

Crisis Communication Plan

Updates for lessons learned

John F Kerney

Life Safety Consultant
GNYHCFA

Current Requirements

- CMS: Emergency plan requirements
- E-29 Development of Communication Plan
- E-30 Names and Contact Information
- E31 Emergency Officials Contact Information
- E-32 Primary/Alternate Means for Communication
- E-33 Methods for Sharing Information
- E-35 LTC Family Notifications

New York Pandemic *New Specifics

- TO UPDATE AUTHORIZED FAMILY MEMBERS AND GUARDIANS OF INFECTED RESIDENTS AT LEAST ONCE PER DAY AND UPON A CHANGE IN A RESIDENT'S CONDITION
- AT LEAST ONCE A WEEK TO UPDATE ALL RESIDENTS AND AUTHORIZED FAMILIES AND GUARDIANS ON THE NUMBER OF INFECTIONS AND DEATHS AT THE FACILITY, BY ELECTRONIC OR SUCH OTHER MEANS AS MAY BE SELECTED BY EACH AUTHORIZED FAMILY MEMBER OR GUARDIAN
- THAT INCLUDES A METHOD TO PROVIDE ALL RESIDENTS WITH DAILY ACCESS, AT NO COST, TO REMOTE VIDEOCONFERENCE OR EQUIVALENT COMMUNICATION METHODS WITH FAMILY MEMBERS AND GUARDIANS

CMS Covid Specific Tags

- F884: COVID-19 Reporting to CDC via NHSN as required at §483.80(g)(1)-(2)
- F885: COVID-19 Reporting to Residents, their Representatives, and Families

Key Elements of a Complete Crisis Communication Plan

1. Signed endorsement from Leadership including Governing Board
2. Designated staff responsibilities
3. Information verification and clearance/release procedures
4. Agreements on information release authorities
5. Media contact list
6. Procedures to coordinate with public health organization response teams
7. Designated spokespersons
8. Emergency response team after-hours contact numbers
9. Emergency response information partner contact numbers
10. Partner agreements (like joining the local EOC's JIC)
11. Procedures/plans on how to get resources you'll need
12. Pre-identified vehicles of information dissemination

Information Verification and Clearance/Release Procedures (In-house)

Who MUST review for final approval (include LEADERSHIP)

Need to know vs. want to know

Three people—Director, Communication Officer, subject matter expert (SME)

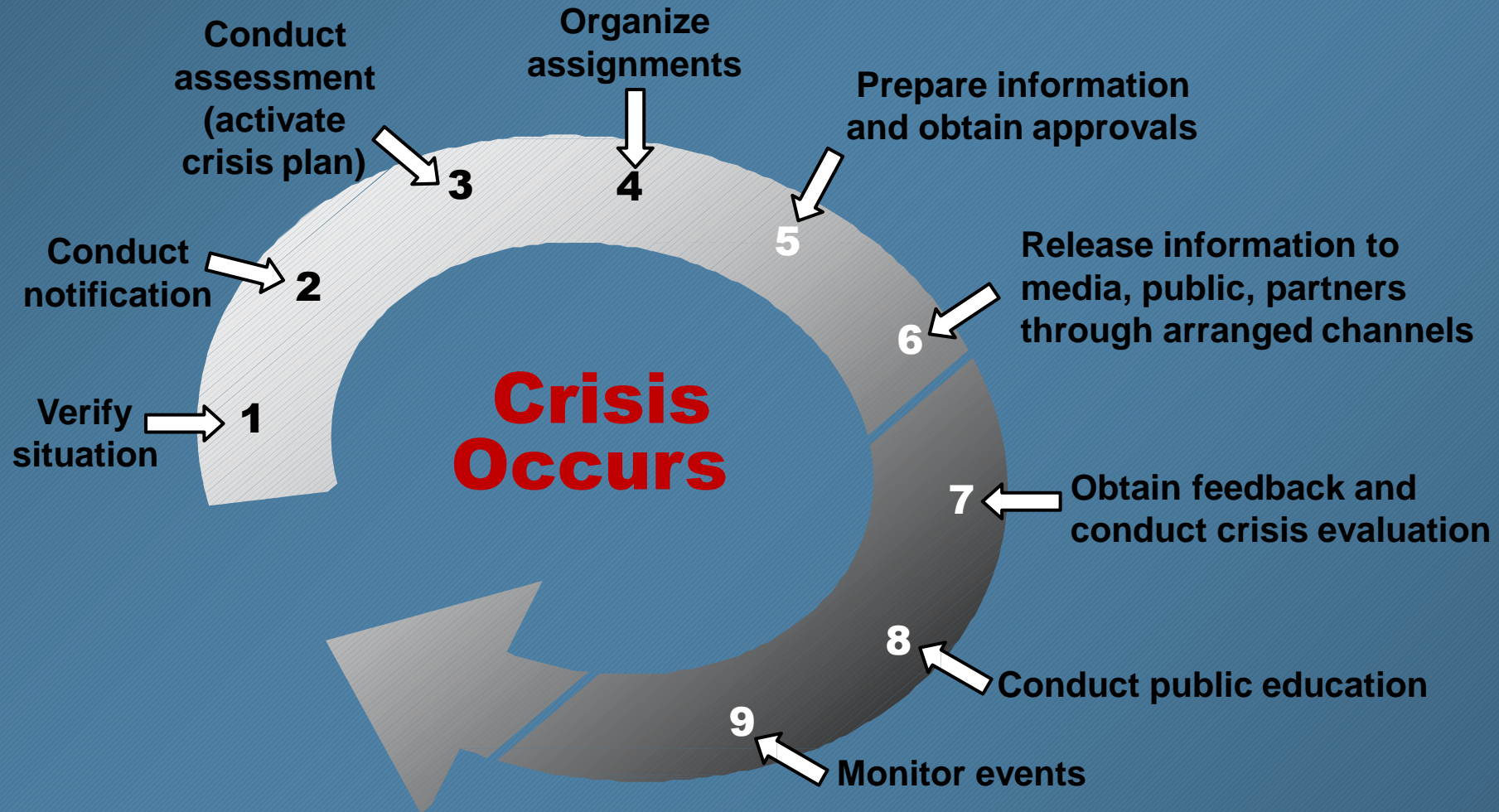
Clear, simultaneously and in person

Get agreement from key staff before the crisis

Coordination and courtesy copies should not slow down clearance

Preventing the clearance headache: *No release is worse than an incomplete release*

Nine Steps of Crisis Response



What the Public Will Ask First

- Are my family and I safe?
- What have you found what may affect me?
- What can I do to protect myself and my family?
- Can I help?
- Can you fix it?

