

# Joint Information Center (JIC) Operations for Public Health Emergencies

# Purpose of JIC

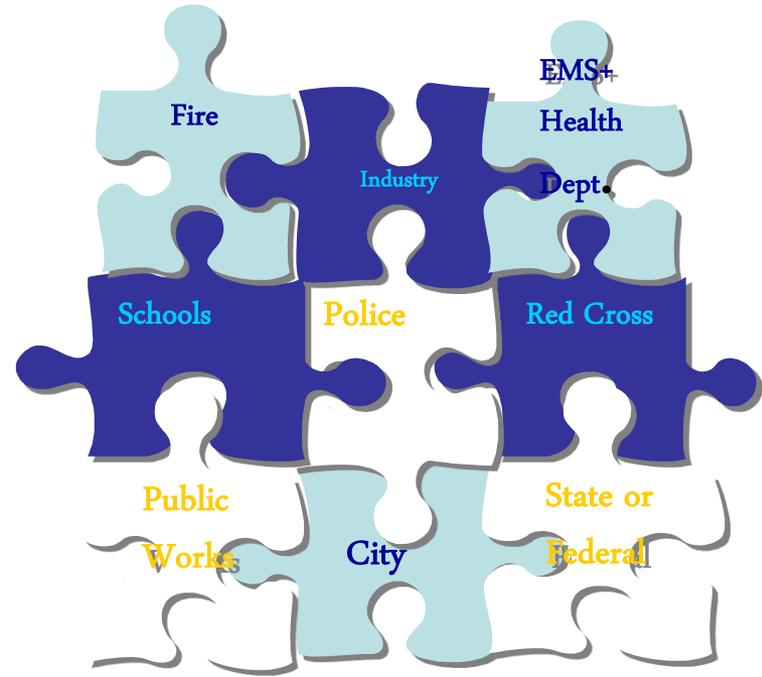
- A Public Info. Officer's (PIO) job is to get the RIGHT information
  - to the RIGHT people
  - at the RIGHT time
  - so they can make the RIGHT decisions.
- 
- A JIC can help PIOs do that during an emergency.

# Important to Know

- Understand and describe what role(s) you or your agency might play in a JIC.
- Determine what is needed to begin planning for JIC.
- Establish relationships—it's called “joint” for a reason.
- A JIC is mandated by the federal government for disaster response.

# What is a JIC?

A place\* for PIOs to come together to coordinate and disseminate accurate, consistent and timely messages during an emergency.



# Benefits of a JIC

- Consistent messaging
- Central working facility
- Single, recognized source for official info.
- Enhanced information sharing
- Pooled resources (staff and equipment)
- Coordinated delivery of the message

