

Introduction

Throughout its standards and measures, PHAB requires documentation of communications systems, policies, and procedures. The following list lays out the structural components of a communications system and the policies/procedures required by PHAB. Each component includes the related measures, required documentation, and guidance. This list is not comprehensive.

The highlighted and underlined measures are captured in this tool.

1.1.1 T/L	2.3.4 A	5.2.2 L	7.1.3 A	11.1.1 A
1.1.2 T/L	2.4.1 A	5.2.3 A	7.2.1 A	11.1.2 A
1.1.3 A	2.4.2 A	5.2.4 A	7.2.2 A	11.1.3 A
1.2.1 A	2.4.3 A	5.3.1 A	7.2.3 A	11.1.4 A
1.2.2 A		5.3.2 A		11.1.5 A
1.2.3 A		5.3.3 A	8.1.1 T/L	11.1.6 A
1.2.4 L	3.1.1 A	<u>5.4.1 A</u>	8.2.1 A	11.1.7 A
1.3.1 A	3.1.2 A	5.4.2 A	8.2.2 A	11.2.1 A
1.3.2 L	3.2.1 A			11.2.2 A
1.4.1 A	3.2.2 A	6.1.1 A	9.1.1 A	11.2.3 A
1.4.2 T/L	3.2.3 A	6.1.2 A	9.1.2 A	11.2.4 A
	3.2.4 A		9.1.3 A	
2.1.1 A	3.2.5 A	6.2.1 A	9.1.4 A	12.1.1 A
2.1.2 T/L		6.2.2 A	9.1.5 A	12.1.2 A
2.1.3 A	4.1.1 A	6.2.3 A	9.2.1 A	12.2.1 A
2.1.4 A	4.1.2 T/L	6.3.1 A	9.2.2 A	12.2.2 A
2.1.5 A	4.2.1 A	6.3.2 A		12.3.1 A
2.2.1 A	4.2.2 A	6.3.3 A		12.3.2 A
2.2.2 A		6.3.4 A	10.1.1 A	12.3.3 A
2.2.3 A	5.1.1 A	6.3.5 A	10.2.1 A	
2.3.1 A	5.1.2 A		10.2.2 A	
2.3.2 A	5.1.3 A	7.1.1 A	10.2.3 A	
2.3.3 A	5.2.1 L	7.1.2 A		



Communications: Structural components required for PHAB Documentation

1. Designate a staff position as the public information officer

Measure 3.2.2 A: Establish and maintain communication procedures to provide information outside the health department.

Required documentation #1: Written procedures for communications, updated biennially, that include:

d. Designating a staff position as the public information officer

Guidance: Designate a department staff position as public information officer. The protocol must define this officer's responsibilities, which must include: maintaining media relationships; creating appropriate, effective public health messages; and managing other communications activities.

2. Describe responsibilities and expectations for positions interacting with the news media and the public, including, as appropriate, any governing entity members and any department staff member

Measure 3.2.2 A: Establish and maintain communication procedures to provide information outside the health department.

Required documentation #1: Written procedures for communications, updated biennially, that include:

e. Describing responsibilities and expectations for positions interacting with the news media and the public, including, as appropriate, any governing entity members and any department staff member

Guidance: Describe the responsibilities for all staff positions that may interact with the news media and the public. This may include guidance for specific staff, such as the director and public information officer, as well as guidance for others, including any governing entity members who may speak on behalf of the health department or any department staff member who may be contacted by the public or press

3. Maintain a current contact list of media and key stakeholders

Measure 3.2.2 A: Establish and maintain communication procedures to provide information outside the health department.

Required documentation #1: Written procedures for communications, updated biennially, that include:

c. Maintaining a current contact list of media and key stakeholders

Guidance: Include a current contact list of media and key stakeholders related to the protocol; set forth when the contact list is to be used; and include the process for maintaining the contact list.



4. Updated contact list for All Hazards Emergency Operations Plan

Measure 5.4.1 A: Participate in the process for the development and maintenance of an All Hazards Emergency Operations Plan (EOP)

Required documentation #3: Collaborative revision of the All Hazards EOP

b. Documentation of updated contact information

Guidance: A contact list of respondents that has been updated within the last two years must be provided. This could be shown by presenting the most current contact list and demonstrating through minutes or previous listings that it has been updated.

5. Identification of providers and public health system partners who are surveillance sites reporting to the surveillance system

Measure 1.2.2 A: Communicate with surveillance sites at least annually

Required documentation #1: Identification of providers and public health system partners who are surveillance sites reporting to the surveillance system

Guidance: The health department must provide a list of the individuals or organizations that provide surveillance data to the health department. These will be health care providers, schools, laboratories, Tribal epidemiology centers, and other public health system partners who report to the health department's surveillance system.

