


ICP TTA
Assisting Victims of Mass Violence
and Domestic Terrorism

Communication during a Domestic Terrorist or Mass Violence Incident

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- ▶ Augment Existing Emergency Response Plans
 - Ensure care after criminal mass violence
 - Inclusion of jurisdictions across the country
 - Incorporation into exercises
- ▶ Individual Training and Technical Assistance
 - Selected communities
 - Assigned consultants
 - Subject matter experts training

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Mass Violence and Terrorism

- ▶ **MASS VIOLENCE** means an intentional violent criminal act that results in physical, emotional, or psychological harm to a sufficiently large number of people.
- ▶ **Terrorism** means activities that:
 - ▶ Involve acts dangerous to human life that are a violation of the criminal laws of the United States or of any State,
 - ▶ Appears to be intended
 - ▶ to intimidate or coerce a civilian population;
 - ▶ to influence the policy of a government by intimidation or coercion; or
 - ▶ to affect the conduct of a government by mass destruction, assassination or kidnaping.

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Phases of Response to Mass Tragedy

- Planning
- Immediate (Acute)
 - o During the incident
 - o Immediate aftermath
- Immediate (Transitional)
 - o Up to the first remembrance date
 - o Completion of prosecution
- Long Term (Recovery)
 - o 18 months +
 - o Appeals, parole hearings, Memorial dedications, remembrances
- Planning

16 Best Practices in Planning for CMV/DT

1. Incident Command	7. Volunteer Management Protocol	12. First Responder Support
2. Committee Identification & Engagement	8. Family/Friends Assistance Center (FAC) Plan	13. Planning & Preparedness Grants and Emergency Funding Assistance
3. Up-To-Date Contact List	9. Financial Donation Management Protocol	14. Community Resilience Planning
4. Family & Friends Reception/Notification Center (FRC)	10. Memorial & Special Event Management Protocols	15. Criminal Justice System – Victim Support
5. Victim Identification & Notification Protocol	11. Community Behavioral Health Response	16. Training and Exercise
6. Public Information & Crisis Communications Protocol		



#6 Public Information and Crisis Communications

Role of Communicators

- Inform the affected community of your agency's services, and where and how they can be obtained.
- Assure the affected community and the nation that your agency is "on the job"
- Advise leadership about communication issues
- Mitigate issues regarding your agency
- Manage public expectations regarding the role of your agency



Prepare

- Network with others across all fields in communications (i.e. local government, federal government, hospitals, school districts, American Red Cross, Office of Emergency Management, etc.)
- Get involved in tabletop exercises. Get into your role!
- When you see something happen in another community, think how you would respond if it was your community.



Prepare

- Go to training now
- Study up on available resources, so you are not scrambling to figure it out.
 - <https://ovc.ojp.gov/sites/g/files/xyckuh226/files/pubt/mvt-tookitools.html>
 - <http://www.victimprovidersmediaguides.com/impact.html>
 - <https://training.fema.gov/programs/bio/>
 - National Information Officers Association (NIOA)
 - Psychological First Aid



Prepare

- Identify people within in your own agency and what their role will be.
 - Spokespeople
 - IT
- Work smarter not harder
 - What technology can you use to be more efficient?
 - Have designated media email and phone numbers



It Actually Happened! Now What?

- Take a deep breath, you got this because you have prepared!
- You cannot do this alone, accept help!
- If you are the PIO or in public relations, you are an advisor to the executive.
- Information to get out early –
 - On going public safety threat?
 - Where do you want people to go and not to go?
 - Family / Friend Notification Center
 - Resource numbers
 - Where to go for accurate information



Common Reactions to Stress

- Cognitive
- Spiritual
- Physical
- Behavioral
- Emotional



Risk Management

Building trust and credibility:

- Express empathy and caring
- Acknowledge uncertainty, fear and pain
- Be transparent, honest and open
- Explain how to get more information



Risk Management

Empowering the public to make decisions:

- Don't "over" reassure people
- Tell people what you know and be candid about what you don't know
- Tell people when you will provide more updates
- Provide public safety recommendations and action steps
- Share the risk by involving people in the response (for example, check on your neighbor)



Immediate (Acute)

- Immediately get with other affected partners to ensure consistent messages
- Know your organizations role in the incident and stay in your lane
- Can't possibly answer all calls, so don't try! Figure out where you want the media and public to get their information
- Think about creating your own hashtag
- Think about donation management early
- **Focus on victims**



Immediate (Acute)

