

# **Z5: PUBLIC AFFAIRS**

**May, 2007**

## **University of California, Berkeley Influenza Pandemic Emergency Operations Plan Additional Unit Information**

The UC Berkeley Influenza Pandemic Emergency Operations Plan (EOP) includes information describing the guiding principles for response to a pandemic event on campus, the authorities, critical functions, special considerations for campus-wide issues, the campus communications plan, triggers for taking action, activation and coordination, and general responsibilities of the nine individual Department Operations Centers. This document contains additional information relating to the Public Affairs Department Operations Center (DOC) for response to a pandemic influenza event.

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**I. Executive Summary – Public Affairs DOC role in pandemic**

The Public Affairs Department Operations Center is the lead communications organization for the UC Berkeley campus, both on a daily basis and during an activation of the campus emergency operations plan. Staff from the Public Affairs DOC assumes a role at multiple levels in the campus emergency operations plan (EOP) hierarchy, including:

- Supporting the Chancellor's Emergency Policy Group [CEPG]
- Serving on the Emergency Operations Center Management Section
- Maintaining and operating as a critical DOC
- Providing staffing to any regional Joint Information Center [JIC] (if activated)
- Providing field public information officers to address on-scene media inquiries

Under an activation of the EOP, Public Affairs holds overall responsibility for creating and implementing communications to the campus community and the general public on behalf of the University. The experts in Public Affairs are professionally trained in creating clear and concise information on an urgent basis and delivering these messages through a multitude of channels and mechanisms. Public Affairs would create press releases, manage press conferences, manage the campus web page and emergency web page, update the emergency 800 information number and create and disseminate mass email messages, as required.

Under an unfolding infectious disease scenario, Public Affairs would be supporting the Chancellor’s Cabinet communications strategies and implementing both routine and urgent communications as the situation dictates.

**II. Unit Response Checklist:**

Actions described in the UC Berkeley EOP are based on phases that are related to both the World Health Organization periods and the CDC stages. This table describes general actions appropriate for preparedness at each of these phases. Space is provided to include specific actions to be taken by this unit.

UC Berkeley Phase	GENERAL UNIT ACTIONS	SPECIFIC UNIT ACTIONS
<p><b>1 – Pre-Event Planning</b></p> <p><i>New virus in animals, no human cases</i></p>	<ul style="list-style-type: none"> <li>• Develop comprehensive unit plans</li> <li>• Develop and test unit communication plans</li> <li>• Conduct operations test during staff or safety meetings</li> <li>• Check the <a href="http://www.uhs.berkeley.edu/pandemicflu/">http://www.uhs.berkeley.edu/pandemicflu/</a> website regularly for updates and new information</li> <li>• Communicate developments with staff/faculty/students</li> <li>• Refer general questions from staff/faculty/students to <a href="http://www.uhs.berkeley.edu/pandemicflu/">http://www.uhs.berkeley.edu/pandemicflu/</a>.</li> <li>• Encourage adoption of hygiene etiquette behavior</li> <li>• Encourage personal preparedness plans for staff/faculty/students</li> </ul>	<ul style="list-style-type: none"> <li>• Complete DOC annex on pandemics</li> <li>• Complete communications analysis</li> <li>• Update emergency contact information for DOC staff</li> <li>• Conduct regular testing of key communications nodes</li> <li>• Document key procedures</li> </ul>
<p><b>2 – Animal Outbreak of Highly Pathogenic Avian</b></p>	<ul style="list-style-type: none"> <li>• Check the <a href="http://www.uhs.berkeley.edu/pandemicflu/">http://www.uhs.berkeley.edu/pandemicflu/</a> website regularly for updates and new information</li> <li>• Communicate developments with staff/faculty/students</li> <li>• Refer general questions from staff/faculty/students to <a href="http://www.uhs.berkeley.edu/pandemicflu/">http://www.uhs.berkeley.edu/pandemicflu/</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• Coordinate communications of heightened alert status</li> <li>• Work directly with Cabinet subcommittee and experts</li> </ul>

