HARNESSING TECHNOLOGY TOOLS TO ENHANCE JOINT INFORMATION SYSTEMS

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WHO AM I AND WHY AM I UP HERE?

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• Major customers include DOE, CDC, FEMA, DHS
  • National security/emergency management programs
  • Emergency public information
  • Risk communications
  • Drills & exercises
  • Technology
  • Social media
  • Mobile apps

Oak Ridge Associated Universities (ORAU)
Manages the Oak Ridge Institute for Science and Education (ORISE)
WHY ARE YOU HERE?

Technology novice

Technology hater

Looking for solutions

Exchange best practices

Not sure?
PURPOSE

Gain the knowledge and skills required to evaluate and integrate cost-effective technology with advanced techniques to improve Joint Information System (JIS) communication and collaboration
OBJECTIVES

• Understand JIS/JIC functions and the importance of timely public information

• Understand how to successfully use backchannel and public-facing resources for JIS enhancement

• Identify best practices and techniques for practical integration of technology solutions to establish robust JIS communication
TAKE HOME MESSAGE

• The JIS/JIC are interconnected through the technologies that shape them
• Adapting new technologies will maximize response effectiveness
Emergency Public Information

Protect health, safety, and environment by keeping people informed

Create public confidence in the organization’s ability to manage an incident
WHAT’S A JIS AND A JIC?

• Joint Information System:
  – An information network of Public Information Officers (PIOs) working together to keep the public informed

• Joint Information Center:
  – A tool that supports the JIS; central locations for PIOs to work

• Addressed in National Response Framework and National Incident Management System . . . but doesn’t explain how to build a JIS/JIC
NIMS PIO GUIDANCE

- Provides operational practices for PIOs working with Incident Command System
- Offers basic procedures to operate a JIS

Basic Guidance for Public Information Officers (PIOs)

National Incident Management System (NIMS)

FEMA 517/November 2007

FEMA
DON’T DISS THE JIS

It takes a team!

One PIO can’t do it all – effectively

Five PIOs can’t do it all – effectively

Multi-agency connections are needed
GOAL OF THE JIS

ONE VOICE
NEWTOWN SCHOOL SHOOTING

Immediacy
Misinformation

9:30 a.m. – 911 calls
9:35 a.m. – Police 1st dispatched to the scene
9:41 a.m. – CT State Police receive 1st call
9:45 a.m. – SWAT team arrives
NEWTOWN SCHOOL SHOOTING

Dec. 14, 2012 at 09:53 AM

Twitter: "Heartbreaking"

Sister, driving to Sandy Hook, stopped upon seeing some 1st graders running out of school. She took them to Police.

Dec. 14, 2012 at 12:48 PM

Twitter: "Tribute to Family"

Have ordered flags over the Capitol to be lowered in honor of the families & victims at Sandy Hook.

#prayfornewtown

Dec. 14, 2012 at 02:40 PM

Lanza Surfaces on Facebook

Ryan Lanza posts to his Facebook account, "It wasn't me." Lanza further sends updates saying he was on a bus traveling home to Hoboken from work. Later accounts suggest the shooter may have been Lanza's younger brother, 20-year-old Adam.
PUBLIC INFORMATION TECHNOLOGY

- Internet-based technologies aka “cloud computing” and “cloud technology” cut costs while increasing efficiency
- Build communication bridges between officials, responders, the media, and the public
- Provide a more consistent messaging capability
- Provide real-time information sharing and monitoring
EMBRACING TECHNOLOGY

• How are you going to handle calls as a group?
• Whose website will host event information?
• How are you going to capture media reports and archive them?
• What is the best way to get Incident Command approval on news releases?
JIS TECHNOLOGY

Trade this for this

Trade this for this

Trade this for this

Trade this for this
WHY MOBILE?

More than half of U.S. own a smartphone

One billion smartphones worldwide

1 in 5 adults own a tablet

Most internet access will be via mobile by 2014

Continuity of Operations Planning
POP QUIZ!
CLOUD TECHNOLOGY

A model for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.

We use it everyday when sending an email!
CLOUD TECHNOLOGY APPS

Dropbox

Google Drive

Microsoft SkyDrive

SugarSync
GROUP NOTIFICATIONS

- groupme
- GroupTweet
- Facebook Chat
- Google Groups
SOCIAL MEDIA

- Twitter
- Facebook Group
- YouTube
- LinkedIn
- Pinterest
- Vine
SURVEYS

Formspring

Google Forms

SurveyMonkey.com

Poll Everywhere
GOOGLE APPLICATIONS

- Google Maps
- Google Sites
- Google Voice
- Google Hangouts
A FEW OTHERS . . .

• Mini projector
• iPads/Tablets (duh)
• Mi-Fi
• “Re” –charger
• Portable multi-device battery
• HDMI Cord
• Wireless mouse
PUTTING IT ALL TOGETHER

• Notifications
  – Text messaging
  – Google Voice

• Information Gathering
  – Social Media (Twitter, Facebook, etc.)
  – Blogs

• Information Coordination
  – Cloud tech storage/sharing
  – JIS/JIC Google Site

• Information Release
  – Social Media
  – Blogs
  – Google Site
  – Google Maps
  – Video/Photo Sharing

• Media Monitoring
  – Social Media
  – File Sharing
  – Tweetdeck, Hootsuite, etc.

• Archiving
  – Twitter Archive
  – Facebook Archive
PUTTING IT INTO PRACTICE
TAKE HOME MESSAGE

• The JIS and JIC are interconnected through the technologies that shape them
• Adapting new technologies will maximize response effectiveness
SO NOW WHAT?

• Survey your JIS needs
• Check with your IT folks
• Develop and present a case to Senior management
• Train, train, exercise, train, & exercise & then train some more
KEEP IN TOUCH WITH TECHNOLOGY

• Mashable.com
• emergencymgmt.com
• sm4em.org
• idisaster.wordpress.com
• The Health Communicator’s Social Media Toolkit: http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf
• CDC Social Media Works: https://www.healthcommworks.org/Account/LogOn?signInArea=SocialMediaWorks
KEEP IN TOUCH WITH ME!

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