

## COMMUNITY RELATIONS

(September 1991)

0658

It is extremely important to keep local residents informed. Normally, only a few people directly affected by the incident actually drop by the Information Center or contact field information officers. Therefore, the information function should also provide detailed reports and maintain bulletin board displays at community centers, evacuation centers, local government offices, and other key locations. These services are essential when the incident involves or seriously threatens recreational centers or residential concentrations.

Information personnel should try to anticipate public concerns and questions. What will the public want to know?

- Restricted travel areas, detours, and closed roads
- Incident perimeter, location, and direction of spread
- Camping and recreational areas open or closed
- Special regulations and restrictions temporarily in effect and the duration of these restraints
- Homes and buildings that were destroyed or damaged and potential losses
- Names and circumstances of victims suffering injuries or fatalities, nature of their injuries, their current condition, and treatment facility location
- Whereabouts of specific individuals
- Locations of emergency facilities and services, such as first aid, housing, food and clothing disaster aid office, and other assistance organizations

Recurring public inquiries indicate information which should be posted on bulletin boards and receive more media exposure. Special radio broadcasts can provide timely information to evacuees (see [Section 0662.1](#), Emergency Broadcasting Information). The broadcasts may explain changing incident conditions, road conditions, emergency services, evacuation procedures, etc.

Information officers showing interest and taking time to inform local residents create lasting, favorable local relations.

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