<b>Influenza in North America</b>	<ul style="list-style-type: none"> <li>• Encourage adoption of hygiene etiquette behavior</li> <li>• Encourage personal preparedness plans for staff/faculty/students</li> </ul>	
<b>3 – Confirmed Human to Human Outbreak Overseas</b>  <i>Evidence of Sustained Human-to-Human Transmission</i>	<ul style="list-style-type: none"> <li>• Check the <a href="http://www.uhs.berkeley.edu/pandemicflu/">http://www.uhs.berkeley.edu/pandemicflu/</a> website regularly for updates and new information</li> <li>• Communicate developments with staff/faculty/students</li> <li>• Refer general questions from staff/faculty/students to <a href="http://www.uhs.berkeley.edu/pandemicflu/">http://www.uhs.berkeley.edu/pandemicflu/</a></li> <li>• Encourage adoption of hygiene etiquette behavior</li> <li>• Gather unit decision makers for preplanning; review list of critical and noncritical functions for unit</li> <li>• Contact staff/faculty/students on travel – refer to website for additional travel information specific to UC Berkeley</li> <li>• Begin monitoring daily absenteeism of staff/faculty/students</li> </ul>	<ul style="list-style-type: none"> <li>• Support CEPG</li> <li>• Prepare to activate DOC response plans</li> <li>• Implement appropriate elements of Communication Plan</li> <li>• Consider People Locator tool for absenteeism monitoring</li> </ul>
<b>4 – Confirmed Human to Human Outbreak in North America</b>	<ul style="list-style-type: none"> <li>• Check the <a href="http://www.uhs.berkeley.edu/pandemicflu/">http://www.uhs.berkeley.edu/pandemicflu/</a> website regularly for updates and new information</li> <li>• Communicate developments with staff/faculty/students</li> <li>• Refer general questions from staff/faculty/students to <a href="http://www.uhs.berkeley.edu/pandemicflu/">http://www.uhs.berkeley.edu/pandemicflu/</a></li> <li>• Encourage adoption of hygiene etiquette behavior</li> <li>• Hold regular meetings with decision makers</li> <li>• Report to campus EOC: <ul style="list-style-type: none"> <li>▪ Daily absenteeism reports of staff/faculty/students</li> </ul> </li> <li>• At direction of EOC, prepare to activate plans to continue critical functions and implement alternate plans for noncritical functions</li> </ul>	<ul style="list-style-type: none"> <li>• Staff EOC/CEPG as directed</li> <li>• Activate DOC as directed</li> <li>• Implement appropriate elements of Communication Plan</li> <li>• Consider People Locator tool for absenteeism monitoring</li> </ul>

<p><b>5 – Widespread Pandemic Overseas and North America</b></p> <p><i>Sustained Transmission = Pandemic*</i></p>	<ul style="list-style-type: none"> <li>• Check the <a href="http://www.uhs.berkeley.edu/pandemicflu/">http://www.uhs.berkeley.edu/pandemicflu/</a> website regularly for updates and new information</li> <li>• Communicate developments with staff/faculty/students</li> <li>• Refer questions from staff/faculty/students to <a href="http://www.uhs.berkeley.edu/pandemicflu/">http://www.uhs.berkeley.edu/pandemicflu/</a></li> <li>• Encourage adoption of hygiene etiquette behavior</li> <li>• Hold regular meetings with decision makers</li> <li>• Report to campus EOC: <ul style="list-style-type: none"> <li>▪ Daily absenteeism reports of staff/faculty/students</li> <li>▪ Status of critical functions</li> </ul> </li> <li>• Other information as directed by the EOC</li> </ul>	<ul style="list-style-type: none"> <li>• Staff EOC/CEPG as directed</li> <li>• Activate DOC as directed</li> <li>• Implement DOC response plans and staffing as needed</li> <li>• Implement appropriate elements of Communication Plan</li> <li>• Coordinate with Joint Information Center</li> <li>• Implement People Locator to monitor absenteeism</li> </ul>
<p><b>6 – Recovery</b></p>	<ul style="list-style-type: none"> <li>• Damage Assessment</li> <li>• Resumption of instruction, research, business activities</li> <li>• EOC moves into Recovery mode</li> <li>• Surveillance for subsequent waves of infection</li> <li>• Prepare to deactivate the EOC</li> <li>• Debriefing and After-Action Reports</li> </ul>	<ul style="list-style-type: none"> <li>• Resumption of business activities</li> <li>• Prepare to deactivate or decrease activation of the DOC/EOC/.CEPG/JIC assignments</li> <li>• Prepare Debriefing and After-Action Reports as required.</li> </ul>

