

ORANGE UNIFIED SCHOOL DISTRICT/CWA EARTHQUAKE/EMERGENCY OPERATION PLAN SECTION 5 – COMMUNICATIONS

COMMUNICATIONS

REVISED SEPTEMBER 2007

The Orange Unified School District has experienced earthquakes, brush fires, power outages due to high winds, chemical spills, armed barricades, tragic automobile accidents, work stoppages and bomb threats over the past several years. Each emergency situation is unique and each incident requires a specific method of communication. Other than the immediate response actions taken at the onset of a disaster/crisis, the ability to communicate is the most important component of the district's "Earthquake Emergency Operations Plan."

Depending on the type of emergency situation, the district will utilize the following methods of communication:

- Direct telephoning
- Connect Ed telephoning to the homes of students at a specific school.
- Information placed on the district's website at www.orangeusd.k12.ca.us
- Emailing
- Cell Phones
- School Site "Dead Line" Red Phone System
- Site fax machines
- Emergency Radios – between schools and the district's "Emergency Operations Center"
- Emergency Operations Radio with direct communication to the Orange County Emergency Operations Center at Point Loma Peak.

The brush fires of 2006 and 2007 have been major events for the Orange Unified School District. At the onset of both fires, the district's EOC was activated and the Public Information Officer immediately contacted "Information Services". The "District's Website" became the main source of outgoing information from OUSD's EOC to staff, parents, public and media. The PIO became the singular voice for the district and consistent information was communicated to all. The district found the website "Emergency Communication" to be effective.

If a major on-going emergency event occurs anticipate the "District's Website" to become the main source of "Out-going information" from the District.

In addition, one of the most important methods of communicating with families during the brush fire was through the school site telephone messaging system (Connect Ed.) Normally this system is utilized to communicate current events and reminders. In an emergency situation, it can be utilized to send specific information home to all families of students at that school.

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EMERGENCY COMMUNICATIONS

There are basically two types of communication needed during an emergency situation:

- (1) Under SEMS/NIMS, it is imperative that through out the command structure accurate, concise, effective communication occurs at all levels.
- (2) (2) In all major events, the District will assign a “Public Information Officer (PIO)” to communicate with the media. **Unless directed otherwise, refer all media requests to the designated PIO.**

Effective communications is essential in times of emergency: In the event of a major earthquake, it is realistic to expect that school sites may need to be self sufficient for up to 72 hours. Also, it is realistic to anticipate freeway, bridge and road closures that will seriously impact the district’s ability to provide immediate relief.

Radio communications may be the most important link between (1) the district’s Emergency Operations Center and the school site’s Incident Command System, (2) the district’s Emergency Operations Center and local fire/police departments, and (3) the district’s Emergency Operations Center and Orange County’s Emergency Operations Center.

The Orange Unified School District expects all sites to successfully participate in regularly scheduled radio communications tests and to practice the proper protocol that will be used in event of a major disaster. This section contains District “Radio Protocol” and test procedures. The protocol is not complicated and will use everyday terminology. This will promote clarity in a time of potential chaos.

During an emergency, it is especially challenging and important to communicate accurate information clearly to the target audience. Disaster victims generally look for someone who can communicate valuable guidance, provide leadership, and lead them in problem solving. When you successfully fill that role, you act to reassure victims that their government and private organizations are working toward community recovery.

Finely tuned communication skills are also important tools during the emergency planning phase when educating the public about preparedness.

Emergency vs. Day-to-Day Communication: Whenever we communicate, we must consider the differences between emergency and day-to-day communications. These differences are described briefly in the points that follow:

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- Emergency information is important. Studies show that during an emergency, information is as critically important to people as food or water. Not only can accurate information mean the difference between life and death, it can provide reassurance that response and recovery are truly underway.
- Timeliness is essential. If official answers are not available, rumor and speculation quickly fill the information vacuum. Then, not only must you disseminate correct information, but you also need to counter the misinformation that circulated.

Barriers to Communication: It is more difficult for people to hear messages during an emergency. Stress, change of routine, and lack of sleep all can be hurdles to overcome when communicating during emergencies. Partner with others to ensure that all messages are consistent.

There may be many responders participating in the emergency. It is important that information is shared and that information made public “speaks with one voice.” **Make sure your message is clear.** When communicating in an emergency, you should always:

- Present the information in sequence; present the reason for the message, the supporting information, and the conclusion.
- Avoid jargon, codes, and acronyms.
- Use common names for all personnel and facilities.
- Omit unnecessary details.
- Speak in sync with other related authorities.
- Word the message precisely, making every word count.

