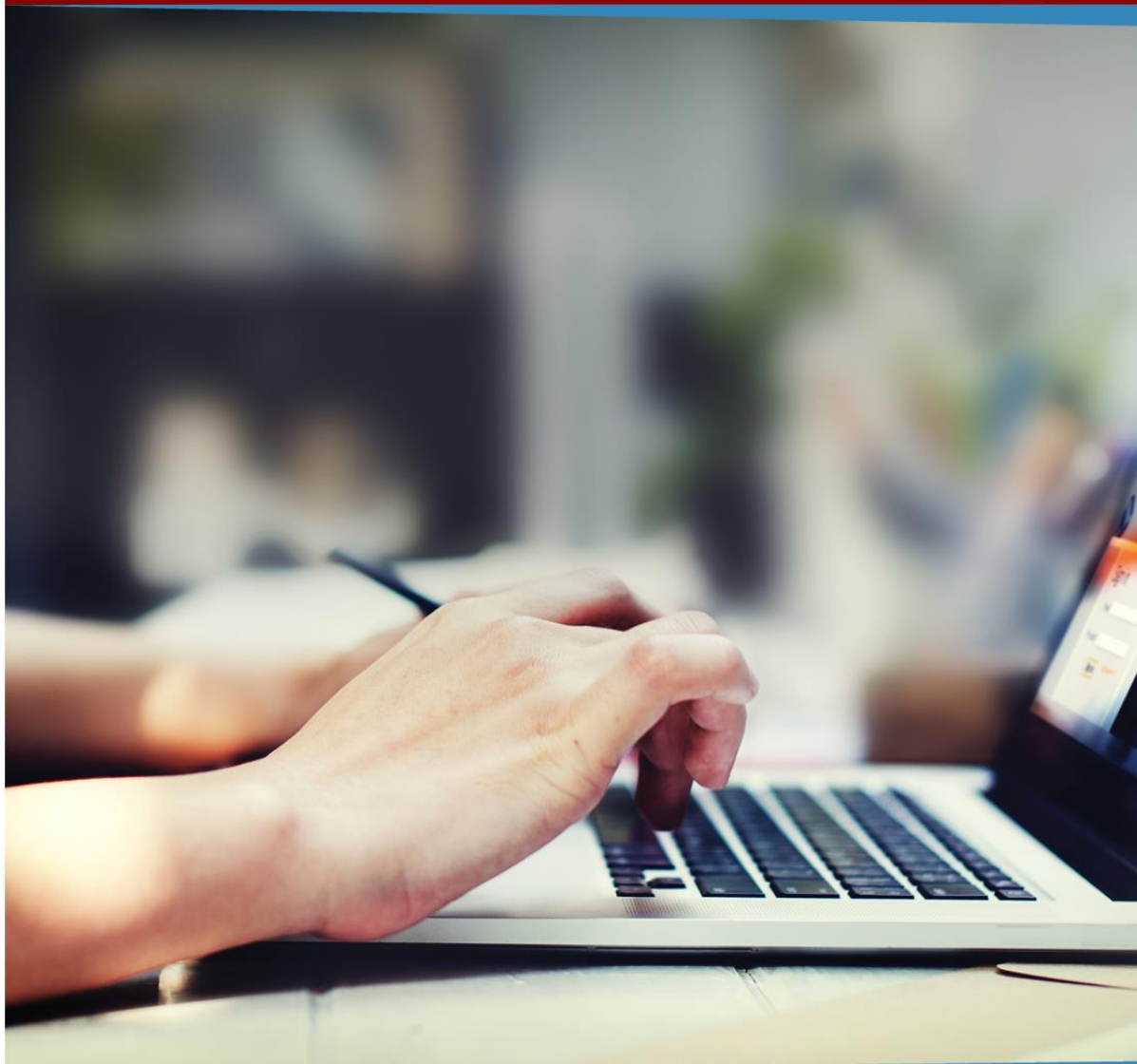


Biosecurity Incident Public Information Manual



Part 4: Templates and forms

Version 2.0 – May 2018

Public Information Template	Talking Points	Template Number	T01
		Version Number	2.0
		Release Date	May 2018

This template is used to develop talking points that will be used by nominated spokespeople to address the media, to provide information about the incident to the public. The incident's Situation Report and outcomes of the relevant Consultative Committee and/or Incident Management Team meeting may assist in developing the talking points. The Public Information Manager approves talking points prior to use.