### III. Critical Functions

The function of the Public Affairs DOC is to communicate to internal and external audiences the status and activities of UC Berkeley. The PA DOC coordinates communications from other DOCs and campus units, as well as linking with a regional Joint Information Center to ensure that critical information or instructions do not conflict with those of our regional neighbors.

- Gather information about UC Berkeley status and activities
- Submit proposed messages to EOC for approval
- Communicate directly to UC Berkeley students/faculty/staff via web, e-mail, 800 number
- Communicate UC Berkeley information via media (TV/radio/print) to broad audience
- Field questions from media
- Field questions from broader community (students, faculty, staff, parents, neighbors)
- Assist other campus units in formulating and distributing communications

**Personnel in the following roles have been cross trained to provide leadership for the three critical functions identified as high priorities**

<b>High Priority Critical Function:</b>	<b>Position/Job Classification:</b>
<b>Communicate to campus community</b>	<ol style="list-style-type: none"> <li><b>1. University Communications director</b></li> <li><b>2. Web editor</b></li> <li><b>3. Writer</b></li> </ol>
<b>Communicate to media</b>	<ol style="list-style-type: none"> <li><b>1. Media Relations director</b></li> <li><b>2. PIO</b></li> <li><b>3. Broadcast manager</b></li> </ol>
<b>Field questions from broad community</b>	<ol style="list-style-type: none"> <li><b>1. Visitor Center staff</b></li> <li><b>2. Cal Parents director</b></li> <li><b>3. Office manager</b></li> </ol>

## **PEOPLE LOCATOR**

The Public Affairs DOC will have managerial control of the People Locator tool, designed to aid information sharing during an emergency. UC Berkeley has created a central, official site that provides authenticated communication between UC officials, students/faculty/staff, and campus community members' families for use in an emergency. This web-based tool, hosted at the UCLA campus, will function in the aftermath of a major Bay Area earthquake, regional pandemic or other widespread disruption where local communications tools are incapacitated or overwhelmed.

The tool is found at: <https://peoplelocator.berkeley.edu/>. The People Locator will be a helpful resource to implement business resumption, or in the event that students disperse because of an infectious disease pandemic threat. The People Locator will help the campus maintain contact with staff, to determine when staff can return to work and contribute to the reopening of the campus. It will also help to identify those staff members that need assistance. The tool can support Deans and Department chairs as they identify which instructors will be available to teach and which courses can be offered.

The People Locator application should be included in family and department-based emergency preparedness plans, in order to insure that consistent and up-to-date information is available in one convenient location. Additional information about emergencies at UC Berkeley will be available on the campus home page at [www.berkeley.edu](http://www.berkeley.edu) or on the UC Berkeley Emergency website at [emergency.berkeley.edu](http://emergency.berkeley.edu). Both of these sites, and other Public Affairs communiqués, would encourage the voluntary utilization of the People Locator.

