the temperature when power comes back on. If the thermometer stored in the freezer reads 41 degrees Fahrenheit or below, the food is safe and may be refrozen.
- Throw out any perishable food in your refrigerator, such as meat, poultry, lunchmeats, fish, dairy products, eggs and any prepared or cooked foods that have been above 41 degrees Fahrenheit for four hours. If the food still contains ice crystals or is 41 degrees Fahrenheit or below, it is safe to refreeze.
- Fresh fruits and vegetables are safe as long as they are still firm and there is no evidence of mold or sliminess. Raw meats, poultry, cheese, juices, breads and pastries can be refrozen without losing too much food quality. Prepared food, fish, vegetables and fruits in the freezer can be refrozen safely, but food quality may suffer.
- To remove spills and freshen the freezer and refrigerator, DPH recommends washing with a solution of two tablespoons of baking soda dissolved in one quart of warm water. To absorb any lingering odors, place an open box or dish of baking soda in the appliance.

For more information concerning home heating winter safety, go to <http://www.bt.cdc.gov/disasters/winter/staysafe/>.

## Broadcast Fax Contact Categories

See attached instructions for sending a broadcast fax. Only authorized persons should compose messages per protocol and send them.

Category
Board of Health Dist
Board of Health Local
BT Coord
Chiropractor
Clinic
Coroner
Daycare
Dentist
Emergency Room
EMS
Engineer
Epidemiologist
FBI
Fire
Gov City Commission/Council
Gov Fiscal Court
Gov Judge Exec
Gov Mayor
Gov Other
Gov Representative
Gov Senator
HAM Radio Operator
Health Alert Network Coord
Health Dept
Home Health
Hospital Administrator
Infectious Disease
Lab
LEPC
MD Allergist
MD ENT
MD OB/GYN
MD Oncologist
MD Other
MD Peds
MD Primary Care (GP/FP/IM)

Category
MD Primary Care (GP/FP/IM)
MD Pulmonology
MD Surgeon
Media Cable TV
Media Magazine
Media Newsletter
Media Newspaper
Media Radio
Media TV
Mental Health
Military
NP FP
NP Other
NP Peds
Nurse
Nursing Home/Assisted Living
Ophthalmologist/Optomtrist
Pharmacy
Police
Psychiatry
Public Info Officer
Radiologist
Rescue
School Curriculum Coord
School Disaster Coord
School Health Coord
School Principal
School Superintendent
School Title 4 Coord
Sheriff
Special Facilities/Services
Utility
Utility Electric
Utility Gas
Utility Water
Veterinarian