Field Operations Guide

ECHO Minnesota
January 2, 2013

FOR ACTIVATION DURING REGULAR BUSINESS HOURS
CALL ECHO
(651) 789-4342

OR

FOR ACTIVATION AFTER HOURS OR FOR PRIORITY SERVICE DURING BUSINESS HOURS CALL STATE DUTY OFFICER
(800) 422-0798
(651) 649-5451

This plan may be inserted in the Emergency Operations Plans of the local governments, State Duty Officer, State of Minnesota government jurisdictions and agencies, non-profit and other organizations.
Field Operations Guide -- Promulgation and Implementation Statement

Pursuant to the authority delegated to the ECHO Executive Director by the ECHO Emergency Operations Plan dated January 2, 2013, the attached will serve as the current ECHO Field Operations Guide (FOG) for all emergency activations. This FOG will be effective until rescinded or superseded. All previous versions of this FOG are hereby rescinded.

This FOG is intended to be supplement to the ECHO Emergency Operations Plan (EOP). For additional information, please refer to that Plan. In case of any discrepancy, the EOP will take precedence.

This FOG contains the following sections:

1. Cover Sheet;
2. This Promulgation and Implementation Statement;
3. Emergency Activation, Operations and Message Flow Charts;
4. ECHO Message Plan Form; and
5. ECHO ICS 213 General Message for ECHO Service Request.

Dated: 2.25.13

By: [Signature]

Its: Executive Director
Lillian McDonald
ECHO EMERGENCY MESSAGE PLAN

TO: ECHO MINNESOTA
FROM: Name: ____________________ Title: ____________________
ORG: __________________________
SUBJECT: Emergency Message Transmission and Distribution Request
INCIDENT: ____________________ DATE: __________ TIME: __________

1. GET READY

Obtain jurisdictional and/or incident command authority to activate ECHO.

Granted by: ____________________ Date: _______ Time: _______

2. CALL DUTY OFFICER

Call 800-422-0798 or 651-649-5451 and request ECHO Activation.

Completed by____________________ Date: _______ Time: _______

3. CONTACT ECHO

The On Call ECHO Emergency Response Coordinator is:

Phone: ____________ Phone: ____________ Fax: ____________
E-mail: ______________

He/She called __________________ Date: _______ Time: _______

4. PLAN MESSAGE

Follow jurisdictional and incident command processes to develop and approve the message for translation and release.

Attached is an approved ICS-213, ECHO ICS-213, or equivalent documenting the message or an approved pre-scripted, pre-translated message.

Content Approved by: __________________ Date: _______ Time: _______

Translate attached message into:

☐ Spanish ☐ Vietnamese ☐ Lao
☐ Hmong ☐ Russian ☐ Oromo
☐ Somali ☐ Arabic ☐ Khmer
☐ Karen ☐ Amharic ☐ Chinese
☐ ALL ☐ Other (Specify) __________________

☐ Pre-Translated -- No Translation Service Needed
Distribute via ECHO Channels:

☐ ECHO toll free phone line (your message recorded on 888-883-8831).

☐ ECHO Web (your message posted to www.echominnesota.org).

☐ ECHO TV (On Camera Bi-lingual Spokesperson) – Twin Cities Public Televisions Minnesota channel 17 (Metro area) or participating public television stations statewide (refer to each region for information). Note: ECHO TV may only be activated during a regional or statewide emergency.

☐ ECHO TV (Text Only Crawl) – Twin Cities Public Televisions Minnesota channel 17 (Metro area) or participating public television stations statewide (refer to each region for information). Note: ECHO TV may only be activated during a regional or statewide emergency.

☐ ECHO e-Alerts or e-Bulletins – email pushed out to ECHO E-subscribers alerting them to check ECHO resources for information about your situation.

☐ ECHO Partner Relay – email distribution to local partners agreeing to relay. ECHO media and information to targeted populations within their jurisdictions and methods (e.g., Mosques, Libraries, ELL schools, etc.).

☐ ECHO Outreach – contacting agencies serving Limited English Proficiency communities communicate information to their constituents and/or providing face-to-face community outreach.

☐ Social Media – electronic message distribution using ECHO social media sites including Facebook in English and Spanish, and Twitter.

Distribution schedule: ____________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

NOTE THAT IT MAY TAKE UP TO FOUR HOURS TO PROCESS YOUR TRANSLATION REQUEST AND DISTRIBUTE IT THROUGH ECHO CHANNELS.

5. SEND THIS FORM AND ATTACHED MESSAGE TO ECHO

This Message Plan, including content, translation and distribution request approved by:

Name: __________________________ Title: __________________________ on Date: ______ Time: ______

This form and attached message sent to ECHO by __________________________ on Date: ______ Time: ______

via __________________________ on Date: ______ Time: ______

Receipt Confirmed by __________________________ on Date: ______ Time: ______
Maintain contact with your ECHO Emergency Response Coordinator for confirmation of transmission and ongoing message support. See ECHO Emergency Operations Plan for Further Details

ECHO ICS 213

GENERAL MESSAGE
FOR ECHO SERVICE REQUEST

For Use with ECHO Message Plan

TO: __________________________ Position: __________________________

FROM: ________________________ Position: ________________________

SUBJECT: ______________________ Date: ______________ Time: __________

See ECHO Emergency Operations Plan or Field Operations Guide for important information on developing your message for ECHO services.

General Guidelines for message length before translation: 8-25 words for Television Crawl and 100-200 words for TV Spokespeople, Phone Information Line, E-mail alerts or bulletins, Web services or Partner relays.

Message for ECHO Action:

_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

Signature: __________________________ Position: __________________________