#### IV. Unit Communications Plan

**Communications liaisons.** The communications liaisons will be responsible for ensuring that all members of the department receive current and accurate information regarding pandemic flu (WHO phases 1-3)

Name	Office Address & Mailcode	Title	DOC Role	E-mail & phone
Karen Holtermann	2200 Bancroft #4204	Univ. Communications director	DOC manager	
Steve McConnell	2200 Bancroft #4204	Web news editor	Backup DOC manager	
Dan Mogulof	101 Sproul #4202	Executive director	Backup DOC manager	
Gretchen Kell	2200 Bancroft #4204	Assoc. Media Relations director	Media relations	
Nathan Jew	2200 Bancroft #4204	Admin. assistant	DOC manager assistant	
Emily Strange	2200 Bancroft #4204	Office manager	DOC manager assistant	
<b>Central Office Phones:</b> 2200 Bancroft – 642-0702 101 Sproul – 642-3734				

**Communications analysis.** Identify the audiences that the DOC communicates with. Identify modes of communication that could be used to reach all of the audiences identified.

	Website	Mass e-mail	Mass voicemail	800# recording	Phone bank	Internal recorded msg	Phone tree	Teleconference	Press conference	Campus/postal mail	Mass fax	Notice board posts	KALX	Individual e-mail
<b>Students</b>	x	x		x	x							x	x	
<b>Faculty/Staff</b>	x	x	x	x	x					x		x	x	
<b>Parents</b>	x			x	x					x				
<b>Media</b>	x	x		x				x	x	x	x			x
<b>Berkeley neighbors</b>	x			x	x							x	x	
<b>Gov't agencies</b>	x			x				x		x				x
<b>PA staff</b>						x	x							x

Website postings (on berkeley.edu, newscenter.berkeley.edu, and – if necessitated by outages – emergency.berkeley.edu) will be the primary mode of communications for all audiences, because of the web's ability to deliver information quickly and in quantity, and to direct readers to additional detailed information elsewhere.

#### V. Safe Work Practices

Public Affairs staff will be encouraged to implement social distancing techniques to minimize their potential exposure to or transmission of an infectious disease. Currently, staff is able to update the

web site, 800 phone number and prepare informational releases from alternate workspace and can share work product by means of electronic medium. Staff required to work shifts in an emergency operations center or joint information center will be provided with necessary personal protective equipment or vaccinations to minimize exposure to or impact from the infectious disease of concern. It is likely that “virtual” emergency management centers for some staff functions would be possible. In this way, face-to-face contact is minimized and work assignments are delegated electronically or via phone. It is likely that assistance from NCS and/or IST will be required to establish access to network file servers for staff working offsite.

**VI. Logistics: equipment, vehicles, buildings, supplies**

Public Affairs currently has staff in 2 buildings: Sproul Hall and 2200 Bancroft Way. The Bancroft site represents the safest site for a pandemic DOC, located in close proximity to the University Health Service and dedicated to Public Affairs exclusive use. Key equipment is telecommunications (radios, cell phones, satellite phones) and laptop computers that allow staff to maintain productivity from remote locations.

**VII. Action Steps Pending**

**Action Plan – Prioritize which items need to be done first and identify the responsible party(ies):**

1. Develop plan to gather information & questions from across campus: Marie Felde, Gretchen Kell, Jonathan King, Karen Holtermann (possibly Dan Mogulof, LaDawn Duvall)
2. Develop strategy (timing, channels of communication, vetting process) for communicating information about pandemic status and campus actions: Marie Felde, Karen Holtermann, Dan Mogulof
3. Build password-restricted web-accessible blog or information storage area to facilitate file- and info-sharing if conditions worsen and we are forced to do more work from outside office: Steve McConnell, Nate Jew, NCS
4. Add PA staff to administrative managers of People Locator system and ensure that staff are familiar with the tool and that it is integrated into the campus hotline, should that be activated.
5. Develop a web-page to point Cal affiliates to the appropriate source of information for pandemic questions ( e.g. HR for personnel, EHS for Hygiene, UHS for treatment/symptoms,)