

# Health and Human Services Emergency Management

Public information in emergencies

Presented by

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Communications

# Public information in emergencies

The intent of emergency management communications is to provide public information and warnings to Victorian communities in a timely, tailored and relevant manner so they can make informed decisions about their safety.

# Department of Health and Human Services

## Department's public health information teams

- Office of the Chief Officer
- Health protection branch
- Emergency management communications
- Public health communications
- Responsible for the department's public information in public health incidents

# State coordination

## Emergency Management Joint Public Information Committee

- State coordination of public information in emergencies
- Membership includes state government departments and agencies responsible for the response, relief and recovery in an emergency

## Purpose

- Consistent whole of government approach for timely, tailored, relevant and accessible public information
- Develop whole of government public information communication strategies and action plans for major emergencies

# Public information in emergencies



## **State control centre (SCC) public information unit**

- Information and warnings
- Media (proactive and reactive)
- Social media (warnings and monitoring)
- Linked with the incident control centre public information unit

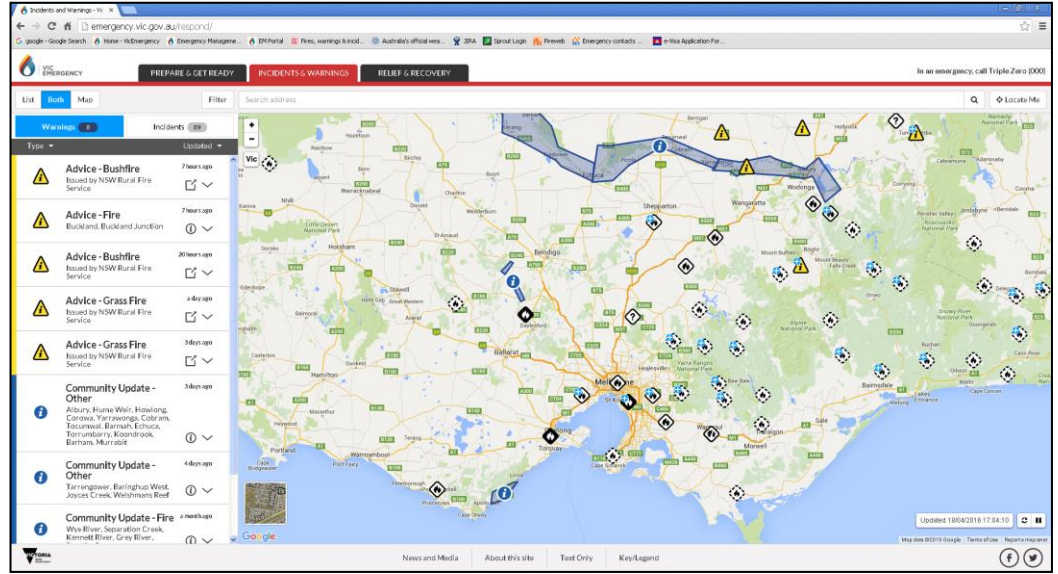
## **State Emergency Management Centre (DHHS)**

- DHHS provides the SCC public health and relief and recovery public information
- Co-located with Ambulance Victoria
- Linked with our regional emergency operations centres

## **Regional Emergency Operation Centre (DHHS)**

- Responding to the incident
- Linked with the incident control centre, councils, and EHOs

# Emergency communications channels



# Getting the message right

## Public information in an emergency

- This is what we know
- This is what we don't know
- This is what we want you to do
- This is what we are doing

# Getting the message right

## Public information in an emergency

- Coordinated with other agencies
- Timely – prevent an information vacuum
- Authoritative – trusted sources
- Tailored to your audience and your community needs
- Reassuring – build confidence
- Accessible - Culturally and linguistically diverse & low literacy



# Community resources

## SMOKY OUTSIDE? PROTECT YOUR HEALTH



Check for fire warnings in your area  
[www.emergency.vic.gov.au](http://www.emergency.vic.gov.au)



Avoid physical activity outside – especially people with heart or lung conditions (including asthma), children, pregnant women and those over 65.



Take an air-conditioned break at a local library or shopping centre.



If you are not under threat from a fire, avoid breathing smoke by staying inside.



Look out for elderly neighbours or other people at risk.



Follow your treatment plan if you have a heart or lung condition (including asthma).



Call NURSE-ON-CALL on 1300 60 60 24 if you are experiencing any discomfort that may be due to smoke exposure such as itchy eyes, sore throat, runny nose or coughing.



Call 000 if anyone is having difficulty breathing, wheezing or experiencing tightness in the chest.

