

# EXERCISE EVALUATION GUIDE

<p><i>Exercise Name:</i> Local Public Health Community Preparedness Ebola TTX</p> <p><i>Exercise Date:</i> [Insert exercise date]</p>	<p><i>Organization/Jurisdiction:</i> [Insert organization or jurisdiction]</p>	<p><i>Venue:</i> [Insert venue name]</p>
<b>Response</b>		
<p><i>Exercise Objective:</i> Discuss the ability of local health, in collaboration with public safety and municipal leaders to develop, coordinate and disseminate information and notifications to the public following a confirmed case of Ebola within their community in accordance with current plans.</p>		
<p><i>Public Health Preparedness Capability:</i> <b>Emergency Public Information and Warning</b> Emergency public information and warning is the ability to develop, coordinate, and disseminate information, alerts, warnings, and notifications to the public and incident management responders.</p>		
<p><b>Organizational Capability Target 1: Activate the emergency public information system</b> <i>Critical Task:</i> Identify Public Information Officer, support staff (depending on jurisdictional vulnerabilities and subject matter expertise), and potential spokesperson(s) to convey information to the public.</p>		
<p><b>Organizational Capability Target 2: Establish and participate in information system operations</b> <i>Critical Task:</i> Develop, recommend, and execute approved public information plans and strategies on behalf of the Incident Command or Unified Command structure. <i>Critical Task:</i> Provide a single release point of information for health and healthcare issues through a pre-identified spokesperson in coordination with the JIC. <i>Critical Task:</i> Facilitate rumor control for media outlets for the jurisdiction such as television, internet, radio, and newspapers</p>		
<p><b>Organizational Capability Target 3: Establish avenues for public interaction and information exchange</b> <i>Critical Task:</i> Establish mechanisms (e.g., call center, poison control center, and non-emergency line such as 211 or 311) for public and media inquiries that can be scalable to meet the needs of the incident. <i>Critical Task:</i> post incident-related information on health department website as a means of informing and connecting with the public. <i>Critical Task:</i> Utilize social media (e.g., Twitter and Facebook) when and if possible for public health messaging</p>		
<p><b>Organizational Capability Target 4: Issue public information, alerts, warnings, and notifications</b> <i>Critical Task:</i> Comply with established jurisdictional legal guidelines to avoid communication of information that is protected or that may infringe on individual and entity rights <i>Critical Task:</i> Disseminate information to the public using languages and formats that take into account jurisdiction demographics, at-risk populations, economic disadvantages, limited language proficiency, and cultural or geographical isolation <i>Critical Task:</i> Transmit health-related messaging information to responder organizations through secure messaging platforms</p>		

Organizational Capability Target	Associated Critical Tasks	Observation Notes and Explanation of Rating	Target Rating
<b>Activate the emergency public information system</b>	<ul style="list-style-type: none"> <li>Identify Public Information Officer, support staff (depending on jurisdictional vulnerabilities and subject matter expertise), and potential spokesperson(s) to convey information to the public.</li> </ul>		
<b>Establish and participate in information system operations</b>	<ul style="list-style-type: none"> <li>Develop, recommend, and execute approved public information plans and strategies on behalf of the Incident Command or Unified Command structure.</li> <li>Provide a single release point of information for health and healthcare issues through a pre-identified spokesperson in coordination with the JIC.</li> <li>Facilitate rumor control for media outlets for the jurisdiction such as television, internet, radio, and newspapers</li> </ul>		
<b>Establish avenues for public interaction and information exchange</b>	<ul style="list-style-type: none"> <li>Establish mechanisms (e.g., call center, poison control center, and non-emergency line such as 211 or 311) for public and media inquiries that can be scalable to meet the needs of the incident.</li> <li>Post incident-related information on health department website as a means of informing and connecting with the public.</li> <li>Utilize social media (e.g., Twitter and Facebook) when and if</li> </ul>		

	possible for public health messaging		
<b>Issue public information, alerts, warnings, and notifications</b>	<ul style="list-style-type: none"> <li>• Comply with established jurisdictional legal guidelines to avoid communication of information that is protected or that may infringe on individual and entity rights</li> <li>• Disseminate information to the public using languages and formats that take into account jurisdiction demographics, at-risk populations, economic disadvantages, limited language proficiency, and cultural or geographical isolation</li> <li>• Transmit health-related messaging information to responder organizations through secure messaging platforms</li> </ul>		
<b>Final Core Capability Rating</b>			

Evaluator Name \_\_\_\_\_

Evaluator E-mail \_\_\_\_\_

Phone \_\_\_\_\_

Ratings Key
P – Performed without Challenges
S – Performed with Some Challenges
M – Performed with Major Challenges
U – Unable to be Performed

## Ratings Definitions

<b>Performed without Challenges (P)</b>	The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s) and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks for the public or for emergency workers, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws.
<b>Performed with Some Challenges (S)</b>	The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s) and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks for the public or for emergency workers, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws. However, opportunities to enhance effectiveness and/or efficiency were identified.
<b>Performed with Major Challenges (M)</b>	The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s), but some or all of the following were observed: demonstrated performance had a negative impact on the performance of other activities; contributed to additional health and/or safety risks for the public or for emergency workers; and/or was not conducted in accordance with applicable plans, policies, procedures, regulations, and laws.
<b>Unable to be Performed (U)</b>	The targets and critical tasks associated with the core capability were not performed in a manner that achieved the objective(s).