

Liaison Manual: Stakeholder Communication Plan

Name of Incident/Drill:

Liaison Unit Location:

Date:

Liaison Stakeholder Communication Plan

Name of Incident/Drill:

Date:

This document is a working template for individuals to utilize in an incident or drill to ensure consistency and support approval processes. **Please use the drop-down option in the footer to select "THIS IS A DRILL" when applicable.**

How to use this template:

- The following is a template for producing a Liaison Stakeholder Communication Plan for an incident. It is a general format intended to give a strawman to start developing a plan.
- Write this plan for the next operational period(s). What will you be doing tomorrow and beyond?
- Additional templates have been developed to support modifications to institutions and organizations.
- Use the questions to help think through the issues and provide information on how the Liaison Unit will address them.

Best practices for drills:

- Coordinate with the Joint Information Center (JIC) and Public Information Officer to ensure activities are not in conflict with JIC.
- Once a plan has been developed and approved by the Liaison Officer, request a time to brief the Unified Command and make changes as needed.
- The plan is a living document intended to be changed as the incident evolves and new needs arise.

TYPE:

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Liaison Stakeholder Communication Plan

Name of Incident/Drill:

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Liaison Plan: *Signature Approvals*

Unified Command	Name	Signature	Date (MMDDYYYY)
FOSC			
SOSC			
RPIC			
LOSC			
TOSC			
<i>Additional Signatures***</i>			

**** Use additional signatures as required*

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Liaison Plan: *Purpose and Goals*

The liaison stakeholder communication plan is an outline of the activities that the Liaison Unit will be conducting to ensure communication with stakeholders are accurate and timely. The liaison stakeholder communication plan is intended to work in conjunction with media outreach by the Joint Information Center. The plan covers key issues of the response, strategies for how to communicate to each stakeholder group and tools that will be used. The plan is a living document intended to be changed as the incident evolves and new needs arise.

Purpose:

Goals:

TYPE:

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Liaison Unit Organization Contacts:

Role	Name	Contact Information	
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Activities and Tools:

A Liaison (LOFR) Unit will be established by Unified Command to be the primary point of contact for elected officials, agencies, and tribes. The unit should establish a regular notification process to ensure timely communication with identified constituencies. Below are activities and tools that can be used to engage with the identified stakeholders. Additional activities and tools can be added, as needed, and requested based on the incident type. **Recommendation to coordinate with Public Information Officer (PIO) Unit as needed to support timely and open communication with stakeholders.**

Initial & Daily briefing: Elected Official	<p>A conference hotline can be established to brief elected officials on response efforts and address any specific concerns from elected officials. It should be held at the same time every day.</p> <ul style="list-style-type: none"> • When is this happening? What is the call number? Who is participating? • Prepared a script for the call and identify the facilitator. • Update on current status and open up for Q & A.
Initial & Daily briefing: Tribal Leaders	<p>A conference hotline can be established to brief elected officials on response efforts and address any specific concerns from elected officials. It should be held at the same time every day.</p> <ul style="list-style-type: none"> • When is this happening? What is the call number? Who is participating? • Prepared a script for the call and identify the facilitator. • Update on current status and open up for Q & A.
Liaison Email Messages	<p>These can be used to send daily updates to elected officials, agencies, tribal governments, business and community stakeholders and other interested parties.</p>
Town Hall Meeting/ Press Conference	<p>These types of meetings can be conducted to address community concerns, inform, and educate.</p>
Door-to-Door Communication	<p>This may need to be done if communities are small, language is a barrier, at-risk populations, or economically and ethnically diverse.</p>
Mobile Claims Unit/Store Fronts	<p>This can be set up to establish a presence in the community to assist impacted community members with information on making claims, grocery vouchers and other necessities.</p>
VIP Tour	<p>This can be used to provide tours and site visits to local elected officials or important stakeholders. These should be planned and coordinated with the JIC, UC, Security, Operations and conducted as requested or needed.</p> <ul style="list-style-type: none"> • Give heads up to UC (this will likely be a reporting threshold to the UC) • Organize with Planning for scheduling. • Coordinate with Logistics, Security, and JIC. • Develop agenda and prepare the UC for the event. • Who is leading the tour, and what will they tour? Are you planning overflight? • Who needs to be present to give information
Open House	<ul style="list-style-type: none"> • Stations staffed by subject matter experts. • Translators • Where is the oil going? Do we need to organize another one downriver/elsewhere?