- Watch for #FakeNews
 - Have a dedicated social media person to monitor conversations, not just post content
 - Monitor traditional media for misinformation
- Monitor public email address and phone number listed for your organization
- Set up a JIC
 - Ensure any phone numbers given out are monitored
- Consider other numbers that may be useful:
 - Mental Health hotline
 - Donations
 - Tipline (Crime Stoppers)



Joint Information Center

- Have representation from all affected agencies
- This is the centralized location for information
- More efficient and effective when in all in one place
- Keep updated bullet points as to has already been shared
- Have all resource numbers available



Updated Media Points Updated at 2:30p.m. on July 20, 2012

General information on shooting

- 71 victims total – 12 of which are confirmed dead, 59 others injured.
- 10 victims died in the theater 2 died later at area hospitals.
- Victims were transported by police, ambulance and by personal vehicles to several area hospitals.
- VICTIM IDENTIFICATION IS STILL IN PROCESS - THE FAMILIES OF THE VICTIMS HAVE NOT YET BEEN NOTIFIED. Reasons being, this is still an active investigation at the crime scene.
- APD HAS NOT RELEASED ANY INFORMATION OR NAMES OF VICTIMS. We ask that people respect the privacy of these families. Resources are being offered to victims and families.
- Police have interviewed over 200 witnesses. Police have not been able to verify all witness statements at this time.
- In cooperation with the investigation, The Aurora Town Center decided to close for the day.

Press Conferences

- Before:
 - Brief all speakers.
 - Be clear on who is saying what, how much time they have
 - Remind everyone to stay in your lane.
- During:
 - Lives team press conference
 - Tell public where you want people to go to get information
 - Announce when your next press conference will be
- After:
 - Post bullet points of the press conferences in the JIC so everyone has same information.
 - Post press conference online



Key Messages

- Express empathy for victims and their families
- Focus on how your agency is responding right now
- Focus on what you are preparing to do
- Redirect questions to the appropriate authority
- Do not solicit any donations or support for your agency — it's not about you!



The Division of the National Transportation Safety Board

N&OA NEWS

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Inside This Issue:
Freedom. We must rely on each other
Newport News spotlight's child's 911 beats
If it bleeds, it leads... or does IEP
EMI debuts new Master PIO Class
Media among world's worst jobs

PIOs On the Front Line

Spokepeople help Aurora theater shooting victims' families deal with media

By Bill Lash, Editor
and Peter Rosenbaum

All day on Monday, Feb. 15, the big blue-and-white tent of the National Transportation Safety Board's (NTSB) Division of National Transportation Safety Board (N&OA) was filled with people and equipment. The tent was the headquarters of the Aurora, Colorado, theater shooting. The N&OA PIOs were working hard to get the information out to the public. The N&OA PIOs were working hard to get the information out to the public. The N&OA PIOs were working hard to get the information out to the public.



and the emergency number of police, fire, and other services. Aurora, Colorado, was the scene of a shooting. The N&OA PIOs were working hard to get the information out to the public. The N&OA PIOs were working hard to get the information out to the public. The N&OA PIOs were working hard to get the information out to the public.



Family PIO Liaison

- Assign a victim advocate and PIO to each family
- Completely optional for family participation
- Gives family space to grieve, and provides a professional who can assist with dealing with the family.
- Not the family spokesperson.
- Think about deceased social media.



Other Considerations

- President or other dignitaries may visit.
- Memorials erected
- Vigils
- Donations



Long Term Considerations

- Take care of yourself
- Effect on those professionals involved
- Records requests
- Returning items to victims
- Thank you and recognition to other agencies and community partners
- Remembrances



ICPTTA

Planning & Relationships




Recorded Webinar Trainings
www.icptta.com/trainings

for
Additional **Information** or
Customization for your community

Please contact ICPTTA to schedule a follow up specific to this topic.

icptta@icf.com
617-218-3584




Importance of Planning



- ▶ Better to meet partners before the incident
- ▶ Identifies shortfalls prior to an incident
- ▶ Encourages training and exercises
- ▶ Bolsters community resilience as a whole

"We had really been evolving in these partnerships over the years. So, when this event occurred, everybody knew one another. When we showed up, there was not anyone there that we didn't know, that we had to start building relationships with. All of those resources truly worked well together for one common purpose, which was to provide excellent service to the families and to the survivors."

CHIEF (RET) GREG MULLEN, CHARLESTON, SC
<https://www.icf.com/asset/Account/Attachments/16416/16416.pdf>



www.icptta.com



TTA Sites

16 Best Practices in Planning for CMV/DT

Site-Specific TTA	Site-Specific Training
Relationship Development	Use industry-specific SMEs as trainers
Write & Exercise the Plan	Specific training dependent on existing work
