
Unit 5: Information and Intelligence Management



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Visual 5.1

Unit Terminal Objective

Using a scenario, identify essential elements of information that support EOC decision making and information sharing.



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Visual 5.2

Unit Enabling Objectives

- **Define Situational Awareness (SA) and Shared Situational Picture (SitPic).**
- **Differentiate between data, information and intelligence.**
- **Explain sources for data collection.**
- **Describe information management in an EOC (validation, analysis, updating and dissemination).**



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Unit Enabling Objectives (Cont.)

- **Explain the use of essential elements of information (EEI) for decision support.**
- **Describe elements and management of a Shared Situational Picture.**
- **Explain the public information role of the EOC.**



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Common Points of EOC Failure



- **Communications Capability**
- **Resource Management**
- **Depth of the EOC Organization**
- **Training and Exercising**
- **Integrated Situational Awareness**



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Situational Awareness

- **The ability to identify, monitor, process and comprehend the critical information about an incident.**
- **Achieving SA requires continuous monitoring of relevant sources of information regarding actual incidents and developing hazards.**



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Integrated Situational Awareness

- **Integrated Situational Awareness is incident information that is actively shared and synchronized between stakeholders.**
- **A Shared Situational Picture is a mechanism to achieve integrated Situational Awareness.**



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Shared Situational Picture



- **Continuously updated overview of an incident.**
- **Key information needed for incident planning, tracking and decision-making.**
- **Personnel from all organizations at all locations have a common set of information.**



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Information Terms

- Data
- Information
- Intelligence

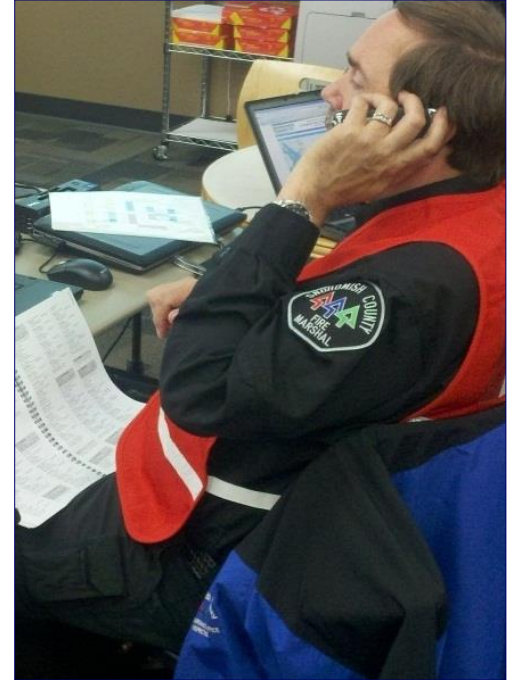


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Visual 5.9

Data

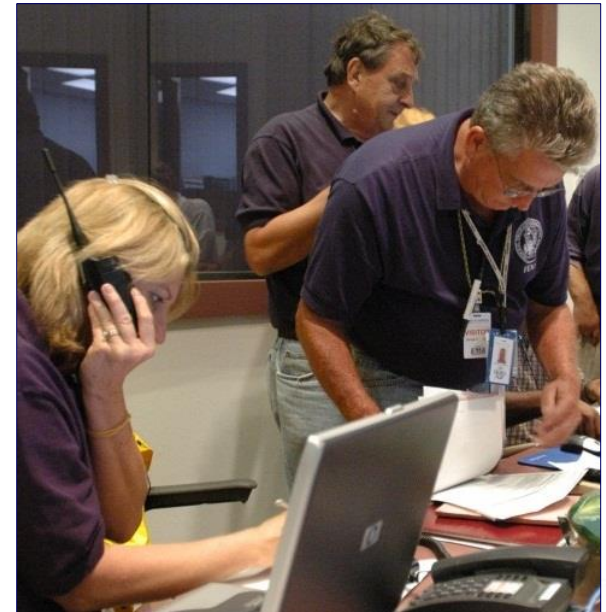
- **Unprocessed material that may be:**
 - **Incorrect**
 - **Irrelevant**
 - **Redundant**
 - **Useful**
- **Data must be validated and analyzed to be meaningful.**
- **Data is the facts or details from which information is derived.**



