

FACILITY NAME	
Policy Name: Risk Communication ₁ Policy	
Policy Date:	Policy Revision: Revision Date

Purpose:

This policy exists to assure that information disclosed during an emergency by Union Plaza Nursing Home is timely, accurate, comprehensive, authoritative and relevant. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information.

Procedure:

1. Upon notification of an event that will impact the life, safety and operations of the Nursing Home, the assigned Public Information Officer (PIO) and / or spokesperson will serve as the conduit for information to internal and external stakeholders, including residents, staff, visitors and families as approved by the Incident Commander.
2. The PIO / Spokesperson will leverage all readily available resources such as but not limited to federal / state / city agencies, trade association, news outlet and social media to gather vital information and verify and validate accuracy.
3. The PIO / Spokesperson will make every effort to rapidly communicate with residents, their family members, local community and leverage all channels of communication including social media outlets that can be utilized to disseminate information in the event of an emergency.
4. Relevant resources will be leveraged to translate into the language / literacy level of the various internal and external stakeholders (e.g. staff, board of directors, media, resident population and their family members).
5. Staff is to refer all external inquiry to the PIO / Spokesperson. Staff is to refrain from saying statements such as: I’m not allowed to talk or have to get permission to do so. Instead, staff is to say: “Union Plaza Nursing Home policy is to refer all external inquiries to our Public Information Officer or Spokesperson. You can reach them at (7186700722)”.
6. Staff is to contact PIO / Spokesperson if and when they have been approached by the media. Even though they were referred to appropriate point of contact.

¹ Risk Communication: An interactive process of exchange of information and opinion among individuals, groups, and institutions; often involves multiple messages about the nature of risk or expressing concerns, opinions, or reactions to risk messages or to legal and institutional arrangements for risk management.
<http://store.samhsa.gov/product/Risk-Communication-Guidelines-for-Public-Officials/SMA02-3641>

7. The facility shall maintain alternate means of communication in accordance with the Communication matrix.
8. Emergency radios for interior communications are available from the engineering Dept. and tested monthly.
9. In the event of a loss to external wired communication the OEM radio is available at the front security desk and will be relocated to the EOC.
10. An Emergency Backup Communications Information sheet was created and distributed providing information in the event of both a Phone Loss Emergency and an Internet outage Emergency providing phone information and Wi-Fi passwords (see attached).