



LIAISON/PUBLIC INFORMATION OFFICER (PIO)

Mission: Function as the incident contact person in the facility for representatives from other agencies such as local emergency management, law enforcement, licensing agencies and serve as the conduit for information to internal and external stakeholders, including residents, staff, visitors and families, and the news media, as approved by the Incident Commander.

Date: _____	Start: _____	End: _____	Name of Person Assigned to Position: _____
Phone: _____		Signature: _____	
NHCC Location: _____		Initial: _____	
		Email: _____	

Immediate Response (0-2 hours)	Time	Initial
<p>Receive appointment</p> <ul style="list-style-type: none"> • Receive appointment from the Incident Commander • Put on position identification (e.g., vest, cap, etc.) • Read this entire Job Action Sheet • Notify your usual supervisor that you have been assigned to the Incident Management Team (IMT) • Report to the Incident Commander until demobilized 		
<p>Activities</p> <ul style="list-style-type: none"> • Activate the facility communication plan • Obtain initial status and information from the Planning Section Chief to provide as appropriate to external stakeholders, and local and/or county Emergency Operations Center, upon request: <ul style="list-style-type: none"> ○ Resident Care Capacity: Current census and the number of residents that can be accommodated within the nursing home ○ Nursing Home’s Overall Status: Current condition of nursing home structure, security, staffing and utilities ○ Any current or anticipated shortage of critical resources including personnel, equipment, supplies, medications, etc. ○ Number of residents and mode of transportation for residents requiring transfer to hospitals or receiving facilities, if applicable ○ Any resources that are requested by other facilities (e.g., personnel, equipment, supplies, medications, etc.) • Report current nursing home status; communicate changes, critical issues and unmet resource needs to assisting and cooperating organizations (e.g., other facilities, local EOCs, public health and/or regulatory agencies) • Establish a designated media staging and briefing area located away from the Nursing Home Command Center (NHCC) and resident services activity areas. Inform on-site media of the physical areas to which they have access and those that are restricted. Coordinate designation of 		



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<p>such areas with the Infrastructure Branch Director</p> <ul style="list-style-type: none"> • Contact external PIOs from community and governmental agencies to collaborate on public information and media messages being developed by those entities. Ensure consistent and collaborative messages from all entities • Assess the need to activate a staff and/or family member “hotline” for live or recorded information concerning the incident and the facility status. Establish if needed • Develop public information and media messages to be reviewed and approved by the Incident Commander before release to families, the news media and the public. • Attend all Command briefings and incident action planning meetings to gather and share incident and facility information 		
<p>Documentation</p> <ul style="list-style-type: none"> • NHICS 214: Document all key activities, actions, communications, and decisions in a Activity Log on a continual basis 		
<p>Resources</p> <ul style="list-style-type: none"> • Conduct or assign personnel to monitor, and report to you, incident and response information from sources such as the internet, radio, television, and newspapers 		
<p>Communication</p> <ul style="list-style-type: none"> • Use available communications technology or a runner to alert staff regarding the incident, as directed by the Incident Commander • Initiate emergency notification to residents, family/guardians and external partners 		

Intermediate Response (2-12 hours)	Time	Initial
<p>Activities</p> <ul style="list-style-type: none"> • Continue to attend all Command briefings and incident action planning meetings to gather and share incident and facility information. Contribute media and public information activities and goals to the Incident Action Plan (IAP) • Request and offer assistance and information as needed through the emergency communication network or from the local and/or regional Emergency Operations Center • Respond to requests and issues from IMT members regarding inter-organization (e.g., other nursing homes, hospitals, governmental entities, response partners) problems • Review the facility’s emergency admit/resident tracking status (see NHICS 254 and 255). Report to appropriate authorities the following minimum data: <ul style="list-style-type: none"> ○ Casualty Data; type, number and seriousness of injuries to residents, staff, and visitors ○ Fatalities (see NHICS 259 - Facility Casualty Fatality Report) ○ Current resident census ○ Number of new residents admitted and level of care needs ○ Number of residents transferred to hospitals, discharged home, or transferred to other facilities • Continue contact and dialogue with external PIOs, from community and governmental agencies to ascertain public information and media messages being developed by those entities. Coordinate translation of critical communications into multiple languages as needed for resident and families 		