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Information

- **When data is processed and presented in a context which makes it useful, it is called information.**
- **Data is transformed into Information through validation and analysis.**
- **Incident related information supports decision-making.**



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Intelligence



- In NIMS, intelligence refers exclusively to threat-related information developed by law enforcement, medical surveillance, and other investigative organizations.
- Intelligence normally has special access and handling requirements.



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Visual 5.12

Additional Information Terms

- **Classified Information**
 - **United States national defense or foreign relations information designated Confidential, Secret, or Top Secret.**
- **Sensitive Information:**
 - **Information which, if accessed or disclosed without authorization, could adversely affect security, ongoing investigations, the conduct of government programs, or the privacy of individuals.**
- **Personally Identifiable Information:**
 - **Information that permits the identity of an individual to be directly or indirectly inferred.**



Discussion Question

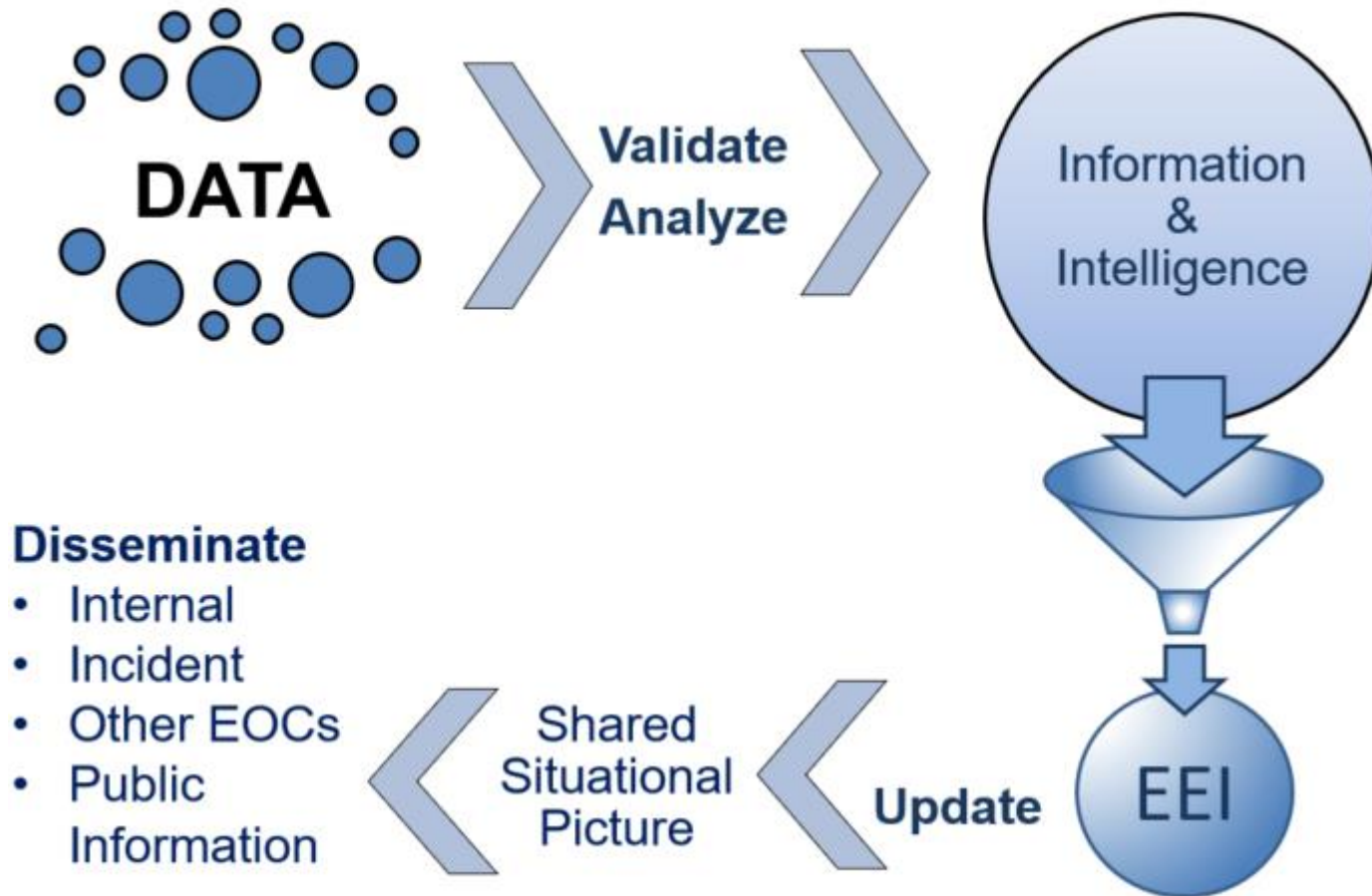
How is data analyzed and turned into usable information?



