




RESILIENT TOMPKINS COUNTY


Tompkins County Resiliency and Recovery Plan RESILIENCE MESSAGING PLAYBOOK



The goal of this resource is to provide strategically sound messaging and outreach tactics that will cultivate a sustained awareness, understanding, engagement and buy-in of preparedness activities in Tompkins County. The information builds on previous outreach and feedback from the Tompkins County Hazard Mitigation Plan 2021 Update; and it makes the resources identified in the Tompkins County Resiliency and Recovery Plan (RRP) available to a broad range of agencies and individuals, including those representing groups who may be vulnerable in and after disasters. It is important to engage the public and partner agencies (e.g., local governments, non-governmental organizations/NGOs, businesses) on the Resiliency and Recovery Plan implementation, and ensure stakeholders are aware of the planning process and content. It is recommended that the fact sheets listed on page 3 be developed to support ongoing education and outreach. All materials will be offered in other languages as specified by the Tompkins County Language Assistance Plan. All social media content will originate from Tompkins County social media platforms.


Pre-Event


AUDIENCE	MESSAGING GOAL	OUTREACH STRATEGY	TYPE OF COMMUNICATION
 Local Businesses	Increase awareness of existing resources including NY Alert and SIREN, important emergency contacts list, and fact sheets such as: <ul style="list-style-type: none"> • Are you in a designated floodplain? • Are you prepared for a local hazard event? • How to report damages 	Use community-based social marketing strategies such as social media and partnership promotion that includes information requested from stakeholder survey. Use GovDelivery newsletter system.	<ul style="list-style-type: none"> • Series of fact sheets and social media posts to promote available financial and preparedness resources • Fact sheets: 2, 4, 7, 10, 12* • Easy how-to guide for best practices to alert and communicate with employees and customers in a disaster event

AUDIENCE	MESSAGING GOAL	OUTREACH STRATEGY	TYPE OF COMMUNICATION
 Local Businesses	Enable businesses to educate employees and customers about action items for preparation and response to an event or disaster. Increase awareness of how to record damages; create an emergency plan that includes business continuity provisions.	Use self-organizing community engagement approach; provide businesses with actionable information that helps them prepare for an event and access resources. Use GovDelivery newsletter system.	<ul style="list-style-type: none"> • Preparedness plan fact sheet with reference to tools for business continuity planning • Fact sheets: 2, 4, 7, 10, 12* • Website page on Tompkins County site that provides community-specific preparedness information • Social media posts: For example, posts that ask businesses to develop or update their continuity plans

*See list of fact sheets on page 3




Pre-Event (continued)

AUDIENCE	MESSAGING GOAL	OUTREACH STRATEGY	TYPE OF COMMUNICATION
 <p>General Public</p>	<p>Increase awareness of existing resources including NY Alert and SIREN, important emergency contacts list, and fact sheets such as:</p> <ul style="list-style-type: none"> • Are you in a designated floodplain? • Are you prepared for a local hazard event? • How to report damages 	<p>Use teachable moments and testimonials approach. Inject messages immediately following a non-local disaster event to drive home core and key messages to target audiences. Leverage less severe real-world incidents that require preparedness, such as power outages, and note the importance of having, for example, a flashlight and fresh batteries. Incorporate testimonials and case studies about preparedness for residents and businesses. Case studies can cover lessons learned and what/how to prepare.</p> <p>Use GovDelivery newsletter system.</p>	<ul style="list-style-type: none"> • Monthly social media posts that illuminate existing resources and share testimonials and case studies • Fact sheets that provide existing resources for residents: 1, 3, 4, 11* • Utility bill inserts that provide preparedness resources • Existing resources fact sheet for distribution via senior centers, libraries, community centers, adult day care programs, shelters, transitional housing programs, local welfare agencies, food banks and soup kitchens; coordinate and distribute to Meals on Wheels programs; Family and Children Services; Latino Civic Association; Loaves and Fishes; Second Wind; Veterans Affairs; Family and Children's Services; Senior Farmers' Market Nutrition Program (SFMNP); NY State Housing and Weatherization programs; Health Insurance Information Counseling and Assistance Program (HIICAP) and more

