

---

## **INDIVIDUAL ACTION WORKBOOK**

---

**This page intentionally left blank.**

**Table of Contents**

Activity 1.1 – Strategic Communications ..... 1  
Activity 3.2 – Communicating Warnings ..... 2  
Activity 4.2 – Overcoming Communication Barriers..... 4  
Activity 5.1 – JIS/JIC ..... 5  
Activity 7.1 – Course Summary ..... 6  
Continuing Your Learning ..... 7

**This page intentionally left blank.**

## **Applying Your Learning**

---

### **Activity 1.1 – Strategic Communications**

#### **Instructions:**

*Total Activity Time:* 15 minutes

- 10 minutes: individual Work
- 5 minutes: class debriefing time

Complete the questions below.

1. Do you have a Strategic Communications Plan in your jurisdiction?
2. If yes, what information is in it?
3. Who has the authority to conduct messaging in your jurisdiction?
4. Who in your jurisdiction is in charge of strategic communications?



### Continuing Your Learning

---

The following are sources of additional information about IPAWS:

- [FEMA's Integrated Public Alert and Warning System \(IPAWS\)](https://www.fema.gov/integrated-public-alert-warning-system) (<https://www.fema.gov/integrated-public-alert-warning-system>) Web page provides additional information about IPAWS and the Commercial Mobile Alert System (CMAS).
- [IS-247, Integrated Public Alert and Warning System \(IPAWS\)](https://training.fema.gov/is/courseoverview.aspx?code=IS-247.a) (<https://training.fema.gov/is/courseoverview.aspx?code=IS-247.a>) is an independent study course. It is designed to provide authorized public safety officials with increased awareness of the benefits of using IPAWS for effective public warnings; skills to draft more appropriate, effective, and accessible warning messages; and shares best practices in the effective use of Common Alerting Protocol (CAP) to reach all members of their communities.

Other resources related to communicating warnings include the following:

- [Event Codes: Information on Emergency Alert System](http://www.nws.noaa.gov/nwr/info/eventcodes.html) (<http://www.nws.noaa.gov/nwr/info/eventcodes.html>) event codes is available on the NOAA National Weather Service Web site.
- Planning Templates: Refer to [FEMA's Comprehensive Preparedness Guide \(CPG\) 101](https://www.fema.gov/media-library/assets/documents/25975) (<https://www.fema.gov/media-library/assets/documents/25975>) , Developing and Maintaining Emergency Operations Plans, pages 3-9, for more information on use of planning templates.
- [Warnings Research: Communication of Emergency Public Warnings: A Social Science Perspective and State-of-the-Art Assessment, by Dennis S. Mileti and John H. Sorensen](https://www.researchgate.net/publication/255056072_Communication_of_Emergency_Public_Warnings_A_Social_Science_Perspective_and_State-of-the-Art_Assessment) ([https://www.researchgate.net/publication/255056072\\_Communication\\_of\\_Emergency\\_Public\\_Warnings\\_A\\_Social\\_Science\\_Perspective\\_and\\_State-of-the-Art\\_Assessment](https://www.researchgate.net/publication/255056072_Communication_of_Emergency_Public_Warnings_A_Social_Science_Perspective_and_State-of-the-Art_Assessment)) , presents research findings on warnings.
- [Writing Accessible Alerts and Warning Messages: The National Center for Accessible Media](http://ncam.wgbh.org/invent_build/analog/alerts/information-requirementsalerts) ([http://ncam.wgbh.org/invent\\_build/analog/alerts/information-requirementsalerts](http://ncam.wgbh.org/invent_build/analog/alerts/information-requirementsalerts)) has information on writing accessible alerts and warning messages.







## **Applying Your Learning**

---

### **Activity 7.1 – Course Summary**

#### **Instructions:**

*Total Activity Time:* 15 minutes

- 10 minutes: individual working in IAW
- 5 minutes: class debriefing time

Complete the questions below.

1. How can you apply what you've learned in this course on the job?

2. How will you continue to learning about public information and warning?

### Continuing Your Learning

---

Place a check next to those topics that you would like to continue learning about.

- Purpose and key elements of public information and warnings
- Roles of the emergency manager and Public Information Officer
- Tools and processes for communicating with the public

Review the following suggested resources.

#### Web Resources:

- **[FEMA's Integrated Public Alert and Warning System \(IPAWS\)](https://www.fema.gov/integrated-public-alert-warning-system)** (<https://www.fema.gov/integrated-public-alert-warning-system>) Web page provides additional information about IPAWS and the Commercial Mobile Alert System (CMAS).
- **[IS-247, Integrated Public Alert and Warning System \(IPAWS\)](https://training.fema.gov/is/courseoverview.aspx?code=IS-247.a)** (<https://training.fema.gov/is/courseoverview.aspx?code=IS-247.a>) is an independent study course designed to provide authorized public safety officials with increased awareness of the benefits of using IPAWS for effective public warnings. It will provide skills to draft more appropriate, effective, and accessible warning messages; and share best practices in the effective use of the Common Alerting Protocol (CAP) to reach all members of their communities.
- **Event Codes:** Information on [Emergency Alert System](http://www.nws.noaa.gov/nwr/info/eventcodes.html) (<http://www.nws.noaa.gov/nwr/info/eventcodes.html>) event codes is available on the NOAA National Weather Service Web site.
- **Planning Templates:** Refer to [FEMA's Comprehensive Preparedness Guide \(CPG\) 101](https://www.fema.gov/pdf/about/divisions/npd/CPG_101_V2.pdf) ([https://www.fema.gov/pdf/about/divisions/npd/CPG\\_101\\_V2.pdf](https://www.fema.gov/pdf/about/divisions/npd/CPG_101_V2.pdf)). Developing and Maintaining Emergency Operations Plans, pages 3-9, for more information on the use of planning templates.
- **Warnings Research:** [Communication of Emergency Public Warnings: A Social Science Perspective and State-of-the-Art Assessment](https://www.researchgate.net/publication/255056072_Communication_of_Emergency_Public_Warnings_A_Social_Science_Perspective_and_State-of-the-Art_Assessment), by Dennis S. Mileti and John H. Sorensen ([https://www.researchgate.net/publication/255056072\\_Communication\\_of\\_Emergency\\_Public\\_Warnings\\_A\\_Social\\_Science\\_Perspective\\_and\\_State-of-the-Art\\_Assessment](https://www.researchgate.net/publication/255056072_Communication_of_Emergency_Public_Warnings_A_Social_Science_Perspective_and_State-of-the-Art_Assessment)), presents research findings on warnings.

- **Writing Accessible Alerts and Warning Messages:** [The National Center for Accessible Media](http://ncam.wgbh.org/invent_build/analog/alerts/information-requirementsalerts) ([http://ncam.wgbh.org/invent\\_build/analog/alerts/information-requirementsalerts](http://ncam.wgbh.org/invent_build/analog/alerts/information-requirementsalerts)) has information on writing accessible alerts and warning messages.
- **Toolkit Templates:** [Ready.gov](https://www.ready.gov/) (<https://www.ready.gov/>)