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Visual 5.14

Visualizing Incident Information Management



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Data Collection and Management

- **Effective Data Collection and Information Management is critical to Situational Awareness.**
- **Must include:**
 - **Agreements on which data elements are critical.**
 - **Reliable systems for dissemination and display of Situational Awareness Components in a Shared Situational Picture.**



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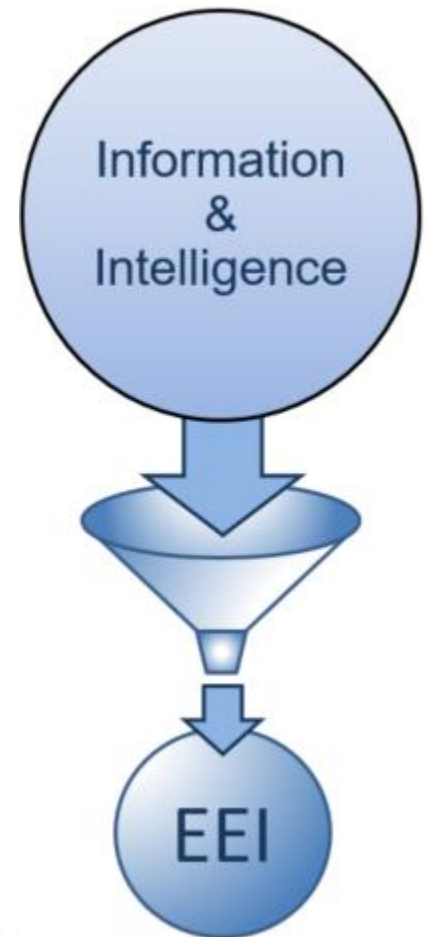
Data Validation and Analysis

- **Validation:** Review data to determine if it is incomplete, inaccurate, embellished, outdated, or misleading.
- **Analysis:** Analyze validated data to determine its implications and turn raw data into information for decision making.



Essential Elements of Information (EEI)

- **Not all information is useful for decision making**
- **Essential Elements of Information:**
 - **Important and standard information items**
 - **Support timely and informed decisions**



Data Collection Plan

Matrix describing Essential Elements of Information:

- Disaster/ Incident area and access points
- IC structure, objectives and support requirements
- Jurisdictional Boundaries
- Social/economic/political/ health impacts
- Resource and critical facility status
- Transportation, energy and communications system status
- Hazard-specific information and predictive modeling of hazards
- Weather conditions/ forecasts
- Seismic or other geophysical data
- Disaster/emergency declaration status
- Recovery considerations
- Planned or upcoming activities
- Donations



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Sample EEI Matrix

- **EEI Information Required**
- **Collector(s)**
- **Source(s)**
- **Update Method and Timing**