AUDIENCE	MESSAGING GOAL	OUTREACH STRATEGY	TYPE OF COMMUNICATION
 <p>General Public</p>	<p>Equip partner organizations and trusted community leaders with the resources they need to educate their audiences. Increase awareness of topics such as how to prepare to shelter in place or evacuate.</p>	<p>Use influential messengers outreach approach; partner with community organizations and trusted community leaders to share resources.</p> <p>Use GovDelivery newsletter system.</p>	<ul style="list-style-type: none"> • Social media posts to promote preparedness • Fact sheets that provide resources for community leaders: 3, 11* • Website page on Tompkins County site that provides community-specific preparedness information • Public meetings • Radio: pre-write and record common public service announcements in multiple languages on questions that frequently arise during crises • Direct-mail letter from Tompkins County Administrator • Community Leader Toolkit fact sheet for distribution to senior centers, libraries, community centers, adult day care programs, shelters, transitional housing programs, local welfare agencies, food banks, and soup kitchens; coordinate and distribute to Meals on Wheels programs; Family and Children Services; Latino Civic Association; Loaves and Fishes; Second Wind; Veterans Affairs; Family and Children's Services; Senior Farmers' Market Nutrition Program (SFMNP); NY State Housing and Weatherization programs; Health Insurance Information Counseling and Assistance Program (HIICAP) and more

*See list of fact sheets on page 3


Pre-Event (continued)

AUDIENCE	MESSAGING GOAL	OUTREACH STRATEGY	TYPE OF COMMUNICATION
 <p>Local Businesses and Stakeholders</p>	<p>Equip local businesses and community stakeholders with the resources needed to educate their audiences. Increase awareness of best practices for preparedness. Provide access to the list of recovery resource contact information at the state, county and local level. Include information on Tompkins County's Economic Recovery team/office.</p>	<p>Use partnership outreach approach; provide information that local business and community organizations can share and use in advance of an event. Make the information clear, relevant, engaging and practical.</p> <p>Use GovDelivery newsletter system.</p>	<ul style="list-style-type: none"> Recovery resource fact sheet Fact sheets: 2, 4, 7, 8, 10, 12* Website page on Tompkins County site that provides resources and preparedness information for the community Outreach toolkit that provides social media posts, newsletter content and fact sheet for partners to share with their audiences
 <p>Schools and Universities</p>	<p>Equip K–12 teachers and university/college professors with information to share with students on how to be prepared and resilient for an emergency or disaster event.</p>	<p>Use educationally focused outreach approach; provide information that can be shared with students and incorporated into teacher lesson plans.</p> <p>Use GovDelivery newsletter system.</p>	<ul style="list-style-type: none"> Student preparedness fact sheet Fact sheets: 1, 3, 4, 5, 6* Website page on Tompkins County site that provides community-specific preparedness information
 <p>Critical Facility Owners/Operators</p>	<p>Provide critical facility owners and operators with the information they need to prepare and respond to an event. Increase awareness of mitigation for facilities, for example from flooding. Clarify the process for developing a Memorandum of Understanding for shared services when a disaster event occurs.</p>	<p>Use partnership/ownership outreach approach by providing critical facility owners and operators the information and actionable steps to take before and after a disaster event occurs.</p> <p>Use GovDelivery newsletter system.</p>	<ul style="list-style-type: none"> Direct-mail letter or email to provide key contacts and steps for preparedness Fact sheets: 1, 9* Easy how-to guide for best practices in how to alert and communicate with employees

*Fact Sheets

1. Are you in a designated floodplain?
2. Are you prepared for a local hazard event? (for businesses)
3. Are you prepared for a local hazard event? (for the public)
4. How to report damages after a disaster
5. Student Preparedness Fact Sheet
6. K-12 Preparedness Teaching Toolkit
7. Preparedness Planning for Businesses
8. Community Leader Toolkit
9. Flood Mitigation Toolkit for Critical Facilities
10. Recovery Resources (for businesses)
11. Recovery Resources (for the public)
12. Business-Employee Communication During and After a Disaster