### For more information:

- Tips to avoid smoke and how to stay cool in the heat: Better Health Channel – [www.betterhealth.vic.gov.au](http://www.betterhealth.vic.gov.au)
- Air quality and bushfire smoke: Environment Protection Authority (EPA) – [www.epa.vic.gov.au](http://www.epa.vic.gov.au)
- Your safety: Vic Emergency – [www.emergency.vic.gov.au](http://www.emergency.vic.gov.au) or call the Victorian Bushfire Information Line – 1800 240 667  
TTY users should use the National Relay Service (phone 1800 555 677) then ask for 1800 240 667
- Asthma Foundation of Victoria – [www.asthma.org.au](http://www.asthma.org.au)

## SMOKY OUTSIDE? STAY INSIDE

If you are not under threat from a fire, avoid breathing smoke by staying inside.



### For more information:

- Tips to avoid smoke and how to stay cool in the heat: Better Health Channel – [www.betterhealth.vic.gov.au](http://www.betterhealth.vic.gov.au)
- Air quality and bushfire smoke: Environment Protection Authority (EPA) – [www.epa.vic.gov.au](http://www.epa.vic.gov.au)
- Your safety: Vic Emergency – [www.emergency.vic.gov.au](http://www.emergency.vic.gov.au) or call the Victorian Bushfire Information Line – 1800 240 667  
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- Asthma Foundation of Victoria – [www.asthma.org.au](http://www.asthma.org.au)

# Community resources

# SURVIVE THE HEAT

Heat kills more Australians than any other natural disaster



**DRINK WATER**  
Even if you don't feel thirsty, drink water. Take a bottle with you always.



**HOT CARS KILL**  
Never leave kids, adults or pets in hot cars. The temperature inside a parked car can double within minutes.



**KEEP COOL**  
Seek out air-conditioned buildings, draw your blinds, use a fan, take cool showers and dress in light and loose clothing made from natural fabrics.



**PLAN AHEAD**  
Schedule activities in the coolest part of the day and avoid exercising in the heat. If you must go out, wear a hat and sunscreen and take a bottle of water with you.



**HELP OTHERS**  
Look after those most at risk in the heat — your neighbour living alone, the elderly, the young, people with a medical condition and don't forget your pets.

For more information visit the Better Health Channel.  
Call **NURSE-ON-CALL** on 1300 60 60 24 or see your doctor if you are unwell.  
In an emergency, call 000.

**SURVIVE THE HEAT**  
Visit [betterhealth.vic.gov.au](http://betterhealth.vic.gov.au)



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**HOT CARS KILL**



**KEEP COOL**



**PLAN AHEAD**



**HELP OTHERS**

For more information visit the Better Health Channel.  
Call **NURSE-ON-CALL** on 1300 60 60 24 or see your doctor if you are unwell.  
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# HOW TO COPE AND STAY SAFE IN EXTREME HEAT

Know the effects of extreme heat, who is at risk and how you can prepare yourself and others.

**SURVIVE THE HEAT**  
Visit [betterhealth.vic.gov.au](http://betterhealth.vic.gov.au)



# Community resources

Italian

**COME FAR  
FRONTE  
AL CALDO  
TORRIDO  
E STARE AL  
SICURO**

Ecco una descrizione degli effetti del caldo torrido, di chi è a rischio e di come preparare sé stessi e gli altri.

**SURVIVE THE HEAT**  
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**VICTORIA**  
State Government

Hazaragi

ده برابر هوای  
خیلی گرم و داغ  
چطور مُقابلہ و  
محفوظ بانیم

دانشتون اثرات هوای خیلی گرم و داغ ، کسی کہ ده خطرہ استہ و چطور مُوتانی خودونشون و دیگرہ ہا رہ آمادہ بسازیم.