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Stakeholder Communications

- *Who are the impacted stakeholders?*
- *What are their issues and concerns?*
- *When making the list, include a column to track their issues, whether they have resources that might be impacted, or they just want information updates.*
- *This list should be kept up to date as more stakeholders are contacted.*
- *Coordinate as needed with the Public Information Officer (PIO) Unit to provide timely information to community stakeholders and the public.*

Stakeholder groups to consider based on emergency type:

1. Elected Officials	2. Local Tribes
<ul style="list-style-type: none"> ○ Governor’s Office ○ U.S. Congressional Delegation ○ State Legislators ○ County Government officials ○ City Mayors 	<p>INSERT LINK OR SUPPORTING NOTE HERE</p>
3. Agencies	4. Other Stakeholders
<ul style="list-style-type: none"> ○ Relevant Health Authorities ○ Federal Emergency Management Agencies ○ Pipeline and Hazardous Materials Safety Administration ○ U.S. Army Corps of Engineers ○ U.S. Environmental Protection Agency ○ U.S. Fish & Wildlife Service ○ Washington Department of Ecology ○ Washington Department of Fish & Wildlife ○ Washington Department of Natural Resources ○ Washington Department of Health ○ Washington Governor’s Office ○ Washington Utilities and Transportation Commission ○ Washington State Patrol ○ Other relevant government bodies 	<ul style="list-style-type: none"> ○ Local/Nearby Businesses ○ Local/Nearby residents ○ Landowners ○

EXCEL DOCUMENT TEMPLATE ATTACHED

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Concerns and Issues for Response - Overview

The following list are some of the issues that might be considered during the incident and can be populated into the supplied template with incident/drill specific details and or messaging.

<p>Dispersant use or In-situ burn <i>(These issues are on the table until then are ruled out. It is very important to get a message about the possible use until it is determine not to be in use)</i></p>	<ul style="list-style-type: none"> • What are the possible use, when, where, and how will results be communicated. • Who will you work with to get technical information from, schedule for when application will occur? • Who are the impacted communities and who are we communicating with? • The EU will ask Liaison to communicate with specific stakeholders such as tribes or coordinating agencies to get input. • Coordinate the messages with JIC. • Use the decision process flow chart from the Northwest Area Plan Contingency Plan to identify when Liaison should communicate messaging.
<p>Volunteers <i>(Liaison manages the issues. If volunteers are used, a volunteer unit under Planning Section will be established to implement the volunteer management plan)</i></p>	<ul style="list-style-type: none"> • Assess the need for volunteers from the other sections of the response. • If there is a need, develop a volunteer management plan. • Coordinate with Planning Section, Logistics, Finance and JIC.
<p>Claims/Economic Impacts</p>	<ul style="list-style-type: none"> • Work with Finance Unit to ensure process for claims is clearly communicated. • Who are the groups, associations, agencies and other organizations that might be used to help get messages out about claims process? • Do we need to setup a “store front” in impacted communities?
<p>Salvage and Places of Refuge <i>(for vessel incidents)</i></p>	<ul style="list-style-type: none"> • This is a very visible activity and early communication to impacted communities, especially in the case of places of refuge, will help minimize concerns.
<p>Community air monitoring <i>(early messaging about air quality is critical especially in densely populated cities)</i></p>	<ul style="list-style-type: none"> • Work with EU to get information about what assets are in place or on the way to conduct air monitoring in communities. • Work with operations for how to address if communities call to report odors or fumes.

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Environmental Justice/Language Considerations	<ul style="list-style-type: none"> • Consider your audience and community at large for language considerations. • Most local municipalities will have a good idea of the languages that are most used in their communities. They may also have translation services. • Language Data
Tribal	<ul style="list-style-type: none"> • This should be priority for the Tribal Coordinator. • Identify which tribes are impacted, have treaty right or usual and accustomed rights or areas of interest. • How do they want to be involved? • Who do they represent?
Ferry/Road Traffic	<ul style="list-style-type: none"> • closure issues?
Health Issues	<ul style="list-style-type: none"> • Food consumption issues are handled by county health departments. • Representatives from Dept of Health should be connected in Liaison to help with messages about food consumption.
Oiled wildlife	<ul style="list-style-type: none"> • Get messages out about oiled wildlife reporting. • Coordinate with Wildlife branch for possible use of volunteers. • Inform public to not approach wildlife
Public Health	<ul style="list-style-type: none"> • <i>Where to get medical aid if needed</i> • <i>Remain out of the area</i>
Other	<ul style="list-style-type: none"> • <i>Add any additional concerns/issues that are incident or drill specific. Suggested topics are: Fishing, boating and other recreational activity, traveling etc.</i>

ISSUES TRACKER - TEMPLATE

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