Post-Event

AUDIENCE	MESSAGING GOAL	OUTREACH STRATEGY	TYPE OF COMMUNICATION
 <p>News Media</p>	<p>Increase awareness of short-term recovery information including where and how to access water and food, and charging and heating/cooling station; also, what areas are accessible and open to public, utility recovery status, road closure updates and more.</p>	<p>Use news media outreach strategy to establish direct ties to the print, online, TV and radio outlets for communicating important post-event information.</p>	<ul style="list-style-type: none"> • Draft talking points and Q&As for Tompkins County staff to respond to media inquiries. Determine Tompkins County spokesperson for the particular event • Radio: provide public service announcements of short-term recovery information for DJ hosts to read • Media releases • Media briefing

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Post-Event Week 1


AUDIENCE	MESSAGING GOAL	OUTREACH STRATEGY	TYPE OF COMMUNICATION
 <p>Local Businesses</p>	<p>Increase awareness of short-term recovery information. Share resources for immediate services to get businesses up and running including what areas are accessible and open to the public, utility recovery status and road closure updates.</p>	<p>Use direct, focused outreach from Tompkins County public information outlets. Be transparent and communicate the facts about response. Keep information exchange simple, digestible and mutually beneficial.</p>	<ul style="list-style-type: none"> • Short-term recovery resources fact sheet • Social media posts • Website page on Tompkins County site that provides community-specific preparedness information • Partner with County, New York State Department of Transportation and transit agencies to include messaging on electronic billboards and programmable road signs • Wallet cards that include phone number, website and contact information; add QR code for easy link to website

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Winter 2023

Post-Event Week 1

AUDIENCE	MESSAGING GOAL	OUTREACH STRATEGY	TYPE OF COMMUNICATION
 <p>General Public</p>	<p>Increase awareness for where and how to access water, food, charging stations and heating/cooling stations. Support community morale and cohesion to work toward recovery.</p>	<p>Use partnership/ownership outreach approach; find ways to help impacted communities get the information they need and overall get a sense for how they are partners in recovery efforts.</p>	<ul style="list-style-type: none"> • Immediate needs availability fact sheet • Social media • Public meetings • Door-hangers • Mobile public address system • Partner with County, New York State Department of Transportation and transit agencies to include messaging on electronic billboards and programmable road signs • Fact sheet for distribution via senior centers, libraries, community centers, adult day care programs, shelters, transitional housing programs, local welfare agencies, food banks and soup kitchens; coordinate and distribute to Meals on Wheels programs; Family and Children Services; Latino Civic Association; Loaves and Fishes; Second Wind; Veterans Affairs; Family and Children's Services; Senior Farmers' Market Nutrition Program (SFMNP); NY State Housing and Weatherization programs; Health Insurance Information Counseling and Assistance Program (HIICAP) and more.


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Winter 2023

Post-Event Week 2

Post-Event (continued)


AUDIENCE	MESSAGING GOAL	OUTREACH STRATEGY	TYPE OF COMMUNICATION
 <p>Local Businesses and Stakeholders</p>	Increase awareness of long-term recovery information such as notification of recovery projects and funding resources.	Use direct, focused outreach from Tompkins County public information outlets. Be transparent and communicate the facts about response. Keep information exchange simple, digestible and mutually beneficial.	<ul style="list-style-type: none"> • Long-term recovery fact sheet • Public meeting • Information phone line • Social media

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Winter 2023

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Post-Event Week 3+

AUDIENCE	MESSAGING GOAL	OUTREACH STRATEGY	TYPE OF COMMUNICATION
 <p>General Public</p>	Support community hope and resilience overall by sharing community success stories; increase awareness of information such as damage assessment permit requirements for repairs and rebuilding.	Use story-telling outreach approach; seek and share stories that reflect the community's success during recovery, stories that illustrate how far the county has come.	<ul style="list-style-type: none"> • Social media posts; ask for positive community stories and share stories of success • Recovery information fact sheet • Public meetings

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Winter 2023

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Post-Event Week 4