

## 2015-2016 3.1 EMERGENCY PUBLIC INFORMATION CAPABILITY REQUEST TEMPLATE

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### CAPABILITY INFORMATION

<b>Capability:</b>	Emergency Public Information
<b>Funding Type:</b>	PHEP
<b>Capability Manager:</b>	Ann Rowe
<b>Co-Chair Champion:</b>	Dr. John Lanza

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### CAPABILITY BUDGET INFORMATION

Total Non-Resource Costs			
<b>Supplies</b>	\$21,689.00		
<b>Travel</b>	\$15,846.00		
<b>Equipment</b>	\$0.00		
<b>Consultant</b>	\$0.00		
<b>Contractual</b>	\$169,430.00		
<b>Other</b>	\$16,510.75		
<b>Total Costs</b>	<b>\$223,475.75</b>		
Total Resource Costs			
Capability	Average Hourly rate	Number of Hours	Cost
Communications	\$23.00	2,560	\$58,880.00
<b>Total Costs</b>			<b>\$58,880.00</b>
<b>Additional Comments:</b>			

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**Please note:** Functions 2 and 3 have been removed. Deliverables previously under this function have moved to other capability templates for better alignment.

## DELIVERABLE DESCRIPTION

<b>Function:</b>	Function 1: Activate the emergency public information system;
<b>Deliverable:</b>	3.1.1a Update Local-level Crisis and Emergency Risk Communication (CERC) Annexes
<b>Funding Type:</b>	PHEP

<b>Provide a description of this deliverable:</b>	This deliverable will coordinate with DOH Bureau of Preparedness and Response Planning Unit to provide Subject Matter Expertise for collection and review of State, Local CERC Annexes.
<b>Provide a description of how this deliverable will build (addresses gaps) or sustain the function listed above:</b>	Function 1a: In order to activate emergency public information systems, CHDs must first have a viable crisis communications plan in place, and then train and exercise the plan and their 3-deep roster of PIOs' skillsets to effectively use the plan and system to provide information to the public during an incident or event. The Information Management Unit's current workload is such that we are unable to accomplish this deliverable alone to review those CHD crisis communications plans up for renewal in a given year, and request the Bureau of Preparedness and Response Planning Unit's assistance to complete. Function 4: Information Management Unit, with assistance of BPR Planning Unit will be able to incorporate CDC-INFO into State and Local-level CERC Annexes to close gap. This deliverable also addresses Functions 3 and 4.
<b>Provide a description of any recurring costs (costs that will continue into the 2016-17 BP5 cycle) associated with this deliverable:</b>	None

## DELIVERABLE BUDGET INFORMATION

Total Non-Resource Costs			
<b>Supplies</b>			\$20,939.00
<b>Travel</b>			\$13,596.00
<b>Equipment</b>			\$0.00
<b>Consultant</b>			\$0.00
<b>Contractual</b>			\$72,750.00
<b>Other</b>			\$0.00
<b>Total Costs</b>			<b>\$107,285.00</b>
Total Resource Costs			
Capability	Average Hourly Rate	Number of Hours	Cost
Communications	\$23.00	480	\$11,040.00
<b>Total Costs</b>			<b>\$11,040.00</b>
<b>Additional Comments:</b> Subject Matter Expert review by 1 FTE – Operations and Management Consultant (Lead Crisis and Risk Communication Coordinator) listed in Function 1b/4			

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deliverable. Example: 67 local CERC Annexes for review over 12 months: SME to review average of 5 plans per month, 8 hours each. Equates to approximately 40 hours per month @ \$25.48 per hour x 12 months = \$12,230.40 annually.

### DELIVERABLE DESCRIPTION

<b>Function:</b>	Function 4: Establish avenues for public interaction and information exchange
<b>Deliverable:</b>	3.1.4a Updated All-Hazards Crisis Communications Tools for Public and Responders
<b>Funding Type:</b>	PHEP

<b>Provide a description of this deliverable:</b>	<p>This deliverable will consist of the following: Conduct needs assessment of preparedness messaging materials and tools; develop, provide 2014-15 video and audio product proposal and schedule to Project Manager and Marketing Director for approval; develop, disseminate at least two educational videos about health's various roles in preparedness and response, including coordination with FDOH Community Resiliency on related products; develop, disseminate at least four public service announcements (video and/or audio) to include emergency public health preparedness messaging for the public, with specific products for people with disabilities and non-sighted individuals; develop, disseminate updated all-hazards printed public health messaging materials, including products for people with disabilities and non-sighted individuals, as well as social media messaging and resources; provide completion report to Project Manager.</p>
<b>Provide a description of how this deliverable will build (addresses gaps) or sustain the function listed above:</b>	<p>Due to ever-changing technology, the need for local points of contact and resources, and the use of social media to stay informed, it is highly important FDOH continues to propel our capabilities forward with the most up-to-date emergency public health information provided through call centers, help desks, hotlines, websites and emergency-specific webpages, social media (including Facebook, Twitter, YouTube video PSAs, audio PSAs, Pinterest, Flickr), and response partner resources. Funding positions will allow the Information Management Unit and Project Advisory Team to maximize our basic and necessary resources to complete this deliverable.</p>
<b>Provide a description of any recurring costs (costs that will continue into the 2016-17 BP5 cycle) associated with this deliverable:</b>	<p>None</p>

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DELIVERABLE BUDGET INFORMATION			
Total Non-Resource Costs			
<b>Supplies</b>	\$750.00		
<b>Travel</b>	\$2,250.00		
<b>Equipment</b>	\$0.00		
<b>Consultant</b>	\$0.00		
<b>Contractual</b>	\$96,680.00		
<b>Other</b>	\$16,510.75		
<b>Total Costs</b>	<b>\$116,190.75</b>		
Total Resource Costs			
Capability	Average Hourly Rate	Number of Hours	Cost
Communications	\$23.00	2,080	\$53,040.00
<b>Total Costs</b>			<b>\$53,040.00</b>
<p><b>Additional Comments:</b> Annual Costs: Contractual: 1 Public Information Specialist (Message Development Lead / Contract Employee) \$64,480.00 salary package; Base Travel \$1,500; Supplies \$500; Other - Cell, VPN, Air Card, etc. \$1,510.75 = \$67,990.75 ttl.</p> <p>Contractual: 1 Administrative Assistant – Contract Employee (Messaging Development Budget Management &amp; Implementation, Media Inquiry Support – Preparedness &amp; Response phases) \$31,200 – 50% of overall \$62,400 salary package; Base Travel \$750; Supplies \$250 = \$32,200</p> <p>1 FTE – Public Information Specialist (Video Services Lead).</p> <p>Contractual: Translations for (Public Health Emergency Preparedness, Response materials to be posted to CERC Portal, for use by DOH HQ and CHD PIOs, Spokespersons - \$10,000 ttl.</p> <p>Other: 2015-16 Florida Emergency Preparedness Guide revision - \$15,000. Covers printing costs (English, Spanish, Creole). Graphics revision provided free-of-charge by FDOH Office of Communications marketing staff. Guide provided online and PIOs receive appropriate amount of copies for their CHD.</p>			