**VICTORIA**  
State Government

**SURVIVE THE HEAT**  
Visit [betterhealth.vic.gov.au](http://betterhealth.vic.gov.au)

Gujarati

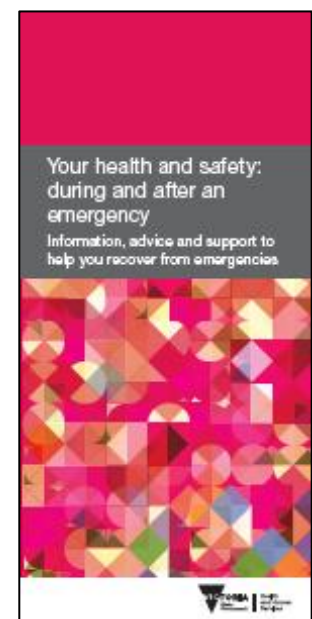
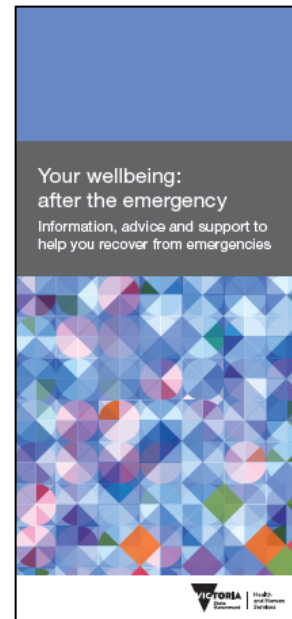
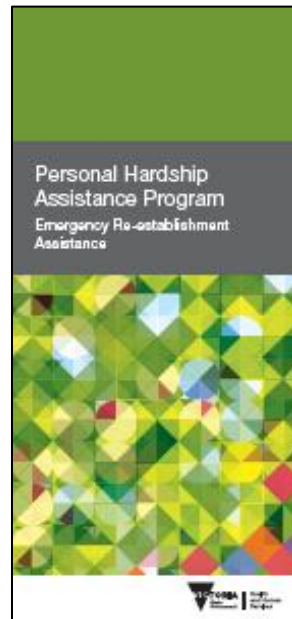
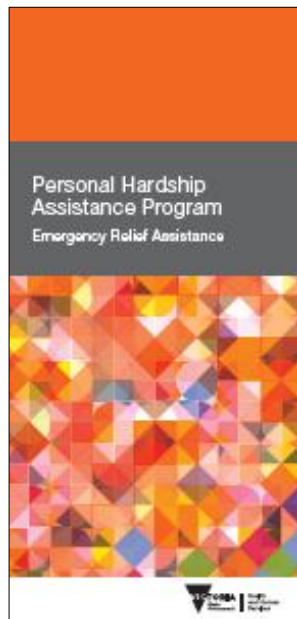
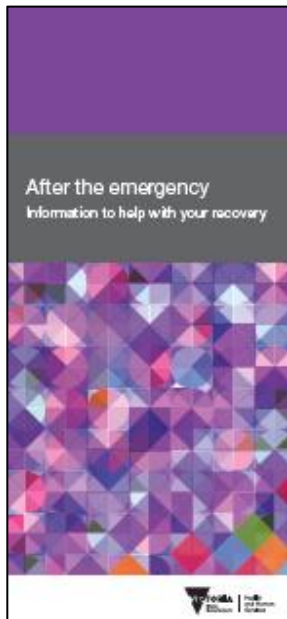
સખત ગરમીનો  
સામનો કેવી  
રીતે કરવો  
અને કેવી રીતે  
સુરક્ષિત રહેવું

સખત ગરમીની અસરો વિશે, કોને જોખમ છે અને પોતાની જાતને અને અન્ય વ્યક્તિઓને તમે કેવી રીતે તૈયાર કરી શકો તેના વિશે જાણો.

**SURVIVE THE HEAT**  
Visit [betterhealth.vic.gov.au](http://betterhealth.vic.gov.au)

**VICTORIA**  
State Government

# Community resources



# Resources available

## Department of Health and Human Services has an number of resources available

- **Better health channel:** [www.betterhealth.vic.gov.au](http://www.betterhealth.vic.gov.au)
- **Extreme heat:** [www2.health.vic.gov.au/public-health/environmental-health/climate-weather-and-public-health/heatwaves-and-extreme-heat](http://www2.health.vic.gov.au/public-health/environmental-health/climate-weather-and-public-health/heatwaves-and-extreme-heat)
- **After the flood:** [www2.health.vic.gov.au/public-health/environmental-health/climate-weather-and-public-health/floods](http://www2.health.vic.gov.au/public-health/environmental-health/climate-weather-and-public-health/floods)
- **After the bushfire and smoke:** [www2.health.vic.gov.au/emergencies/emergency-type/natural-disasters/bushfire-factsheets](http://www2.health.vic.gov.au/emergencies/emergency-type/natural-disasters/bushfire-factsheets)
- **Health factsheets translated:** [www.healthtranslations.vic.gov.au/bhcv2/bhcht.nsf/PresentEnglishResource?Open&s=Emergency](http://www.healthtranslations.vic.gov.au/bhcv2/bhcht.nsf/PresentEnglishResource?Open&s=Emergency)
- **Communicating with the public in emergencies:** [www.recovery.vic.gov.au/home/general-info-local-councils/tips-communicating-public](http://www.recovery.vic.gov.au/home/general-info-local-councils/tips-communicating-public)
- **Travelling the road to recovery (video):** [www.dhs.vic.gov.au/for-individuals/crisis-and-emergency/emergency-assistance/travelling-the-road-to-recovery-video-series](http://www.dhs.vic.gov.au/for-individuals/crisis-and-emergency/emergency-assistance/travelling-the-road-to-recovery-video-series)
- **DHHS Emergency management training:** [www.dhs.vic.gov.au/for-service-providers/workforce,-careers-and-training/workforce-training/emergency-management-training](http://www.dhs.vic.gov.au/for-service-providers/workforce,-careers-and-training/workforce-training/emergency-management-training)
- **Personal hardship payments:** [www.dhs.vic.gov.au/for-individuals/crisis-and-emergency/financial-crisis-support/personal-hardship-assistance-program](http://www.dhs.vic.gov.au/for-individuals/crisis-and-emergency/financial-crisis-support/personal-hardship-assistance-program)
- **Wellbeing after an emergency:** <http://ow.ly/jGye300vZCU>
- **Health and safety after an emergency:** <http://ow.ly/kf9U300vZHX>