

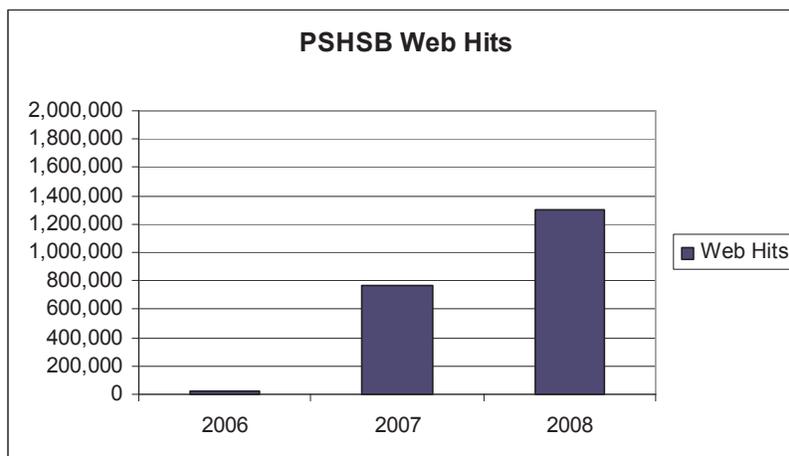
PSHSB OUTREACH

It is an FCC priority to ensure that communications at all levels of government and within the public safety community are reliable, effective, and redundant in any emergency situation. PSHSB has a comprehensive outreach program that serves law enforcement, fire fighters, emergency medical technicians, 911 call centers, health care facilities and the communications sector. PSHSB also coordinates with the public, and in particular the disabilities community, to ensure that these vulnerable populations are receiving important risk communications messages and emergency-related updates.

PSHSB responds to inquiries from Congress, public safety trade groups, and the media on public safety issues, initiatives, and concerns. Annually, PSHSB staff participate in approximately fifty speaking engagements, reaching a collective audience of around 10,000 persons.

In June 2009, PSHSB sent an outreach team to five Gulf Coast cities to meet with state, county, and local public safety officials to discuss and learn about their local public safety and emergency response communications issues. The team conducted site visits in Houston, Texas, Baton Rouge, Louisiana, Biloxi, Mississippi, Mobile, Alabama, and Tallahassee, Florida. Each of the visits included introductory meetings with public safety officials and tours of state or county emergency operations centers and Public Safety Answering Points (PSAPs)/911 Call Centers, as well as area hospitals. Over five days, June 8-12, the outreach team met with more than 350 public safety officials and healthcare representatives, and conducted twenty-six meetings in the five cities.

PSHSB's Outreach team continually updates the PSHSB website with content, tracks page visits, and concentrates resources accordingly to meet interest and demands. Web hits on PSHSB's suite of webpages average nearly 120,000 per month, totaling more than 1.3 million hits per year.



PSHSB uses its website to educate and inform the public safety community about the prevention of communications failures in large-scale emergencies. The PSHSB website is updated before, during, and after an event. The updates involve posting of Public Notices, Commission releases, grants of Special Temporary Authority, and situational information related to the event. In addition, PSHSB's Clearinghouse website contains over 250 documents such as emergency plans, best practices, case studies, and reference materials to assist others in developing plans and procedures in order to be prepared for an emergency event.

As part of its Clearinghouse, PSHSB also posts original content developed by staff, including a page devoted to the Minneapolis Bridge Study conducted by its engineering staff. PSHSB also regularly posts White Papers by its Chief Engineer on Technical Topics related to public safety to assist public safety groups in both preventing and preparing for an emergency event.

TARGET GROUPS

More specifically, PSHSB provides reference materials, outreach programs, opportunities for partnerships, public safety expertise, and rulemakings to four primary groups:

- First Responders
- Public Safety Answering Points/911 Call Centers
- Health Care
- Persons with Disabilities

Specific pages and information are tailored to each group. The website also contains PSHSB emergency contacts. In addition, PSHSB's Clearinghouse contains a multitude of documents relating to these groups, as well as state, local, and tribal governments. These documents include best practices, emergency plans, communications plans, case studies, and reference materials.

With respect to its target groups, PSHSB reaches out to first responders, including the International Association of Chiefs of Police (IACP) and the International Association of Fire Chiefs (IAFC), through personal contacts, attendance at conferences, email blasts, and website links. PSHSB conveys information to public safety organizations such as National Emergency Number Association (NENA) and the Association of Public Safety Communications Officials (APCO), and others, through conference participation, formal meetings, email blasts, phone calls, website links, and participation in PSHSB summits.

PSHSB conducts outreach to Public Safety Answering Points (PSAPs) through site visits and personal contacts and through its website. PSHSB also maintains regular contact with disability groups about issues related to public safety and emergency response.

With respect to healthcare outreach, PSHSB maintains regular contact with the Department of Health and Human Services (HHS) and the U.S. Centers for Disease Control and Prevention (CDC) through meetings and phone calls on issues relating to

health care and communications. HHS has been a major participant in several PSHSB summits. The PSHSB conducts outreach to hospitals and health care providers by site visits, attendance at health care conferences, as well as summits that highlight public health issues with communications-related aspects. In addition, for pre-hurricane or disaster outreach, PSHSB staff contacts Level One Trauma Centers and other health care facilities in the affected areas before the event, assists these entities during the event, and follows up with them after the event. PSHSB also has established contacts with the American Hospital Association and various state health departments across the nation.

Millions of Americans have some degree of difficulty or inability to receive information through speech, hearing, and vision. The Consumer and Governmental Affairs Bureau (CGB) leads the FCC general programs targeted towards persons with disabilities. PSHSB provides the resources and technical advice needed by the communications sector and the public safety community to improve their services and systems used by persons with disabilities.

SUMMITS

PSHSB, through its outreach efforts, has hosted, moderated and participated in Public Safety Summits that brought together leading public safety representatives from communities across the country to discuss communications issues critical to the public safety community. These summits include:

- Deployment and Operational Guidelines for Next Generation 911/E911 Systems
- Lessons Learned: Hurricane Season 2008
- 911 Call Center Operations and Next Generation 911 Technologies
- Communications Network Surge Management in Emergencies

The summit regarding 911 Call Center Operations resulted in a set of recommendations for improving 911 call center operations.¹ The summit addressing Communications Network Surge Management in Emergencies resulted in a set of recommendations for communications in an emergency, including recommended practices for the general public, for people with disabilities, and for communications providers.² A full listing of PSHSB summits together with video links to the summit presentations is available at <http://www.fcc.gov/pshs/summits/>.

In Federal Fiscal Year 2008-09, a total of 3,239 persons participated in or attended PSHSB summits.

MEDIA RELATIONS

¹ "Recommendations for Improving 9-1-1 Call Center Operations," *available at* <http://www.fcc.gov/pshs/summits/911/improving911callcenterops2.html>.

² "Tips for Communication in an Emergency," *available at* <http://www.fcc.gov/pshs/emergency-information/tips.html>.

Effective dissemination of key messages to all audiences, particularly the media, will be critical to successful implementation of emergency response to a disaster or large-scale emergency. Speed and accuracy of initial communications is critical. The PSHSB, coordinating with the Chairman's Communications Director, is the primary point of contact within the agency for media inquiries about the FCC's emergency response efforts. This effort may include statements from the Chairman's Office, FCC press releases, public service announcements, and other correspondence.