

2008 Advanced Practice Centers Training Conference

Santa Clara County Advanced Practice Center (California)

Session Title: Public Health in a Joint Information Center (JIC)

Instructors: Joy Alexiou
Marta Lugo, BS

Overview: Public Health emergencies such as Katrina and the Southern California Wild Fires have shown the increased need for coordinated emergency risk communications through the use of Joint Information Centers (JIC). This training is designed to prepare public health professionals with PIO and risk communication responsibilities on how to establish and organize a JIC, how to determine appropriate staffing roles and responsibilities for the JIC, and how to work within the ICS structure.

Goal: The goal of this training is to prepare public health professionals in how to establish and organize a Joint Information Center in order to coordinate risk communications and public information in an effective and timely manner in order to guide the public's response to a public health emergency.

Learning Objectives:

1. Describe the purpose of and explain the functions of a JIC during a Public Health emergency.
2. Describe how the incident command structure works within a JIC.
3. Identify the main roles and responsibilities of JIC staff members.
4. Demonstrate the ability to produce timely and effective public health messages in an emergency event.

Emergency Preparedness Competencies addressed in this session:

- √ Describe the chain of command in emergency response.
- √ Describe his/her functional role(s) in emergency response and demonstrate his/her role(s) in regular drills.
- √ Describe communication role(s) in emergency response:
 - Within agency
 - Media
 - General public
- √ Identify limits to own knowledge/skill/authority and identify key system resources for referring matters that exceed these limits.
- √ Apply creative problem solving and flexible thinking to unusual challenges within his/her functional responsibilities and evaluate effectiveness of all actions taken.

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Instructor Bios

Ms. Joy Alexiou
Public Information Officer
Santa Clara Valley Health & Hospital System

Joy Alexiou has served as the Public Information Officer for the Santa Clara Valley Health & Hospital System for the past ten years. In that capacity, Ms. Alexiou develops, implements and manages strategic communication activities including media relations and crisis and emergency risk communication activities.

In 2003, Ms. Alexiou developed the Public Health Department's Risk Communication and Public Education Plan. This plan received Advance Practice Center designation by National Association of Health Officials. She then oversaw the development of the risk communication toolkit that was made available to over 3,000 public health departments across the nation.

Ms. Alexiou leads the development and implementation of all risk communication plans, activities and materials, including the communication section of the SCC Public Health Department Pandemic Influenza Plan and the development of the CERC Operations Manual. Additionally, Ms. Alexiou serves as the health & hospital system's Public Information Officer and has lead Santa Clara County's efforts in establishing Joint Information Center procedures and protocols.

Prior to joining the health & hospital system, Ms. Alexiou was California's Deputy Campaign Director for the re-election of President Clinton. Previously she worked for the Clinton Administration in Washington DC on the staff of the National Healthcare Campaign.

Joy Alexiou is a native Californian, lives in Santa Clara County, cooks regularly for a large extended family and travels the world looking for new recipes.

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Instructor Bios, continued

Ms. Marta M. Lugo
Public Communications Specialist
Santa Clara County Public Health Department

Ms. Lugo began working for the Santa Clara County Public Health Department and served as its first APC project coordinator from 2004 through 2006. She helped produce the department's first set of APC tools, the APC Emergency Preparedness Toolkits.

In 2007, Marta was appointed to the position of Public Communications Specialist to coordinate risk communication planning efforts and trainings. Marta has been instrumental in the development of a Crisis and Risk Emergency Communications (CERC) Operations Manual, including the development of Joint Information Center protocols and checklists. Marta has also developed other risk communication and public information materials on a variety of public health threats. Additionally, Marta has coordinated the department's risk communications trainings and drills.

Ms. Lugo graduated from San Jose State University in 2002 with a Bachelors of Science in Mass Communications. She is currently working towards her Masters degree in Public Health at San Jose State University.

APC Program Manager

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