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- Appropriate training shall be provided to anyone in the organization who may deal with the media or perform public relations duties, keeping in mind:
 - Residents want to know:
 - How will they be protected
 - How they will be kept informed
 - How they can help or be involved
 - How soon normalcy will be reestablished
 - Family Members/Responsible Parties want to know:
 - How their loved ones will be protected
 - Who is in charge
 - Who will be providing the most accurate information about the facility's status
 - Their own responsibility during an emergency event
 - The decision the facility is making that effect their loved ones
 - How their loved ones are doing
 - How they can help or be involved
 - How soon normalcy will be reestablished²
 - Appropriate training shall be provided to all employees to clearly define responsibilities and limitations regarding contact with the media and the release of information as part of the employees' conditions of employment
 - Factors that should be considered when releasing information should balance:
 - Protection of the privacy, health, and welfare of the residents
 - When the information cannot be released, the release should be refused with an explanation. If delays are encountered, the media should be so advised
 - Addressing the public's need for information and reassurance, including:
 - Requesting that the public be advised not to come to the scene
 - Methods of apprising them of the situation
 - Anticipated "next steps"
 - Coordination of messages to residents, physicians, and staff members
 - Coordination of messages for handling the "worried well" (volunteers, separate locations, family members)
 - North Carolina Health Care Facilities Association (NCHCFA) can assist with communications during times of disasters

² *Florida Health Care Association Emergency Guide for Nursing Homes, Part I Comprehensive Emergency Management Plan*, 2007, page 13.