



# **NEMA SUBCOMMITTEE REPORTS 2018 ANNUAL FORUM**

## NEMA Public Information Subcommittee Report

March 2018 - September 2018

### Monthly PIO conference calls

The PIOs participated in information sharing conference calls with topics and guest speakers that included:

- **Demonstration** – HSIN demo
- **IPAWS** – Continuing the partnership with IPAWS in having the team address current procedures and updates. For example, national WEA/EAS test in September.
- **Emergency Preparedness Outreach** – representatives from FEMA Ready campaign join for updates on the preparedness campaign strategy.

### Current PIO Projects

- **Best JIS/JIC Practices for nuclear events** – this project has been completed and is currently being developed under the REP Subcommittee. PIO lead- Judy Kioski, AZ
- **Develop a fresh preparedness campaign** that captures lessons learned from recent disasters to update the decade old Ready campaign. PIO lead – Keli Cain, OK
- **Accessibility Guide for Public Information Officers** – This guide serves as a roadmap to make sure that federal/state agencies are making their electronic and information technology accessible to people with disabilities. (Requirement per section 508 of the Rehabilitation Act of 1973, as amended in 1998.)
- **Radiation messaging** – During the PIO workshop, it was discovered that there are no pre-message templates for radiation alert/warning. PIOs look to design examples and share with the group and FEMA. PIO lead – Paula Negele/Cory Grogan, OR

### FEMA PIO workshop - June 13-14, 2018

More than 50 state and federal communications professionals (representing about 35 states) met for a two-day intense workshop that provided the opportunity for FEMA External Affairs and state Communications Officers to engage in current topics. With an increasing number and severity of disasters against a changing landscape of traditional news and the rise of social media, the role of the PIO is now even more vital in establishing agencies as a source of reliable and accurate information to counteract the increasing misinformation on social media platforms and traditional news outlets. The State-FEMA PIO Conference provided an efficient and energizing way to share best practices, lessons learned and partner on resources and campaigns that ultimately help keep our residents safe during disasters and recover more quickly/completely afterwards.

Key takeaways from the workshop included:

- Lessons learned and suggested practices for managing IPAWS/EAS/WEA messages
- Helpful hints on messaging surrounding radiological events (including background on radiation emergencies, suggested language for specific event types, information for dispelling myths and resources for more information)
- Suggestions for how to reach diverse populations (whether language, ability or cultural)
- Examples of outreach campaigns for: 1) Text to 911 and 2) Know Your (evacuation) Zone
- Shared best practices on Joint Information Systems and Joint Information Center operations

**NEMA**  
**Radiological Emergency Preparedness Subcommittee Summary**  
August 2018

Members: Richard Flinn (PA), Mark Ghilarducci (CA), Robbie Robertson (IL), Joe Kelly (MN), Wendy Smith-Reeve (AZ), Mike Sprayberry (NC), and Kim Stenson (SC)

Current Initiatives:

1. NEMA forwarded the subcommittee position paper to FEMA in October 2017 outlining recommendations as a result of findings from Southern Exposure 15. FEMA responded indicating that most of the recommendations would be considered in the next update of the Nuclear/Radiological Incident Annex (NRIA) which is scheduled for 2021 and the development of the Chemical, Biological, Radiological, and Nuclear (CBRN) toolkit. However, two areas require additional coordination with FEMA in the near term:
  - a. FEMA's response regarding Low Level Radioactive Waste (LLRW) remediation does not appear to have the level of detail required for LLRW remediation of agriculture and other contaminated material. Further, EPA's role is focused more on long-term strategies and does not address short-term decision-making that would assist in long-term strategies. Where EPA has a major role, there are supporting roles that are not addressed in the manual. Continued discussion regarding LLRW with FEMA Technological Hazards Division and EPA is required.
  - b. There are funding gaps related to reimbursement to individuals and government agencies during a nuclear power plant incident. Current NRIA guidance is insufficient and continued discussion is required with FEMA Technological Hazards Division. This may include requesting FEMA conduct an overall funding analysis.
2. Develop best practices and lessons learned regarding JIS/JIC Operations during nuclear power plant response and recovery. An initial survey was forwarded to all states with nuclear facilities but did not provide enough information to develop an in-depth information paper that details best practices and lessons learned. A second survey was developed in coordination with the PIO Subcommittee to better focus best practices and lessons learned. This survey was completed in June 2018 and a workgroup consisting of three states (AL, GA, and SC) was established in July 2018 to analyze the data and develop an information paper which is scheduled to be forwarded through the REP and PIO Subcommittees no later than 15 Dec 18.

Future Initiatives:

1. Emergency management interface with nuclear utilities during response (ex: NIMS typing).
2. Status of NUREG-0654 (Criteria for Preparation and Evaluation of Radiological Emergency Response Plans and Preparedness in Support of Nuclear Power Plants) update.
3. Review of response and recovery agricultural and scientific guidance in view of current capabilities and impacts.