



# The InfoGram

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## Getting the message across in your community

First responder agencies are responsible for crafting and delivering a lot of emergency communication and public safety messaging. It's crucial that you know how to effectively deliver the right information through the right channels, as lives may depend on it.

- ▶ Consistency and repetition are key as people retain messages and facts they read or hear more than once.
- ▶ Timeliness reduces rumor and hearsay and the need to correct misinformation.
- ▶ Use a broad range of outlets to reach as much of the population as possible.
- ▶ Avoid jargon and acronyms (alphabet soup).
- ▶ Ensure you know how to best [engage with people who have limited English proficiency and individuals with disabilities](#).

The Emergency Management Institute provides the free online course "[Effective Communication](#)" through Independent Study. The course teaches successful communication techniques, identifying community-specific communications issues and what makes (or ruins) effective communication. The 8-hour course is self-paced and provides continuing education credits.

(Source: [FEMA](#))

## New UAS resources for emergency response, event and venue security

Unmanned aircraft systems (UAS) are a hot topic in the Emergency Services Sector as departments both incorporate UAS into their operations and struggle to address hobbyist pilots engaging in unauthorized drone operations. Here are some new resources to assist with these issues.

The National Fire Protection Association (NFPA) released "[NFPA 2400: Standard for Small Unmanned Aircraft Systems \(sUAS\) Used for Public Safety Operations](#)." It serves as a guide to departments interested in adding sUAS operations to their skillset. This standard covers all types of public safety departments, not just fire departments.

NFPA 2400 outlines operational needs assessments; program criteria and purchasing specifications; requirements for safe operations, deployment and implementation of sUAS; and professional pilot qualifications and maintenance programs. This is a good place to start when building or refining a departmental UAS program.

NFPA 2400 references the [National Institutes of Standards and Technology's testing methods for UAS pilot proficiency](#). NIST developed the tests to be low-cost and easy to fabricate so they can be replicated.

Enforcement of laws regarding drone use by hobbyists and businesses is evolving to keep up with the changing laws. One of the biggest concerns is venue and event security, as drones in the wrong hands can pose a serious threat to large events, and there is increased [interest overseas in using drones for attacks](#).

## Highlights

Getting the message across in your community

New UAS resources for emergency response, event and venue security

What your loved ones should know about active shooter events

NFA announces changes to Executive Fire Officer Program



U.S. Fire Administration

The InfoGram is distributed weekly to provide members of the Emergency Services Sector with information concerning the protection of their critical infrastructures.

A National Center for Spectator Sports Safety and Security (NCS4) event in May focused on UAS technology's impact on sports and entertainment safety and security. [NCS4 made resources from this event publicly available](#), including a policy template for campus police; No Drone Zone digital kit; and a sheet of key take-aways from the summit. The site is a work in progress, please check back for updates.

Finally, the Federal Aviation Administration (FAA) announced the 4th Annual FAA UAS Symposium in Baltimore, Maryland, from February 12-14, 2009. There will be an on-site resource center to answer questions. [See the FAA website for details](#).

(Sources: Various)

## What your loved ones should know about active shooter events

Communities right now are full of events to celebrate the holidays and groups will soon be assembling to ring in the new year. This season is unfortunately full of targets for people intent on creating mayhem.

Because of your line of work, you are in a position to help your family and friends know what to do if they find themselves in an active shooter situation. This list from PoliceOne.com is a good [guide on situational awareness tips and first aid basics you can coach your loved one on](#). Some of the guidance:

- ➊ Know where all the exits are, identify chokepoints, have a backup exit strategy.
- ➋ Hit the deck if there is gunfire, then get off the floor to keep from being trampled.
- ➌ If you are going to be in a loud, dark place like a club, you need to make up for the sensory loss by scanning the crowd more often and knowing your exits.
- ➍ Keep your phone charged and on your person, not in your purse or hung-up coat.

Prepare them for the shock and stress of the situation as best you can. Those who are more prepared are less likely to panic or freeze.

(Source: [PoliceOne.com](#))

## NFA announces changes to Executive Fire Officer Program

The National Fire Academy (NFA) announced upcoming changes to the Executive Fire Officer (EFO) Program recently. EFO provides senior fire officers enhanced knowledge on management and leadership problems facing fire and EMS departments. Students are required to complete applied research projects each year.

Currently a 4-year program, the EFO curriculum is being shortened to 2 years. It will blend online learning with courses offered at the Emmitsburg, Maryland, campus. This allows more flexibility for interested fire officers to commit to the program.

Applications for the EFO program are on hold at the moment. Those interested can read more about the changes on the [U.S. Fire Administration's website](#) and subscribe to receive updates by email.

(Source: [USFA](#))

The U.S. Fire Administration maintains the Emergency Management and Response – Information Sharing and Analysis Center (EMR-ISAC). For information regarding the EMR-ISAC visit [www.usfa.dhs.gov/emr-isac](#) or contact the EMR-ISAC office at: (301) 447-1325 and/or [emr-isac@fema.dhs.gov](mailto:emr-isac@fema.dhs.gov).

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