Talking Points

<<Insert type or name of incident>>

Date: <<Insert date of issue>> <<time am/pm>>

What we know & what we don't know

What has happened? (SitRep)

A short factual summary about the current status of the incident or outbreak.

- What is the pest or disease?
- Is it suspected or has it been confirmed?
- When was it discovered? How? By whom?
- Where is the incident? How wide spread? (Number of infected properties/animals/crops etc.)
- Clinical symptoms, diagnosis, how it's spread, human health implications.

How did it happen?

- Relevant history in Australia (previous outbreaks, exotic i.e. new to Australia?)

Implications

- Human health and/or food safety implications
- Trade implications/restrictions
- How long will it take to resolve the incident?

What we are doing

What actions are currently underway to manage and resolve the incident?

- Containment, tracing and eradication activities (activated incident plans and procedures)
- Quarantine areas and movement restrictions
- Trace forwards/trace backs
- Surveillance and monitoring
- Testing/diagnostics
- Border security measures
- Product recalls, bans, food/product safety info
- Market access protocols/negotiations
- High-level meetings/taskforces
- Cost-sharing arrangements and/or financial assistance
- Providing current public information
- Ongoing management issues.

What we want them to do

- Stock standstill, e.g. do not move livestock (without a permit)
- Implement and maintain good biosecurity practices
- Immediately report any signs of the pest or disease
- Follow instructions given by biosecurity authorities.

Information sources

- For further information visit website, social media sites, phone hotline number.

Public Information Template	Media Release	Template Number	T02
		Version Number	2.0
		Release Date	May 2018

This template is used to a write a media statement or release about the incident. The incident’s talking points and website content may assist in developing the media release. The Public Information Manager approves the media release.

Media Statement/Release

<<Insert type or name of incident>>

Date: <<Insert date of issue>>

A media statement is a series of facts. A media release includes quotes from a spokesperson.

The first two sentences of a media release or statement should contain the 'who, what, why, how, when and where.

Media releases issued at the start of an incident should follow the same principles as talking points:

- *Tell them what we know*
- *Tell them what we don't know*
- *Tell them what we are doing*
- *Tell them what we want them to do*
- *Tell them where they can get more information*

From NSW DPI 15 Nov 2012 – Avian Influenza in layer hens in Hunter Valley

H7 Avian Influenza has been confirmed in a flock of 50,000 layer hens near Maitland, NSW Chief Veterinary Officer Ian Roth said today.

"The results were confirmed by CSIRO's Australian Animal Health Laboratory and follows initial testing at the State Veterinary Diagnostic Laboratories at the Elizabeth Macarthur Agricultural Institute," Dr Roth said.

"The results confirm that the virus is **not** the highly pathogenic H5N1 strain that has gained worldwide attention — nor is it closely related to that strain."

The NSW Food Authority has confirmed that there are no food safety issues and that poultry and eggs remain safe to eat.

"There is no evidence that eating food from farms that have been affected by avian influenza have ever caused human illness," NSW Food Authority Chief Scientist, Lisa Szabo said.

"It is always prudent for consumers to take normal food safety precautions. Our usual advice is to avoid eating raw eggs, and not to eat cracked or dirty eggs," said Dr Szabo.

Dr Roth said the property has been quarantined and the Department of Primary Industries' First Response Team has been activated to oversee the response.

"The remaining birds on the property will now be culled in-line with national agreements," Dr Roth said.

"DPI and the Livestock Health and Pest Authority are continuing surveillance and tracing to confirm the virus hasn't spread. We currently have no evidence to suggest it has spread.

"Australia has previously had a small number of outbreaks of H7 Avian Influenza viruses which were all quickly and successfully eradicated.

"The Avian Influenza virus exists in Australia's wild birds."

Dr Roth said people who notice sick or dead birds should contact their local veterinarian or call the Emergency Animal Disease Watch Hotline 1800 675 888.

"It's also a reminder for all bird owners to practice good biosecurity at home, bird shows or race events."

For further information on avian influenza is available on the NSW DPI website:
www.dpi.nsw.gov.au/avianinfluenza.

