



Stakeholder Engagement and Communication

Stakeholder Engagement / Integrating Results / Risk Communication Strategies / Public Alerts and Warnings

Stakeholder engagement strategies will be presented. In addition, a workshop will convene the broad stakeholder team that dam emergencies may affect within the county. A goal of the workshop is to engage partners that will support additional analysis and the planning process. The day prior to the workshop, core team members may meet to finalize preparations for the workshop and to tour the dam infrastructure. Additionally, facilitators will help the participants begin to pull together disparate research and analysis into an updated Information Analysis Brief (IAB) that will continue to support planning efforts. This updated IAB can also be used to inform senior leaders and receive their guidance to inform the ongoing planning process.

As the core team continues developing its unified analytic product, the CTA team will provide a briefing on risk communication strategies for dam emergencies. The briefing will cover the basics of risk communications, theories of protective action decision making, and how to communicate protective actions effectively based on the nature of the incident. The team will also cover concepts and practices including establishing threat levels, matching them to protective actions, crafting alert messages, and planning factors. Additional video lectures by subject matter experts may supplement the session.

FEMA works collaboratively with communities to set their own goals and objectives. Below are common results set by communities for this session.

- **Format:** Online and in-person
- **Results:**
 - ✔ Partners beyond the core team will be fully briefed on the risk and possible consequences of dam emergencies within each jurisdiction.
 - ✔ The core team will gain a better understanding of the consequences the community partners face, and the community partners (e.g. stakeholder team) will be better able to engage in their own planning efforts (e.g. business continuity planning, community emergency action planning).
 - ✔ Participants will be empowered with the tools, resources, and suggested methodologies to develop a unified analytic product to support planning efforts.
 - ✔ The core team will be able to integrate good risk communication practices into planning efforts and understand how to communicate effectively during dam emergencies.
 - ✔ The core team will be able to integrate research-based best practices into planning efforts and understand how to communicate effectively to the public during dam emergencies.

