

**Thursday, March 21, 2013**

**Workshop Session 3**

Time of Session: 1:30-3:00PM

Session Title: Successful Communication Practices

- A. Addressing the Common Challenge: Communication Turning  
“Can You Hear me Now?” into “Do you Understand What I am  
Saying?”

Speakers: **Will Moorhead** and **Ginny Schwartz**, All  
Clear Emergency Management Group

- B. Social Media in Emergency Management: Strategies, Use Cases,  
and Tools

Speaker: **Emma Stocker**, University of Oregon

Room: 257

Head Count: 19

Note Taker: Elizabeth Stites

## Addressing the Common Challenge: Communication

Will Moorhead and Ginny Schwartz

Thursday March 21, 2013

1:30 – 3:00

~Examples of communication frustration

~ identifying factors

~ overcoming hurdles

When analyzing communications also focus on what went right.

Communication is often used as a scapegoat

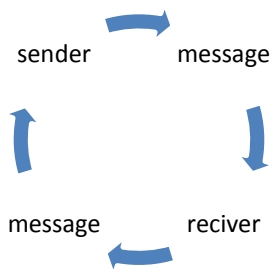
-hardware issues

- addressed primarily following major incidents

- addressed with funding and infrastructure expansion (not a bad thing)

~ planning question: how does lack of communication training contribute to the incident?

Communication → sender (message) → recipient



We do not have a sufficient/efficient way to train people on new devices

Potential issues:

Personal habits

Creatures of comfort (train people so they are comfortable with the devices before the fact)

Operating outside the chain of command

Letting ego get in the way

All of these contribute to frustration

Resources and devices:

- ~ lack of ability to train on the devices
- ~ lack of technology
- ~ difficult to use (see training/ not intuitive hardware and software)
- ~ insufficient planning for utilization
- ~ Just in time training
- ~ lack of training
- ~ accessibility for repair

Personal Habits: lack of practice of communicating effectively

- ~ no initiative to correct

Agency Culture and process:

- Thinking or operating in silos
- Not practicing during small incidents
- No emphasis on relationship building or networking
- Agency centric thought processes

Planning and Preparedness:

➔ Concerns Actions Communications

- Information
  - What concerns you (information to pass on)
    - What action are you going to do?
      - Who, What, When, Where, Why and How are you going to communicate that action?

Do your plans include/address how to communicate with other agencies?

- Who is the subordinate agency? (EMT's, Police, Fire Department? Re: Aurora shooting and response)
- Realistic/ address training
- Hardware surge
- ➔ ham/ am radio emergency services ➔ Hamnet/ social media integrated

Identify partners:

- Vendors
- Agencies
- Internal communities

Identify personal needs

- Implement internal communication practice

- Have a drill evaluator listen to the communication
- Analyze level of detail of communication

#### Implementing external communication practice

- Ask day cares the evacuation plan
- Update plan
- Constantly ask the key question \*who needs to know this information
- Game out the disaster
- \* make sure you have capability to carry out the plan
- Hardware:
  - Capability
  - Deadspots
  - Functions