# Joint Information System



Emergency Operations Center



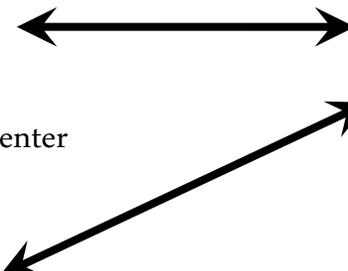
JIC



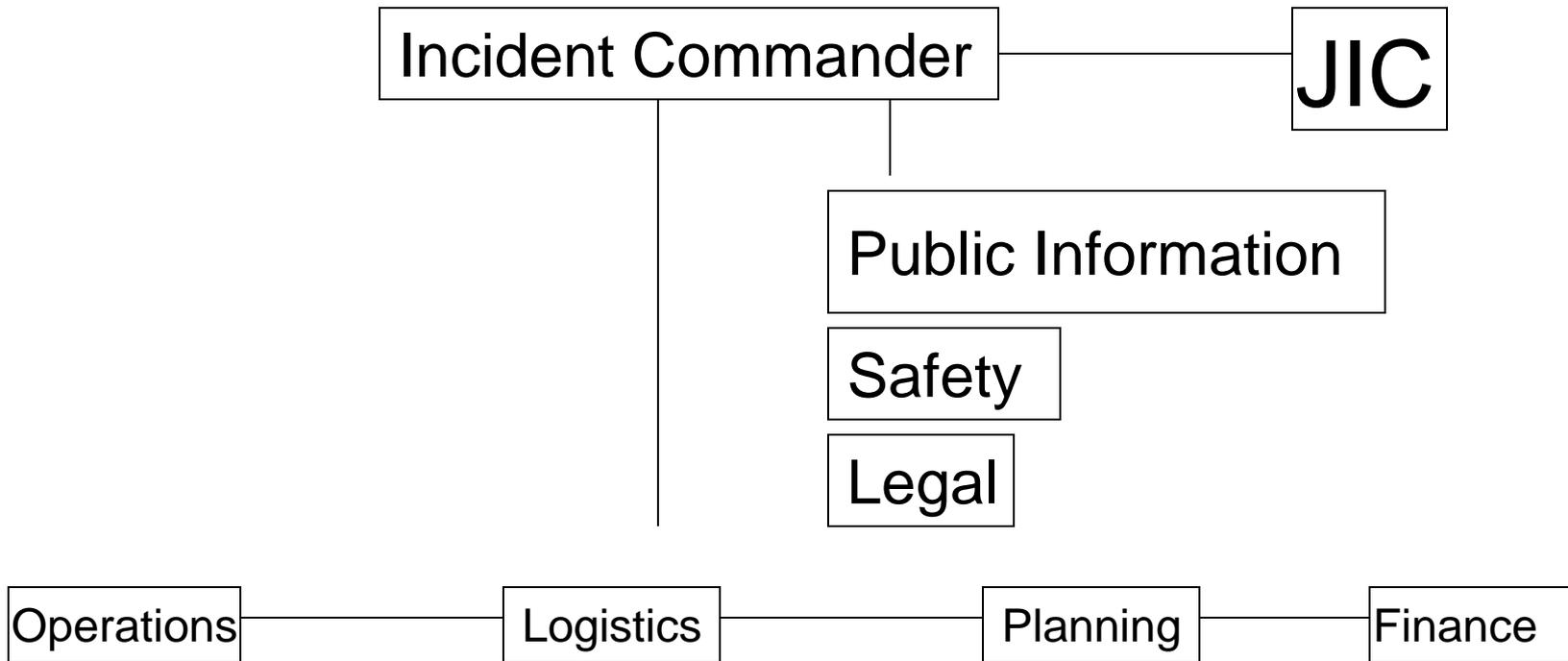
On-Scene PIO



Agency Executives & Spokespersons



# How the JIC fits into NIMS



# JIC

- A JIC is usually located near the site for media briefings. If in the same building, could be on different floors, wings, etc.
- Provide a comfortable location for media (rest rooms, Internet access, availability of food) between briefings.
- If the event is large, plan space for satellite trucks.

# JICs are:

- Temporary and incident-specific
- Scalable to number of participants
- Physical or virtual
- PIOs maintain their autonomy

# Who Activates the JIC?

- Lead jurisdictional agency/dept. can decide to open JIC
- Or by protocol, there might be an individual or office that calls for the formation a JIC.