Types of Communications: Communication media range in complexity from handwritten notices to international satellite broadcasts. The communication tools most frequently used in emergencies and the advantages of each type are listed below:

Emergency Alert System (EAS): The EAS is an established communication method that warns a community quickly of impending dangers. All local partners should be well versed in the use of warning tones, crawl messages (a message that moves across the bottom of a TV screen), cable television override, National Oceanic and Atmospheric Administration (NOAA) weather radios, and other warning technologies linked to EAS.

Oral Communication: Oral communication is fluid and dynamic, and is shaped by both the speaker and the audience. Oral communication is enhanced by nonverbal communication such as body language and tone of voice.

Types of oral communication include:

- Individual briefings.
- Phone conversations.
- Public speeches.

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- On-air interviews.

Public Service Announcement (radio and/or television)

Print Communication: In many emergency situations, it is best to use written communication. Never underestimate the value of documentation. It allows the information to:

- Be consulted in the future.
- Exist independent of human memory.
- Be reviewed and revised before it is delivered.
- Be passed on intact to a second audience.

Types of print communication include:

- Fax
- E-mail
- Public notice
- Fact sheet or flier
- Press release
- Feature article

O.U.S.D.'s Radio System

Each site has been issued a Kenwood TK-940 land mobile radio transformer and receiver. Please read your radio's operation manual and then place the manual in the appendix of you site's disaster book.

The radio has three (3) channels. The three (3) channels are as follows:

- Channel 1: Emergencies
- Channel 2: Maintenance and Operations
- Channel 3: Transportation

Unless notified, all sites will remain tuned in to **Channel 1-Emergencies.**

**DO NOT USE THE BAND WITH T/A EMERGENCY
T/A WILL ONLY REACH A SHORT DISTANCE.
“EMERGENCY” SHOULD BOUNCE OFF THE
REPEATER AND REACH THE DISTRICT’S
EOC RADIO & OTHER SCHOOLS.**

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Unless notified, the District's EOC shall serve as the Emergency/Crisis/Response Communication Center for all sites.

The radios are valuable and should be stored in a location where they may not be stolen. However, please do not store the radio in a location that would be inaccessible in times of an emergency. **Please keep in mind that numerous sites are used before and after office hours for programs, such as child care, athletic events, drama practices, etc.** All key staff members should be aware of the radio's location, have basic knowledge to accessing the radios, and the communications protocol.

Please Note: In a time of emergency, the "School Bus" transportation radio systems may be invaluable and may be the best means of communication. If buses are on your campus and a major event occurs, consider using transportation's radios as a means of communication.

Remember, your site radio is to remain plugged in, accessible and charged at all times!

DISTRICT OFFICE "LOW-BAND" EOC RADIO:

In addition to the Kenwood TK-940 radios, the District Office maintains a low band radio that communicates directly to and from the Orange County Emergency Operations Center at Point Loma Ridge. The District participates monthly in a test of the Orange County Emergency Radio System.

RADIO COMMUNICATION EARTHQUAKE, DISASTER PREPAREDNESS PLAN - EMERGENCY RADIO PROTOCOL:

The following information contains the radio communication protocol to be used in the event of a major incident/disaster (REMEMBER, IT IS ALWAYS BEST TO HAVE SOMEONE ATTEMPT TO CONTACT 9-9-11. IN ADDITION TO MAKING CONTACT USING CELL OR OFFICE PHONES. HOWEVER, THE DISTRICT RADIO MAY BE THE ONLY MEANS OF CONTACT IN A MAJOR EARTHQUAKE):

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IMMEDIATE RESPONSE BY SITE

- 1) Immediately initiate the District's "EARTHQUAKE, DISASTER PREPAREDNESS PLAN" and take appropriate action (Lockdown, Evacuate, establish ICS/School Site, establish EOC/District).
- 2) Identify any major "life/death/fire" emergency services that are immediately needed.
- 3) **Immediately, assign a team member to make contact via the District's emergency radio and report all life threatening emergency needs. The report should be specific (name of school, type of emergencies, number of injuries, status – DO NOT NAME INDIVIDUALS).**
- 4) Appraise the status of the unaccounted.
- 5) Identify any emergency services that are needed, but are not life threatening.
- 6) Make an assessment of injuries and medical needs.
- 7) Assess the facilities and identify immediate needs. Make certain to include any special programs, **CHILD CARE** or any other on site usage.

