

Kentucky Outreach and Information Network  
Advisory Panel Conference Call  
Meeting Minutes  
February 10, 2011

Participants

*Panel Members*

- Mary Ann Miller, Kentucky Department of Education
- Pam Mullaney, Kentucky Hospital Association
- Pat Seybold, Kentucky Council on Developmental Disabilities
- Pam Thompson, Kentucky Office for the Blind, Louisville (in place of Cora McNabb)

*Kentucky Cabinet for Health and Family Services/Department for Public Health*

- Barbara Fox, Public Information Officer, KOIN Coordinator

*Jane Mobley Associates*

- Victoria Houston
- Neeli Langdon
- Julie MacLachlan

Summary of Meeting Minutes

*1. Welcome and introductions*

Panel members introduced themselves and the agencies they represented. They also were asked to tell if they had a smartphone provided by the agencies they worked for and if their agencies currently used social media. Of the four participants, three used work-provided smartphones and three worked for agencies that used social media (e.g., Facebook, Twitter, LinkedIn, Capital Impact and blogs). One participant's agency was in the process of developing a social media policy.

## *2. Advisory panel member status for 2011*

At the face-to-face panel meeting in Frankfort last year, CHFS/DPH offered to check in with panel members at the beginning of 2011 to confirm their interest in continuing on the panel. **Panel members were encouraged to contact Barbara Fox if they planned to withdraw from the panel (including those who could not participate on the call).** Panel members who discontinue serving may be asked to recommend a replacement.

## *3. Status update on KOIN recruitment*

Vicki Houston provided an update on the current status of KOIN recruitment efforts. Overall, KOIN recruitment has been positive and continues to be an area of emphasis to expand the KOIN. Recruitment efforts are currently focused on people who were recommended for the KOIN at the 2010 KOIN workshops.

## *4. Debrief from KOIN activations in last quarter 2010 – discussion about simple performance measures (Reference #4 in the Four Elements document)*

The panel discussed the value of implementing performance measures to evaluate how the KOIN functions in both an activated and non-activated state. Panel members discussed the possibility of implementing performance measures that would track translation requests Barbara receives when the KOIN is activated. Panel members supported this idea and said it would provide data for improving the KOIN and show areas where roles and responsibilities have not been clearly communicated to KOIN members.

One suggestion was to track all requests and comments the Cabinet receives from KOIN members to ensure continuous improvement of the network and to identify potential issues. **Barbara requested that all KOIN members forward any information they receive during KOIN activations that can inform CHFS/DPH of local circumstances and help officials to connect people with**

**necessary resources and information (e.g., locations where medical needs shelters are set up locally).**

*5. National Level Exercise (NLE) – May 2011*

Kentucky is one of eight states participating in the National Level Exercise (NLE) the week of May 16-20. The NLE is a White House directed Congressionally mandated exercise led by the Federal Emergency Management Agency (FEMA).

The exercise scenario includes an earthquake event along the New Madrid Fault, taking place at 2 a.m. on February 7, with a magnitude of 7.7 on the Richter scale. The metropolitan areas to be most affected include Memphis, Tenn., Paducah, Ky., and St. Louis, Mo. In Kentucky, the most affected areas will be in the Western portion of the Commonwealth, spanning from Breckenridge to Warren counties. The earthquake will cause power outages and considerable damage to critical infrastructure, including major bridges.

The Kentucky Division of Emergency Management (KyEM) has requested the KOIN's participation in the exercise to measure the effectiveness of communicating messages through the network. The Cabinet is considering sending an exercise message to KOIN members that would ask them to simulate the numbers of people they could reach through their contact lists.

In addition, a main focus of the exercise will be setting up shelters to accommodate the general public and people with special medical needs. The Cabinet is considering sending a test message to KOIN members about shelter locations at a certain point in the exercise.

CHFS/DPH staff have been asked to assist with writing injects for the exercise. If panel members have ideas or can assist in any way, please contact Barbara Fox.

## *6. Highlights from KOIN 2010 Communication Survey and implications for NLE*

For the exercise, the area to be most adversely impacted is the Western region of the state, similar to the 2009 ice storm. This prompted discussion about findings from the 2010 KOIN communication survey; communication breakdowns revealed through the post-ice storm survey conducted in 2009; and potential communication issues that could arise during the exercise.

Panel members reviewed the findings from questions 5, 6 and 8 in the 2010 Communication Survey Report and discussed the implications for communication issues the KOIN could experience during the NLE (e.g., inability to communicate after the first 24 hours; lack of clarity about KOIN members' roles and responsibilities outside of work hours; communication capability outside of work hours). Panel members emphasized the importance of disseminating information through the KOIN within the first 24 hours of an event.

Panel members suggested sending periodic messages to KOIN members to remind them of their roles and responsibilities. The messages could be sent during times of the year when the potential for emergencies increases (e.g., tornado season) and could include preparedness tips or things they should think about or plan to do.

Periodic test messages could be productive and serve as a reminder to KOIN members about their participation in the KOIN, particularly since Kentucky experiences few emergencies that cause KOIN activation. One suggestion was to ask KOIN members to respond to test messages by indicating the date and time they received the message.

The upcoming NLE presents a discussion opportunity for the 2011 KOIN Workshop. Planning for the workshop is under way. Panel members suggested covering the following topics during the workshop:

- KOIN members' roles and responsibilities.
- Realistic limitations of the KOIN. KOIN members will feel an obligation to communicate information and may become concerned if they cannot perform their KOIN responsibilities due to adverse circumstances. KOIN members may have a more realistic role in the recovery phase if communication breaks down during the emergency.

#### *7. April schedule*

The 2<sup>nd</sup> annual KOIN Advisory Panel face-to-face meeting will occur from 9 a.m. to 10 a.m. EST, Wednesday, April 27, 2011, at Berry Hill Mansion in Frankfort, Ky. The KOIN workshop will follow from 11 a.m. to 2 p.m. EST.

In addition, an interactive television (ITV) session will be offered from 10 a.m. to noon EST on Thursday, April 28. More details about these KOIN activities will follow.