#	EEI	Information Required	Collector(s)	Source(s)	Update Method/Time	Remarks
1	Weather	Change in weather conditions that may impact operations	EOC Situational Awareness Section	National Weather Service	- Live stream forecast in EOC - Update weather summary hourly	Immediate notification of IC and Center Director for conditions that could affect life safety





Activity 5.1: Essential Elements of Information

Allotted Time: 30 minutes



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Visual 5.21

EOC Communication Basics

When the EOC is activated, each staff member to consider:

- **Who ... needs to know what I am doing?**
- **What ... needs to be communicated?**
- **When ... should I communicate it?**
- **How ... should it be communicated?**



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Information Updates and Dissemination

- **Updating:** Relevant information continually monitored, verified, integrated, and analyzed.
- **Dissemination:** Sharing validated incident data.
 - **Must be timely and accurate**
 - **Enhances situational awareness**
 - **Encourages effective coordination**

Disseminate

- Internal
- Incident
- Other EOCs
- Public Information



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Importance of a Shared Situational Picture

- **Enables effective and timely decision-making by based decisions on a common set of shared information**
- **Increases collaboration among all responders and disseminates pertinent information**
- **Improves incident safety**
- **Informs predictions and proactive response**
- **Ensures consistency of messages**



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Shared Situational Picture: A Leadership Tool

The Shared Situational Picture helps leaders:

- **Facilitate collective efforts.**
- **Increase collaboration.**
- **Make informed decisions for deploying manpower and resources.**
- **Collect and disseminate pertinent and up-to-date information.**



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Shared Situational Picture Methods

- Printed reports/ materials
- Visual displays
- Shared electronic information
- Briefings/ Meetings



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EOC Situation Reports

- Provide EOC Information Dissemination and Updates
- Standardized reports document:
 - Level of activation
 - Operational status
 - Ongoing issues
 - Requests or needs
 - Anticipated issues/needs



**EOC SitReps =
Situational
Awareness**



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Shared Situational Picture

Commonly includes:

- **Current status**
- **Evolving situation**
- **Status and location of assigned resources**
- **Requests for additional resources**



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Sample Incident Information

- **Current Incident Situation**
- **Incident Command Objectives**
- **Hazard information (type, area affected, potential spread)**
- **Resources committed**
- **Incident Command POCs with contact info**
- **Pending resource requests**
- **Maps of the incident area**
- **Current and future weather**



Community Information – “Lifelines”

- **Safety and Security**
- **Food, Water and Sheltering**
- **Health and Medical**
- **Energy (Power and Fuel)**
- **Communications**
- **Transportation**
- **Hazardous Material**



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Sample EOC Information

- **Current EOC Activation Level**
- **EOC Personnel and POC information**
- **Essential Elements of Information**
- **EOC Task tracker with current status**
- **EOC Log of key information, events and decisions**
- **Point of contact and communications methods for stakeholders**
- **Maps of the jurisdiction**
- **State/ Federal declarations**
- **Media reporting and inquiries regarding the incident**



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Questions to Ask Yourself

1. **Is the information I am providing relevant and timely?**
2. **Is the development of an action plan based on the SitPic required or necessary?**
3. **Does the information help in maintaining Situational Awareness for others who depend on the EOC?**



Managing the Shared Situational Picture

- **EOC Organizational Structure**
 - **Who manages the Situational Picture (SitPic)**
 - **Who contributes to Sit Pic/ what info/ when**
- **Situational Picture Elements**
- **Data Filtering Process/ EEI**
- **Process for continuous SA Monitoring**
- **Process/ cycle for SitPic Updates**
- **Disseminating the Situational Picture (who, when, how)**
- **Process for SA interaction with EOC planning**



