Institute of Medicine IND Panel Discussion

Risk Communication Strategies in the Aftermath of a Nuclear Terrorist Attack; Getting the Public’s Attention

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IND: Communicating in the Immediate Aftermath

- Aids state and local authorities in providing information and life-saving instructions to the public in the immediate aftermath of an IND event (post explosion + 72 hours).
- Since the 2010 approval for interim use, the message content has been reviewed by state and local responders.
- In coordination with CDC, FEMA tested a portion of these messages for comprehension with focus groups. The results of this feedback were incorporated into the final DRG approved version.
- Accounts for all feedback received from the Advisory Team for Environment, Food and Health and its member agencies (CDC, FDA, EPA and USDA) and FEMA’s federal, state and local Nuclear/Radiological Communications Working Group.
IND Messaging Way Ahead

Based upon the 16 Aug 12 Domestic Resilience Group Meeting we have:

- Integrated the Department of Health and Human Services Comments into the document.
- Initiated discussions with FEMA-External Affairs on the appropriate “Roll-Out Strategy”
- Determined to simultaneously “roll-out” the Nuclear Power Plant Messaging Document with the IND Messaging Document

We have yet to:

- Ensure effective coordination between FEMA-External Affairs, the DRG and White House Office of Communications on the proposed “Roll-Out” Strategy
- Determine the way forward for the “Get Inside, Stay Inside, Stay Tuned” message.
IND Response and Recovery (INDRR) Radiation Communication Working Group Way Ahead

- INDRR Program Communication Working Group GAP and COA Review
- Public Plume Products Working Group (P3WG)
- “Worried-Well” Aid
- Integration and Synchronization of Effort with INDRR Working Groups
  - Response Working Groups
  - Crisis Decision Making Working Group
  - Health Services and Medical Working
  - Recovery Working Group
  - Scientific Support Working Group