



Communication

Community, Considerations and Effectiveness



Background

- Rural/small town community 7-8K, culture
- Residents, officials, partners, media

Communication objectives

- Community, internal agency, internal response, external
- Public meetings, live stream, TV, paper, social media

Items of consideration

- Near and far – expectations
- Complex dynamic– fast moving/overwhelming
- Local/state/federal/private – each multifaceted
- Broad scope – air/water/soil/health/general info
- Many undefined and evolving aspects
- Shift of command from fire/local to USEPA unified command
- Coordinating a single message or JIC

Many entities are quickly and efficiently doing what they are trained to do can create silos

Inconsistent, delayed conflicting messaging can lead to confusion

Confusion can lead to loss of trust which creates voids for mis-information

Main themes

- Complex and evolving response
- Timeliness, transparency, accuracy - important/expected
- Multiple modes are necessary
- Partners to coordinate messaging – JIC

Wesley Vins, DPA
Health Commissioner
Columbiana County Health District