

Roles and Responsibilities

State and local roles and responsibilities are identified below. Regional roles are also identified when applicable. This is not an exhaustive list. Furthermore, although roles and responsibilities are listed, the MDH recognizes that the infrastructure to support these planning efforts is evolving and may not yet be in place.

State			
	Roles and responsibilities	Coordinating entity	Explanation
PIO staffing	Designate lead public health PIO, ECC PIO and backups.	Primary MDH Communications Office Contributor MDH IDEPC MDH Health Educators Other MDH program areas	Communications office staff will have primary responsibility for staffing these positions. However, program staff and local public health may be used to provide backup for these roles, subject to availability of staff resources.
PIO staffing	Arrange for backup staffing to support MDH ECC PIO, lead public health PIO (SEOC), and other key communications staff, using (1) communications staff from other state agencies, (2) health educators and other MDH staff with identified communication skills, and/or (3) local public health PIOs/communicators from the metro region	Primary MDH Communications Office Contributor Communications staff from other state agencies. MDH Health Educators Other MDH program areas LPH communicators from metro region.	Any use of non-MDH personnel to back up MDH PIOs or communications staff <i>will only be undertaken subject to availability of staff resources</i> for this purpose.

State			
	Roles and responsibilities	Coordinating entity	Explanation
Public Information Coordination	When SEOC is active, coordinate use of the SEOC assets for dissemination of public health information to the media and public.	Primary Lead MDH SEOC PIO Backup MDH SEOC PIO Contributor MDH Communications Office	
Public Information Coordination	When SEOC is active, provide liaison to PIO in the SEOC and coordinate message development, message delivery, and overall message coordination activities in the MDH ECC.	Primary MDH ECC PIO Backup MDH ECC PIO Contributor MDH Communications Office	
Public Information Coordination	When MDH ECC is active, but the SEOC is not, work through the ECC to coordinate the use of MDH assets for dissemination of public health information, message development and overall message coordination.	Primary MDH ECC PIO Backup MDH ECC PIO Contributor MDH Communications Office	

State			
	Roles and responsibilities	Coordinating entity	Explanation
Public Information Coordination	When neither the SEOC nor MDH ECC is active, coordinate the use of MDH assets for dissemination of public health information, message development, and overall message coordination.	Primary MDH Communications Office Contributor MDH Health Educators Other MDH program areas	
Public Information Coordination	Obtain command approval from MDH management (if neither ECC or SEOC is active), ECC manager (if SEOC is not active), or state incident commander (if SEOC is active), Prior to releasing any messages or information.	Primary MDH Communications Office MDH ECC PIO (ECC active) Lead MDH SEOC PIO (SEOC active)	
Designation of content expert(s)	Designate content expert(s) and backup(s) to consult/collaborate with communications staff on message development, and provide content approval of messages. Content expert function will be housed in planning section of ECC when the ECC is active.	Primary MDH IDEPC Contributor MDH Communications Office	

State			
	Roles and responsibilities	Coordinating entity	Explanation
Dissemination of surveillance data	Develop and implement expedited mechanisms for rapid sharing of key surveillance data (number and location of cases, number and location of deaths, etc.) with external partners, media and the public.	Primary MDH IDEPC MDH PHL Contributor MDH OEP MDH Communications Office	Mechanisms may include posting to designated locations on MDH workspace and public website, and submission of data for inclusion in SEOC situation reports and briefings (SEOC active).
Media Liaison	Maintain strong relationships with media organizations in the state on an ongoing basis.	Primary MDH Communications Office Contributor MDH OEP HSEM Other MDH program areas	
Media Liaison	Develop/organize educational activities and materials for media on pandemic influenza (intepandemic/pandemic alert period.)	Primary MDH Communications Office Contributor MDH OEP HSEM Other MDH program areas	

State			
	Roles and responsibilities	Coordinating entity	Explanation
Media Liaison	Develop formal arrangements for dissemination of routine information to media during a pandemic and activate these arrangements as appropriate during a pandemic or other public health emergency.	Primary MDH Communications Office Contributor MDH OEP HSEM Other MDH program areas	This refers to “automatic” activation/use of media-controlled vehicles like routine announcements and bulletins, posting of items and links on media organizations’ websites, video scrolling, etc.
Media Liaison	Activate identified arrangements as appropriate during a pandemic.	Primary MDH Communications Office Contributor MDH OEP HSEM Other MDH program areas	
Informational monitoring	Monitor media reports and other sources of information on an ongoing basis, during all phases of a pandemic, to identify new developments, emerging issues and concerns, rumors and misinformation, etc., so effective public messages and materials can be developed and disseminated in response.	Primary MDH Communications Office MDH ECC PIO (ECC active) Lead MDH SEOC PIO (SEOC active) Contributor LPH Other external partners MDH IDEPC MDH OEP Hotline staff	Two-way communication with all parties involved in communicating about a pandemic is essential. Intelligence about the informational environment is needed for revision/ updating of messages, materials, standard talking points, etc.