IMMEDIATE RESPONSE BY DISTRICT

**“BE BRIEF AND TO THE POINT IN ALL COMMUNICATIONS,
DO NOT TIE UP THE LINES NEEDED BY OTHERS”**

- (1) The District will immediately set up radio base next to EOC.
- (2) The District will establish radio contact and identify itself.
- (3) The District will make the following statement: **At this time, only OUSD sites with immediate needs for LIFE/DEATH/FIRE EMERGENCY SERVICES are to make radio contact. Only one site can be heard at a time. Do not jam the airways. Remain calm and patient. Make certain that the District confirms the name of your school and your site's needs. All schools without LIFE/DEATH/FIRE EMERGENCY SERVICE are to maintain radio silent. (District receives site needs and confirms contact.**
- (4) The District will occasionally announce “**BREAK**”. At that time all radio communication will halt temporarily and then resume on voice.

SECONDARY RESPONSE BY DISTRICT

- (1) Once all major life/death/fire emergency needs have been received, the District will make the following statement: This is the Orange Unified School District's emergency radio system. At this time in alphabetical order, all elementary school sites are to radio in their emergency status. Wait until your school site is called before reporting. (Repeat once)
- (2) Go ahead (State the name of the first elementary school).
- (3) Go ahead (State the name of the first middle school).
- (4) Go ahead (State the name of the first high school).

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- (5) Go ahead (State the name of any other district facility).
- (6) The District will return to all sites who failed to communicate when their name was called and will continue to attempt to make contact.

Radio communication will continue through out a major event and updates using the “Secondary Response” will be followed.

In the event of a major earthquake or disaster, please remember that your radio’s battery is at 24 hours maximum. Each school site has been provided with an inverter that may be used in an automobile cigarette lighter for power. High schools have power generators.

RADIO DRILLS BY DISTRICT

The Office of Child Welfare and Attendance will conduct “Earthquake Preparedness Radios Drills” during the course of the school year. The protocol used for the “Secondary Response” will be followed.

School Site Radio Drills will be conducted by CWA on:

- **First Friday in October**
- **First Friday in January**
- **First Friday in April**

Directions will be provided to all sites prior to the drill.

GROUND FAULT EMERGENCY TELEPHONE SYSTEM

It is expected that the District's telephone system will be inoperable during an emergency with a power outage. To help alleviate this problem, the district put in a special jack at each site several years ago and issued an emergency phone that will be operable whenever a power outage occurs. This emergency jack is connected to your first centrex line. In addition, “Information Services” is in the process of installing a “RED PHONE” at all school sites that will function during a power outage.

Please keep in mind that when the emergency phone is in use the caller gets the impression that the phone is ringing. However, there will be no bell tone at your end.

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Technologies That Can Support Communication

Technology	Used To . . .	Audience Characteristics
Telephone	<ul style="list-style-type: none"> ▪ Communicate immediately ▪ Communicate among people at different locations ▪ Convey private information 	<ul style="list-style-type: none"> ▪ Limited in number ▪ Identified
Telecommunications Device for the Deaf (TDD)	<ul style="list-style-type: none"> ▪ Provide information, registration, or hotline numbers 	<ul style="list-style-type: none"> ▪ Hearing-impaired
Radio	<ul style="list-style-type: none"> ▪ Communicate immediately ▪ Relay information to, from, or among emergency responders 	<ul style="list-style-type: none"> ▪ Limited in number ▪ Identified ▪ Equipped with radios
Fax	<ul style="list-style-type: none"> ▪ Transmit emergency information ▪ Transmit detailed or reference information ▪ Transmit maps and other visuals ▪ Provide a hard copy of information for documentation or future reference 	<ul style="list-style-type: none"> ▪ Identified ▪ On-site to receive message
E-mail	<ul style="list-style-type: none"> ▪ Provide an individual or a homogeneous group with a single message 	<ul style="list-style-type: none"> ▪ Limited ▪ Identified ▪ Recipients share a common language ▪ Sometimes limited to “subscribers”
Microphone and Overhead Projection Equipment	<ul style="list-style-type: none"> ▪ Communicate with a group ▪ Reinforce verbal message with maps or other graphics 	<ul style="list-style-type: none"> ▪ Assembled group of any size
Public Address System (mobile)	<ul style="list-style-type: none"> ▪ Communicate with the public when other forms of communication are not available or are not working 	<ul style="list-style-type: none"> ▪ Specific, limited geographic area
EAS	<ul style="list-style-type: none"> ▪ Provide an emergency warning message when a larger-scale emergency is imminent 	<ul style="list-style-type: none"> ▪ Identified geographic area