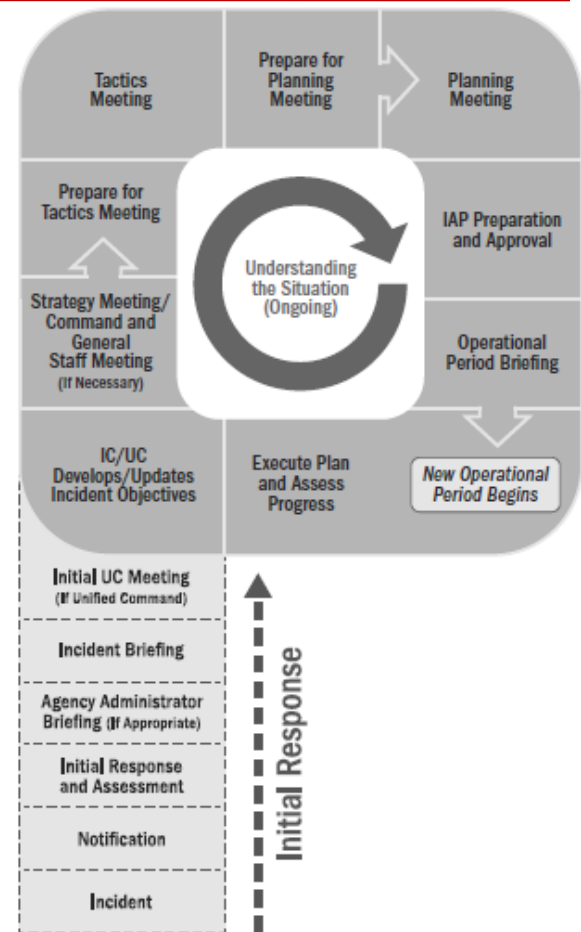
Mapping EOC Communications



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EOC Planning and Operations Cycle

- Include identified times for:
 - Publication of SitReps
 - Briefings on situation information
 - Updates of key SitPic elements
- Consider EOC synchronization with the operational cycle for Incident Command



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Activity 5.2: Shared Situational Picture

Allotted Time: 45 minutes



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Visual 5.36

Final Thoughts: Situational Awareness

Situational Awareness and a Shared Situational Picture:

- Begin with relationships
- Require policy and procedure to facilitate the process
- Should be practiced in every event and exercise - make it routine



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Public Information

- **During disasters people are overwhelmed.**
- **Clear, accurate, timely messages focused on immediate needs build confidence in the response.**
- **Common public information and warning messages:**
 - **Lifesaving measures.**
 - **Evacuation routes.**
 - **Threat and alert system notices.**
 - **Other public safety information.**