6. List of staff or contractors providing interpretation, translation, or other specific communication services

Measure 3.2.5 A: Provide accessible, accurate, actionable, and current information in culturally sensitive and linguistically appropriate formats for populations served by the health department

Required documentation #2: List of staff or contractors providing interpretation, translation, or other specific communication services

Guidance: The health department must provide a list of staff or contractor(s) who provide interpretation, translation, or specific communication services. Specific communication services may mean low literacy or hearing impaired communications. These services are provided as needed, based on demographic data. The services do not have to be provided directly by the health department, but must be available when needed.



7. Documentation of availability of expertise (internal or external) for analysis of research

Measure 10.2.2 A: Maintain access to expertise to analyze current research and its public health implications

Required documentation #1: Documentation of availability of expertise (internal or external) for analysis of research

Guidance: The health department must document that it has expert staff or outside experts who can analyze research and its public health implications. A list of experts and a description of their training or expertise could demonstrate conformity with this measure. The expertise may be within the department or may reside outside the health department, such as an academic institution, research center, Tribal epidemiology center, public health institute, or consultant. If the expertise is outside of the health department, the health department must show a written agreement (contract, MOA/MOU, etc.) that demonstrates access to such expertise. This measure includes analysis of the current body of research relevant to public health practice, irrespective of whether or not the research was conducted in the Tribe, state, or community.



Communications: Protocols and processes required for PHAB Documentation

1. Disseminate information accurately, timely, and appropriately.

Measure 3.2.2 A: Establish and Maintain communication procedures to provide information outside the health department.

Required documentation #1: Written procedures for communications, updated biennially, that include:

a. Disseminating accurate, timely, and appropriate information for different audiences

Guidance: Describe the process for disseminating information accurately, timely, and appropriately. The procedures must define the process for different audiences who may request or receive information from the health department.

Measure 2.4.3 A: Provide timely communication to the general public during public health emergencies

Required documentation #1: Communications to the public that provided accurate, accessible, and actionable information

Guidance: The department must provide two examples that demonstrate how it has communicated with and provided information to the public. The information should be accurate, accessible, and actionable. The documentation must indicate the timeliness of the information related to the event. A number of means can be used to communicate information to the public, including posting on a website, distribution of printed materials (brochures, flyers, factsheets, inserts), fax broadcast to all providers and other responders, automated call systems, and email list-serves. The measure deals with public health emergencies and the documentation must demonstrate timely communication with the public during an emergency. General public health educational materials are not relevant.

Required documentation #2: Use of the media to communicate information during a public health emergency

Guidance: The department must provide two examples of using the media to communicate information to the public during a public health emergency. Examples could include: a press conference, media packets, press release, public service announcement, or video of a televised interview. Documents must be dated. The measure deals with public health emergencies and the documentation must demonstrate timely communication with the media during an emergency.



2. Maintain communications protocols

Measure 2.4.1 A: Maintain written protocols for urgent 24/7 communications

Required documentation #1: Protocols, updated at least annually, for communication with response partners

Guidance: The health department must provide written communication protocols that provide a means for the department to contact health care providers, response partners, the media, and others, 24/7. The protocol must include the contact information, such as phone numbers, email addresses, and website addresses for relevant partners. The health department must have duplicative means to get in touch with partners.

Measure 6.3.5 A: Coordinate notification of violations to the public, when required, and coordinate the sharing of information among appropriate agencies about enforcement activities, follow-up activities, and trends or patterns

Required documentation #1: Communication protocol for interagency notifications

Guidance: The health department must provide a communication protocol for interagency notifications. The protocol may be part of multiple communication protocols concerning the sharing of information or it may be a single protocol that covers all aspects of notifying other agencies related to enforcement actions.

Required documentation #2: Protocol for notification of the public when required

Guidance: The health department must provide a protocol for notifying the public. If there are laws that require public notification, the reference must be submitted. The health department may also allow for public notification without a legal requirement. If that case, include a copy of the relevant protocol.

3. Maintain a written risk communication plan

Measure 3.2.3 A: Maintain written risk communication plan

Required documentation #1: Written risk communication plan

Guidance: The health department must provide a copy of the risk communication plan, protocol, or procedures. The plan must provide protocols for how information is provided for a given situation, delineate roles and responsibilities, and describe how the health department will work with the media. There is no required format for the plan; it may be a part of a larger communications plan or part of an overall department emergency operations plan.