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Tips and Cautions for Communication Technology

Technology	Tips for Use	Cautions in Use
Telephone	<ul style="list-style-type: none"> ▪ Always identify yourself first. ▪ State immediately if the call is an emergency. ▪ If non-urgent in nature, ask if you are calling at a convenient time. ▪ Ensure that you have appropriate privacy when you make your call. ▪ Have pen and paper at hand to take notes. ▪ Assess the listener's understanding by repeating key points or asking that they be repeated back to you. ▪ Use proper telephone manners. 	<ul style="list-style-type: none"> ▪ Do not assume that cellular telephone calls are private. ▪ The communication (unless taped) will not be documented for future reference. ▪ If your conversation is on speaker phone, you may have other listeners, in addition to the person you phoned. ▪ The recipient relies on only the spoken word to understand the message. (This may be less efficient than using multiple stimuli.)
Telecommunications Device for the Deaf (TDD)	<ul style="list-style-type: none"> ▪ Be sure to promote the TDD access number each time another phone line is promoted. ▪ Be sure to promote TDD numbers in print. 	<ul style="list-style-type: none"> ▪ Test the TDD system from an equipped phone to ensure that it is working properly. ▪ Be sure that your TDD system can accommodate all users.
Radio	<ul style="list-style-type: none"> ▪ Avoid jargon and codes. ▪ Be brief, communicating essential information only. ▪ Adhere to established protocols for identification, communication, and signoff. 	<ul style="list-style-type: none"> ▪ Be aware that other people may overhear your message, in addition to the intended audience. ▪ Limit to essential communication to avoid "clogging" or "over talking."

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Tips and Cautions for Communication Technology (Continued)		
Technology	Tips for Use	Cautions in Use
Fax	<ul style="list-style-type: none"> ▪ Follow rules for good writing. ▪ Include a cover sheet to ensure receipt. Include the number of pages on the cover sheet. ▪ Request confirmation of receipt. 	<ul style="list-style-type: none"> ▪ Speed of transmission does not negate the need for good writing and/or good manners.
E-mail	<ul style="list-style-type: none"> ▪ Follow rules for good writing ▪ Request notification of receipt 	<ul style="list-style-type: none"> ▪ As with faxes, speedy delivery does not negate the need for complete sentences and proper spelling and grammar. ▪ E-mail can be revised or tampered with without your permission. ▪ You do not know how frequently recipients check e-mail. ▪ E-mail can be forwarded beyond its intended audience.
Microphone and Overhead Projection Equipment	<ul style="list-style-type: none"> ▪ Be familiar with the operation of all equipment. ▪ Ensure that projected materials are clear and professional. 	<ul style="list-style-type: none"> ▪ Using this method in a small group may appear impersonal. ▪ Many projectors lack the capability of projecting fine detail.
Public Address System	<ul style="list-style-type: none"> ▪ Enunciate clearly. ▪ Keep messages simple. ▪ Repeat key information often enough to account for changes in audience. 	<ul style="list-style-type: none"> ▪ It is difficult to convey different messages to segments of the population. ▪ It is challenging to assess the demographics or special communication needs of a mobile group.
EAS	<ul style="list-style-type: none"> ▪ Ensure that technology used adds meaning rather than confusion (e.g., do not use satellite images or complex terminology without explanation). 	<ul style="list-style-type: none"> ▪ Test EAS technology regularly to ensure that it is operable when needed.