Public Information Coordination

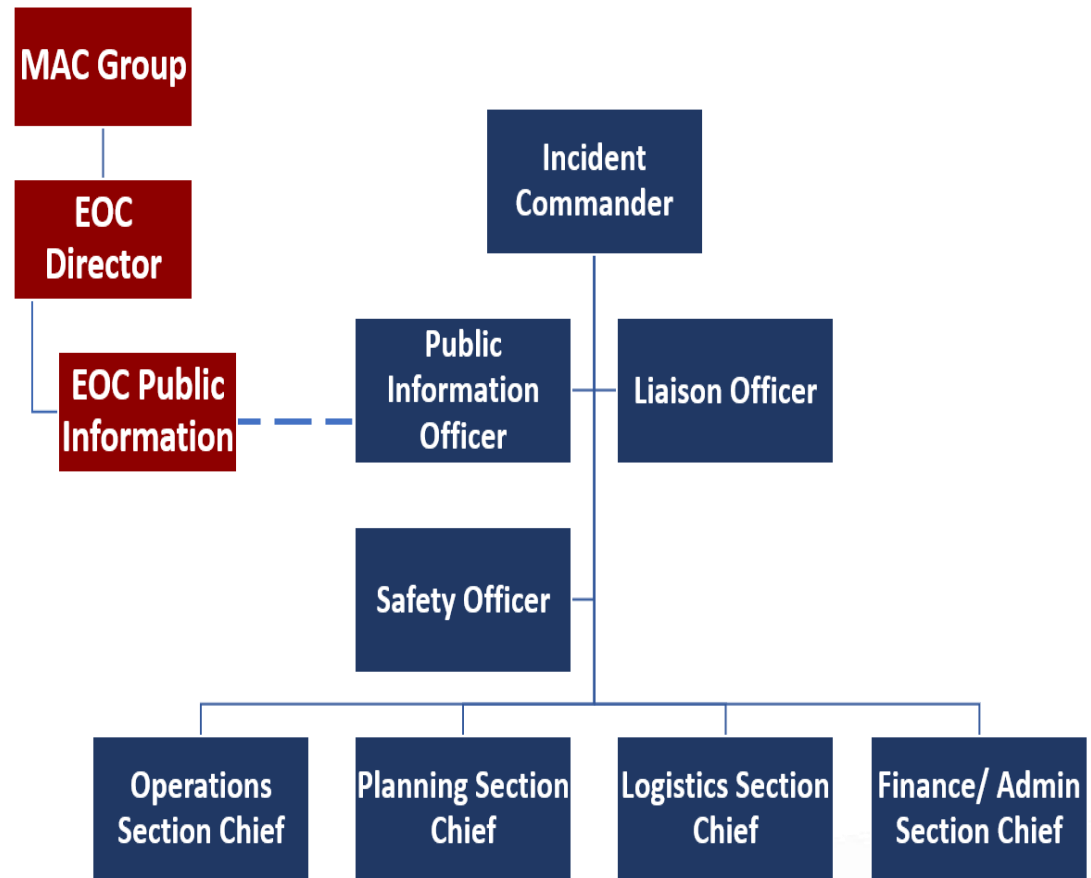
Coordination and dissemination of public information can be a primary reason for activating an EOC



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EOC Public Information Function

- Represents and advises the EOC Director and MAC Group.
- Coordinates (from the EOC) media, social media, and public inquiries.
- Collects, verifies, and disseminates information to the target audiences.



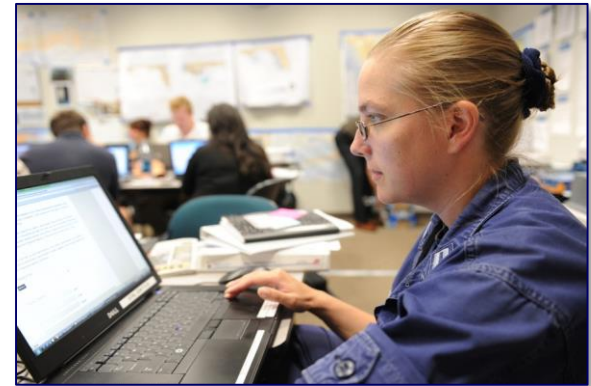
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Joint Information Center

A facility housing JIS operations

- **Incident Management information**
- **Public information**

May be standalone coordination entities, at incident sites, or as components of EOCs.



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EOC Public Information Tasks

- **Gather, verify, coordinate, compile, and distribute information (contribute to SA/COP and the IAP).**
- **Track the accuracy of news reports.**
- **Look for trends in questions/rumors.**
- **Coordinate news media and social media interface.**
- **Serve as a spokesperson.**
- **Prepare spokespeople for briefings.**



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Media Releases

Media releases from EOC should be approved, when practicable, by EOC manager and/or Policy Group and distributed to:

- **Local and regional news organizations.**
- **All emergency services agencies involved.**
- **Relevant and monitored social media venues.**
- **Volunteers answering public info phone lines.**
- **All groups working in the EOC.**
- **Real-time operations management software (EOC web tools).**



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Activity 5.3: Public Information

Allotted Time: 30 minutes



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Visual 5.44

Objectives Review

- 1. What is SA? What is SitPic?**
- 2. What is the difference between data, information, and intelligence?**
- 3. What sources contribute to data collection?**
- 4. How is information managed in an EOC?**



Objectives Review (Continued)

5. How is EEI used for decision support?
6. What are the elements of a Sit Pic?
7. What is the public information role of the EOC?