State			
	Roles and responsibilities	Coordinating entity	Explanation
Message development	Identify, develop, adapt and archive key prescribed messages relating to pandemic flu, during the interpandemic/pandemic alert period. Coordinate development with and obtain necessary approvals from program staff (content experts).	Primary MDH Communications Office Contributor MDH IDEPC	
Message development	Develop and adapt messages in response to emerging events, public concerns, rumors & misinformation, etc. Coordinate with and obtain approvals from program staff/content expert.	Primary MDH Communications Office Contributor MDH IDEPC	
Message development	Coordinate all message development with- and obtain the necessary content approval from – designated program staff (content experts)	Primary MDH Communications Office Contributor MDH IDEPC	
Message delivery	Develop and maintain essential tools and vehicles for delivery of messages and materials to media and the public, including contact lists, briefing venues, broadcast fax & GovDelivery list for deliver of news releases, public website, hotline (see Attachment G).	Primary MDH Communications Office MDH OEP Hotline staff Contributor MDH OEP MDH IDEPC	

State			
	Roles and responsibilities	Coordinating entity	Explanation
Message delivery	Develop and maintain communications office “go kit” of essential materials and resources, to be stored on communications office laptops.	Primary MDH Communications Office	
Message coordination	Develop, maintain, and test appropriate vehicles for coordination of public messages with local public health and other external partners.	Primary MDH Communications Office Contributor MDH OEP	
Message coordination	During all phases of a pandemic, disseminate or provide access to message coordination vehicles (talking points, fact sheets, q&a documents, etc.) to all MDH and partner agency/organization staff with responsibility for public communication, including “points of contact” for internal/partner communication (see Attachment G).	Primary MDH Communications Office MDH ECC PIO (ECC active) Contributor MDH OEP	Message coordination vehicles may include standard talking points, MDH workspace/public communication page, public website postings, and e-mail. Talking points will be revised and updated on an ongoing basis, in response to emerging events, media coverage, feedback from MDH staff and external partners, etc.

State			
	Roles and responsibilities	Coordinating entity	Explanation
Internal communication	Keep MDH staff informed of developments and actions taken regarding an ongoing public health emergency, including an anticipated or actual pandemic. Includes both targeted communication for staff directly involved in responding to the emergency, and general information for those who are not playing a direct role in the response.	<p>Primary MDH Communications Office MDH IDEPC</p> <p>Contributor MDH OEP</p>	Includes development and use of appropriate vehicles, including but not limited to intranet postings, mass e-mail, face-to-face briefings, and informal consultation.
External/partner communication	Provide timely, targeted information and consultation to key external partners regarding an actual or anticipated pandemic, including but not limited to infection control, clinical issues, PPE, antivirals, medical surge capacity, community containment measures, isolation and quarantine, and potential human disease threats associated with infected wild and domesticated animal species.	<p>Primary Partner communication contacts (see Attachment E)</p> <p>Contributor MDH OEP MDH Communications Office</p>	Targeted audiences include other state agencies, local public safety agencies, HSEM, governor's office, local public health, physicians, nurse practitioners, infection control practitioners, EMS/emergency medicine, other health care providers, MAC, RHRC, PHPC, legal contacts. Vehicles include e-mail, fax, HAN messages, internet vehicles, memoranda, etc. (see Attachment G).

Local			
	Roles and responsibilities	Coordinating entity	Explanation
Information Dissemination	Disseminate messages and information relating to pandemic influenza, consistent with demands and resources of local media markets, availability of local communication staffing and resources, and level of effort contemplated in local emergency response communication plans	Primary LPH communicators Local emergency management Communicators for hospitals, clinics, business organizations, other external partners. Contributor MDH communications MDH ECC	
Information Dissemination	Develop relationships with local media and include media in communications planning (interpandemic/pandemic alert period) as appropriate.	Primary LPH Hospitals Clinics Local businesses Other external partners Contributor MDH Communications Office	Mechanisms may include standard media relations tools (news releases, briefings, etc), hotlines, and other vehicles. Ensure consistency of messages with standard talking points and other guidance from MDH

Local			
	Roles and responsibilities	Coordinating entity	Explanation
Message Coordination	Ensure consistency of messages with standard talking points and other guidance (message coordination vehicles) provided by the MDH.	Primary LPH Hospitals Clinics Local businesses Other external partners Contributor MDH Communications Office MDH ECC PIO MDH SEOC PIO	
Communication feedback	Provide MDH ECC and the MDH communications staff with available information about local media coverage, local or organization-specific concerns, prevalent rumors or misinformation, content of calls from the public, gaps or problems with standard talking points and other message guidance from the MDH, and other information that can be used in revising or updating communication guidance.	Primary LPH Hospitals Clinics Local businesses Other external partners Contributor MDH Communications Office MDH ECC PIO MDH SEOC PIO	
PIO staffing	Provide backup staffing for MDH communication staff, public health PIO roles in ECC/SEOC, using staff provided by LPH or partner agencies organizations.	Primary Metro region LPH PIOs Communication staff from other state agencies Other partner agencies/organizations	<i>Only subject to availability of local or partner communication staff resources for this purpose.</i>

Local			
	Roles and responsibilities	Coordinating entity	Explanation
Education	Design, disseminate and conduct educational materials and activities on avian/pandemic influenza for external partners, media, interested stakeholder groups and organizations, and the general public (interpandemic/pandemic alert period).	Primary LPH PHPC Contributor MDH OEP MDH Communications Office MDH IDEPC MDH PHL	
Message development	Provide input to MDH Communication Office, MDH ECC PIO, and Lead MDH SEOC PIO for use in development of public messages during all phases.	Primary LPH Other partner agencies/organizations Contributor Other MDH communications staff	

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Local			
	Roles and responsibilities	Coordinating entity	Explanation
Message delivery	Develop and use effective mechanisms for timely delivery of information and recommendations to limited English populations during actual or anticipated pandemic.	Primary LPH ECHO collaborative Contributor MDH OEP MDH Communications Office	ECHO collaborative includes LPH, representatives of limited English population communities, MDH, other state agencies. Vehicles maintained or under development by ECHO include monthly public TV show in six non-English languages, special broadcasts on public TV during an emergency, partnering arrangements with community groups for message delivery, fax-based rapid notification system, and phone-based emergency information system.

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