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IMPORTANT CONTACTS

EMERGENCY BUSINESS TELEPHONE NUMBERS

POLICE DEPARTMENTS

Anaheim Station: 765-1900
Anaheim Sub St.: 765-3800
Garden Grove: 638-6611
Orange: 744-7444
Santa Ana: 834-4211
Silverado: 647-7000
Sheriffs: 647-7000
Villa Park Sub St. 647-1832

FIRE DEPARTMENTS

Anaheim: 533-1305
Garden Grove: 534-4341
Orange: 633-1313
Santa Ana: 542-2311
Silverado: 538-3501
Villa Park: 538-3501

HOSPITALS

Chapman Medical Center
633-0011 - 1390 Emergency Room
2601 E. Chapman
Orange, CA 92869

CHOC Hospital: 997-3000
771-8233 Emergency Room
455 S. Main St.
Orange, CA 92868

U S Health Works (Convenient)
921-0911 or 288-8303
1045 N. Tustin Ave.
Orange, CA 92868

Kaiser Hospital: 279-4000
441 Lakeview Ave.
Anaheim, CA 92807

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**St. Joseph Hospital: 633-9111
Emergency Room: 771-8233
1100 W. Stewart Dr.
Orange, CA 92868**

**U.C.I. Medical Center: 456-6011
Emergency Room: 456-5703
101 The City Dr.
Orange, CA 92868**

**Western Medical Center: 835-3555
1001 N. Tustin
Santa Ana, CA 92705**

OTHER AGENCIES

**OUSD Security: 997-6396
OUSD Maintenance: 997-6378**

**Orange City Disaster Coordinator:
288-2505
176 S. Grand
Orange, CA 92866**

**American Red Cross: 481-5300
601 N. Golden Circle Dr.
Santa Ana, CA 92705**

**Salvation Army Family Services 542-9750
818 E. 3rd Street
Santa Ana, CA 92701**

**United Way of Orange 714-771-7743
170 S. Olive St.
Orange, CA 92866**

**Y.W.C.A.: 633-4950
146 N. Grand
Orange, CA 92866**

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[EOC Emergency Links:](#)

Info Link Orange County “Your 2-1-1 Service Provider”

Call 2-1-1 or 1-888-600-4357 to be linked to health and human care services and supports. We will help connect you to resources for shelter, food, clothing, healthcare, counseling, school enrollment, childcare, employment services, housing programs and/or housing opportunities with local families, financial aid services, and many other programs to help you resettle in Orange County. We are working with a broad range of partners and want to help connect you to their programs and services.

Red Cross, Orange County Chapter

Call 714-481-5300 to contact the Orange County Chapter of the American Red Cross. Red Cross assistance to evacuees may include funds for food, clothing, lodging, and medications or other health care items. Assistance varies based on the needs of the individual clients. The Chapter is located in Santa Ana, CA.

FEMA - Federal Emergency Management Agency

Evacuees may register with FEMA by calling **800-621-FEMA (3362)**. Hearing or speech impaired? Call us at 1-800-462-7585. The current hours and days of operation are 24 hours per day 7 days per week. Currently the lines are quite congested and the best time to call is 2a.m. to 6a.m. EDT. FEMA is also accepting on-line registration. The FEMA home page is www.fema.gov.

Health Care Agency (HCA), County of Orange

Call 1-800-564-8448 for the Health Referral Line at HCA. HCA can provide information on community health care resources and public health services, Monday-Friday from 8 a.m. to 5 p.m. Assistance available in English, Spanish and Vietnamese. If you are experiencing a medical emergency call 9-1-1. Call 1-866-830-6011 for counseling services at the HCA. HCA will provide mental health evaluations, interventions, linkages to community mental health services and resources for family members. The community intervention services are available Monday-Friday from 8:00 a.m. to 5:30 p.m. An on call clinician is available after-hours as well. Services are provided in English, Spanish and Vietnamese.

Social Service Agency (SSA), County of Orange

Call 714-541-7700 for information about where to apply for SSA Programs, including CalWORKs cash assistance and support services for needy families; Food Stamps to help pay for food items; Medi-Cal for health care coverage; and General Relief cash assistance for individuals who are ineligible for other assistance programs. Call the Child Abuse Registry at 714-940-1000 or 800-207-4464 if you suspect a child is being neglected or abused. Call the Adult Protective Services Registry toll free at 800-451-5155 if you suspect an adult is being neglected or abused.

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Housing Authority, County of Orange

Displaced families that have a Section 8 Housing Choice Voucher are instructed to contact the Anaheim, Garden Grove or Santa Ana Housing Authority to move to one of these cities or the Orange County Housing Authority for the other 31 cities (714-480-2746). Check with Info Link at 2-1-1 or 1-888-600-4357.

OperationOC - Rescue Mission Orange County

Call 1-800-956-1613 to be connected to OperationOC if you have needs for clothing, toiletries, food, shelter, housing, and a number of other services. OperationOC is working closely with private and public entities to offer a broad range of services and goods in Orange County. www.OperationOC.org or www.OperationOC.com