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<ul style="list-style-type: none"> Continue to develop and revise public information and media messages to be reviewed and approved by the Incident Commander before release to the news media and the public. Issue regular and timely incident information reports to the news media in collaboration with of the Planning Section Chief Utilize internal nursing home communications systems (e.g., email, intranet, internal TV, written report postings) to disseminate current information and status update messages to staff Assess the need to activate a “hotline” for recorded information concerning the incident and facility status, and establish the “hotline” if needed Review the need for updates of critical information through directional signage for staff, visitors, and media. Assist in the development and dissemination of signage 		
<p>Documentation</p> <ul style="list-style-type: none"> NHICS 214: Continue documentation of key activities, actions, communications, and decisions on a Activity Log NHICS 254: Review the Emergency Admit Tracking form for minimum data to report to authorities NHICS 255: Review the Master Resident Evacuation Tracking Form for minimum data to report to authorities 		
<p>Communication</p> <ul style="list-style-type: none"> Continue updates for staff, residents, families and external partners, including resident condition and evacuation staff, if applicable Continue coordination with the Incident Commander for internal and external messaging and briefings 		

Extended Response (greater than 12 hours)	Time	Initial
<p>Activities</p> <ul style="list-style-type: none"> Continue to receive regular progress reports from the Incident Commander, Section Chiefs and others, as appropriate Coordinate with the Logistics Section Chief to determine requests for assistance to be released to the public via the media Communicate with Logistics Section Chief on status of supplies, equipment and other resources that could be mobilized to other facilities, if needed or requested With approval from Incident Commander conduct ongoing news conferences, providing updates on resident information and operational status. Facilitate staff and resident interviews as appropriate Ensure ongoing information coordination with other agencies, hospitals, local Emergency Operations Center and the Joint Information Center Prepare and maintain records and reports as indicated or requested Upon shift change, brief your replacement on the status of all ongoing operations, issues, and other relevant incident information 		
<p>Documentation</p> <ul style="list-style-type: none"> NHICS 214: Continue documentation of key activities, actions, communications, and decisions on a Activity Log NHICS 254: Continue to update authorities using minimum data from the Emergency Admit Tracking Form 		



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<ul style="list-style-type: none"> NHICS 255: Continue to update authorities using minimum data from the Master Resident Evacuation Tracking Form 		
Communication <ul style="list-style-type: none"> Continue updates for staff, residents, families and external partners, including return to normal operations Continue coordination with the Incident Commander for internal and external messaging and briefings 		

Demobilization/System Recovery	Time	Initial
Activities <ul style="list-style-type: none"> Coordinate release of final media briefings and reports Ensure return/retrieval of equipment and supplies, and return all assigned incident command equipment Upon deactivation of your position, brief the Incident Commander on current problems, outstanding issues, and follow-up requirements Participate in after-action debriefings and document observations and recommendations for improvements for possible inclusion in the After-Action Report. Topics include: <ul style="list-style-type: none"> Accomplishments and issues Review of pertinent position descriptions and operational checklists Recommendations for procedure changes Participate in after-action meetings and debriefings as required 		
Documentation <ul style="list-style-type: none"> NHICS 214: Upon deactivation of your position, submit Activity Logs and all completed documentation to the Planning Section Chief 		

Documents and Tools
<input type="checkbox"/> NHICS 200: Incident Action Plan (IAP) Quick Start <input type="checkbox"/> NHICS 207: Incident Management Team (IMT) Chart <input type="checkbox"/> NHICS 214: Activity Log <input type="checkbox"/> NHICS 254: Emergency Admit Tracking <input type="checkbox"/> NHICS 255: Master Resident Evacuation Tracking <input type="checkbox"/> NHICS 259: Facility Casualty Fatality Report <input type="checkbox"/> Communication plan <input type="checkbox"/> Facility emergency operations plan <input type="checkbox"/> Facility organizational chart <input type="checkbox"/> Facility telephone directory <input type="checkbox"/> Radio/satellite phone



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Documents and Tools

- Community and governmental PIO and Joint Information Center contact information
- Local media contact information

Nursing Home Incident Command System (NHICS) Job Action Sheets have been adapted from the Hospital Incident Command System 5th Edition (2014) Guidebook by the American Health Care Association (AHCA) Disaster Preparedness Committee