Public Information Template	Communication and Engagement Strategy	Template Number	T03
		Version Number	2.0
		Release Date	May 2018

This template covers all the basic elements required to develop a communication strategy. The communication strategy must support the incident’s Response Plan and be approved by the Public Information Manager.

Communication and Engagement Strategy

Name of Incident

Date

Author:

Approved by:

National Biosecurity Communication and Engagement Network (NBCEN) contact: Xxxxx Xxxxxx

Introduction

What has happened and why we need to communicate

Objective

One or two sentence statement of what you hope to achieve. Remember, objectives need to be measurable.

- e.g. provide information to Queensland horse owners about what they need to do prevent and help control equine influenza.

Target Audiences

Who do you need to tell?

A stakeholder engagement plan could be entered here including who the stakeholder are, a priority rating, their level of influence, where they sit on the engagement spectrum, etc.

They may include:

- affected producers/growers/fishers/owners
- industry groups and peak industry bodies (e.g. National Farmers Federation, Australian Pork Limited etc.)
- the media (including international)
- the community (including sporting, education sector, non-English speaking groups)
- related industries and affected businesses (e.g. transporters, tourism,)
- overseas clients (e.g. OIE, FAO, WHO, DFAT posts)
- government agencies (federal/state/local)
- committees (AHC, CCEAD, PHC, NMG, PIMC, PISC, PIHC and any taskforces, working groups, technical groups, advisory groups etc.)
- non-government agencies (NGOs) and lobby groups.

Consider audiences who have a disability (e.g. sight, hearing) or who do not speak English as their first language.

Key Messages

What is it you want these groups to know, do or remember?

- Do not move animals/plants without a permit
- Keep out of properties - away from animals/crops
- Implement and maintain good biosecurity measures
- Report pest/disease immediately to hotline or your local vet.

Communication Channels and Engagement Activities

How are you going to get the messages to the audience(s)?

Common communication channels and engagement activities include:

- media release/statement
- press conference
- website(s)
- social media
- advertising (radio/print/TV/online)
- print products (newsletter, postcards, fact sheet, brochures, posters, etc.)
- community meetings/seminars/workshop
- email alerts/subscription
- field days/agricultural shows
- specific industry/group events.

Consideration should be given to non-English speaking audiences and their preferred communication channels.

Timeframe

When do you aim to undertake these activities? When are the deadlines?

- Identify priorities (e.g. feedback may suggest that communication is required more urgently in a particular location or to a certain audience)
- identify key dates/opportunities (e.g. Cabinet decisions, Parliament sitting, major announcements, committee meetings, change in response etc.)
- state short term (hours/days/weeks), medium term (months), and long term (years) milestones.

Resources

Who is going to do what?

Risks/Considerations

What/who can obstruct/challenge the implementation of this strategy?

Budget

What funds are available? What will it cost to implement this strategy?

- attach budget details or state 'free media coverage/to be met within existing operational arrangements'.

Evaluation

How will you know whether the communication objective has been met?

- What performance indicators and evaluating measures will you use?
- surveys
- market research (qualitative and quantitative research)
- reviews/reports
- debriefs
- stakeholder feedback
- statistics (breaches, web stats, numbers of print products distributed/requested etc.).

Public Information Template	Call Centre Script	Template Number	T04
		Version Number	2.0
		Release Date	May 2018

This template is used to develop a script that will be used by call centre operators. It provides guidance on the more common questions that the public may ask when contacting the call centre. These questions and answers can also be used as content on the relevant website. The incident's Situation Report and outcomes of the relevant Consultative Committee meeting may assist in the developing the call centre script, however information will need to be sourced from several functions within the incident coordination centre. The Public Information Manager approves the call centre script prior to distribution to the call centre operators.