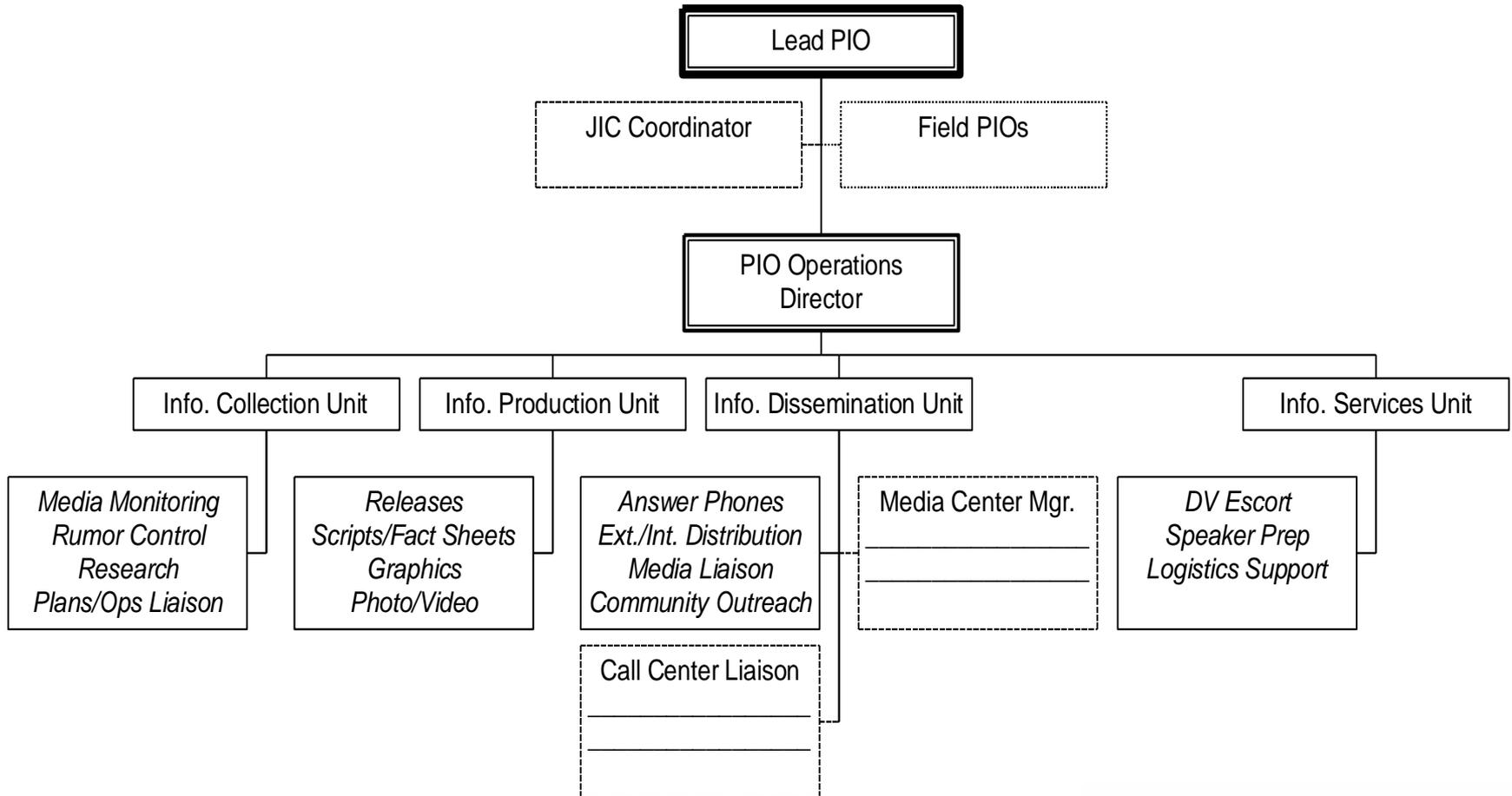
# Many Agencies Could Have Role

- Health Department
- Law enforcement
- Fire department
- Emergency Medical
- Hospital
- Public Works
- American Red Cross
- Office of Emergency Services/Sheriff
- Local Officials
- Local, State and Federal Government
- Mass Transit
- Airports
- Schools
- Military
- Private Businesses
- Animal Services

# JIC Responsibilities

- **Gather** updated information
- **Verify** accuracy of data
- **Coordinate** all public statements
- **Disseminate** consistent messages

# Sample Joint Information Center Organization



# Your role in a JIC could involve:

- Press conferences
- Gathering information
- Monitoring media
- Writing press releases
- Disseminating information

# First Duties

- First activity of JIC—Notify & Set Up
- Assign Roles and Responsibilities
- Timeframe for 1st Media Notification
- Has anyone been left out?
- What barriers are there to disseminating information?

# Next Steps

- Evaluate your agency's needs and resources for a JIC
- Assess what you might need to participate
- Establish relationships now
- Evaluate alternative ways your organization could participate

# Where to Get More Information

- Federal Emergency Management Agency (FEMA):
  - Online JIC/NIMS training ([www.fema.gov](http://www.fema.gov))
  - PIO training
- JIC in the Box- Ohio Health Dept.  
<http://www.comm.ohio-state.edu/pdavid/jic/>
- National Response Team [www.nrt.org](http://www.nrt.org)

# Thank You

- Contra Costa, California  
Health Department

# Contact Information

Kim Fetty Coleman

Public Information Officer

WVDHHR, Bureau for Public Health

Division of Threat Preparedness

505 Capitol St., Suite 200

Charleston, WV 25301

Phone: 304/558-6900, ext. 2005 Fax: 304/558-0464

Cell: 304/550-5426 Pager: 304/540-5036

[www.wvdhhr.org/healthprep](http://www.wvdhhr.org/healthprep) [www.wvflu.org](http://www.wvflu.org)

This PowerPoint presentation is posted on the healthprep Web site listed above.

