

SFJCCAF2

Warn, inform and advise the community in the event of emergencies



Overview

This unit is about developing procedures and systems for warning, informing and advising communities and providing the required information in the event of an emergency. It includes integrating communication with other emergency planning arrangements and working in partnership with other agencies, including responder organisations and the media. The aim is to ensure that warnings, information and advice are delivered effectively in the event of an emergency, to help mitigate the effects and aid recovery.

Target Group

The unit is for those with responsibility for communicating with the public in an emergency, including the preparation of relevant systems and procedures.

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Performance criteria

You must be able to:

- P1 develop effective arrangements for communicating with communities in a range of emergency situations
- P2 integrate procedures for warning and informing communities with other emergency planning arrangements
- P3 agree protocols for warning and informing communities with other agencies, including arrangements for:
 - P3.1 identifying a lead responder
 - P3.2 joint working with other responders
- P4 liaise with other responder organisations to confirm actions to warn, inform and advise communities in the event of an emergency
- P5 identify specific objectives for communicating with communities
- P6 develop effective arrangements for working with the media prior to, during and after emergencies
- P7 provide relevant and timely information about the nature of an unfolding event, including
 - P7.1 an overview of the situation
 - P7.2 immediate actions being taken by responders to minimise risk
 - P7.3 actions being taken by responders to assist recovery
 - P7.4 how further information can be obtained
- P8 ensure that the information provided
 - P8.1 is co-ordinated, consistent, timely and without unnecessary duplication
 - P8.2 promotes understanding for the target audience
 - P8.3 is as comprehensive as possible, without causing unnecessary alarm
- P9 ensure that the information provided enables individuals to take action which will minimise the impact of the emergency as far as is practicable
- P10 review and evaluate arrangements for warning, informing and advising the community

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Knowledge and understanding

You need to know and understand:

- K1 how to set communications objectives, taking account of audience segmentation and their diverse needs, abilities and preferences
- K2 effective methods for delivering information messages during emergencies
- K3 the types of communication capabilities available to your organisation and partner organisations
- K4 public information systems and the impact of disruption to them during emergencies
- K5 your organisation's emergency plans and arrangements
- K6 your organisation's arrangements for direct communications with communities e.g. websites, text messaging, sirens, door to door visits
- K7 your organisation's arrangements for communicating with staff and decision makers in an emergency
- K8 procedures for testing and exercising warning arrangements
- K9 the roles and functions of the main agencies involved in civil protection at local, regional and national level
- K10 your organisations (and partner organisations) arrangements for working with the media during emergencies
- K11 the benefits which effective media relations can provide during emergencies and the importance of good media relations during emergencies
- K12 the impact which the presence of the public communications media can have on the conduct of an emergency operation
- K13 the potential impact of emergencies on vulnerable people and groups
- K14 measures that can be taken to ensure required information reaches, and is understood by vulnerable people
- K15 how to review and evaluate arrangements for warning, informing and advising communities
- K16 how to benefit from the lessons learned and good practice from other organisations
- K17 legal responsibilities for warning in emergencies across civil protection partners and hazardous site operators
- K18 statutory duties of responder organisations to warn, inform and advise communities

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Additional Information

Behaviours

Listed below are the main generic skills and attitudes which need to be applied. These are explicit/implicit in the detailed content of the unit and are listed here as additional information.

1. community minded
2. determined
3. empathetic
4. investigative
5. realistic

Skills

1. analysing
2. briefing
3. communicating
4. consulting
5. information management
6. marketing
7. organising
8. problem solving
9. project management
10. research
11. liaison

Glossary

Frequently used terms and how they should be interpreted in the context of the Civil Contingencies NOS

Community

Individuals and organisations in localities including adults, children and young people, vulnerable people, residential homes, businesses etc

Links to other NOS

This unit is linked to

1. CC AA1 Work in co-operation with other organisations
2. CC AC1 Develop, maintain and evaluate emergency plans and arrangements
3. CC AF1 Raise awareness of the risk, potential impact and arrangements in place for emergencies
4. CC AG4 Address the needs of individuals during the initial response to emergencies

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