Call Centre Script

<<Insert type or name of incident>>

Date: <<Insert date of issue>> <<time am/pm>>

- What is the pest or disease? (What's happened?)
- Is it suspected or has it been confirmed?
- When was it discovered? How did it get here? By whom?
- Where is the incident? How wide spread? Is it contagious?
- Does it affect people?
- Is it still safe to eat X?
- Can I move my X?
- If not, when can I move my X?
- How do I get a movement permit? (Number of infected properties/animals/crops etc.)
- How can I tell if my X has X? (clinical symptoms, diagnosis, how it's spread)
- What are biosecurity measures? How I prevent it getting onto my property?
- Is it exotic or has Australia had a previous outbreak?
- Is there a vaccine?
- If there's a vaccine how do I get it for my X?
- Can I still export my X?
- If not, when can I export my X? Where can I get more information?
- How long will it take to resolve the incident?
- Why haven't I seen any biosecurity officers in my area, or had anyone contact me?
- Is there financial assistance available?
- Do I qualify for financial assistance?
- How do I apply for financial assistance?
- Who do I report an outbreak to on my property?
- How do I report people not obeying movement restrictions or other quarantine requirements?
- Can I still run my event?

Contact information

Website: outbreak.gov.au
Hotlines: Emergency Animal Disease Watch Hotline: 1800 675 888
Exotic Plant Pest Hotline: 1800 084 881
General enquiry hotline: XXXX XXX XXX
Social media:

Public Information Template	Stakeholder and Community Engagement Activity Record	Template Number	T05
		Version Number	2.0
		Release Date	May 2018

This template should be used by Public Information officers to record community engagement activities and conversations. The template seeks information about who you are engaging with, where, key concerns they have, and other relevant information that may inform the communication response. The template can be adjusted to suit the incident as required.

The information collected on this record may also assist response Planning and Operations.

Keeping a record of conversations, the information that you provided, and follow-up activities is **important** as this information may be called upon well after the response.

Stakeholder and Community Engagement Activity Record

File No

Date	/ /20	Officer	
Time		Position	
Names of person/people spoken to			
Street Address Suburb			
Location of engagement activity			
Contact details	Home:	Mobile:	
	Email:		
What was discussed/ what are the key concerns?			
Did they receive the information they required?	Yes / No		
If Yes, what information did you provide to them?			
Information provided:	<input type="checkbox"/> fact sheet	<input type="checkbox"/> website address	<input type="checkbox"/> call centre #
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If No, what information was not available?			
Action taken to provide this information:			
Date / /20	By who:		
<input type="checkbox"/> Follow-up completed Yes/No			
<input type="checkbox"/> If No, reason why:			
Other relevant notes or comments			

Officer's signature

Date: / / 20

Public Information Template	Stakeholder and community Engagement Activity Schedule	Template Number	T06
		Version Number	2.0
		Release Date	May 2018

This template should be used by Public Information officers to plan and detail community engagement activities. The template can be used to record dates, times, locations, staff responsibilities and contact details for community engagement.

Schedule of Stakeholder and Community Engagement Activities

Day	Date	Time	Engagement Action	Event	Location	Event Contact	Phone	Staff	Comments
Monday <i>Example</i>	17/03/2013 <i>Example</i>	9:00am-5:00pm <i>Example</i>	Information table and display <i>Example</i>	Stockland Shopping Centre <i>Example</i>	In front of Woolworths <i>Example</i>	Joe Bloggs – Centre Management <i>Example</i>	07 1234 5678 <i>Example</i>	John Smith <i>Example</i>	<i>Example</i>

Public Information Template	Public Information Officer Movement Record	Template Number	T07
		Version Number	2.0
		Release Date	May 2018

This template should be used by the Public Information Manager as a staff Work Health and Safety (WH&S) record. The template records dates and times for the movement, location and safety of Public Information officers who are undertaking activities external to the control centre (including community engagement and media liaison officers).

The template should be maintained and provided to the Logistics section for WH&S purposes.

The health and safety of Public Information officers is the responsibility of the Public Information Manager in the relevant control centre.

Public Information Officer Movement Record

Public Information Officer name(s): _____

Day	Date	Activity	Location	Check out time	Check-in time	Method of contact	Time returned to Control /Coordination Centre	Contact number	Issues/incidents to report
<i>Example</i> Monday	17/03/2013	Community meeting	Smithtown RSL Club (Main Street)	8:30am	10:00am 12:30am 2:30pm	SMS received from John Smith	4pm	0414 123 456	No issues or accidents to report

Follow up actions:	
Yes/No	

Provided to:	<input type="checkbox"/> Logistics	Date / /20	<input type="checkbox"/> Other:
Contact officer:	Signature:		Date / /20