**Public Health Seattle-King County**

**INCLUSIVE EMERGENCY COMMUNICATIONS PLAN**

**Jurisdictional Toolkit**

November 25, 2019

**INTRODUCTION**

1. **Purpose**

This regional Inclusive Emergency Communications Plan (IECP) outlines the role and responsibilities of your jurisdiction to meet the inclusive emergency communication requirements of RCW 38.52.070. It is drawn from the county-wide IECP, which represents a collaborative and coordinated effort by King County Emergency Management, Public Health-Seattle & King County, Seattle Office of Emergency Management, and other regional stakeholders to ensure all residents in King County have access to life safety information in a language they understand.

This plan delineates how local support agencies, in partnership with the County’s Joint Information Center (JIC), will relay critical, life-safety information regarding a given hazard or threat to communities throughout [YOUR JURISDICTION]. It is a template only, and is meant to serve as a starting point for jurisdictions to assess the work that is needed to fulfill the law.

1. **Tools**

This plan includes an annex of tools that your jurisdiction can utilize to prepare response documentation for an emergency event. Included below is an index of these tools:

Item 1. RCW 38.52.070

Item 2. Localized language population data

Item 3. Messaging strategies

Item 4. Pre-scripted emergency messaging

Item 5. Trusted Partner Network summary and data access

Item 6. News media contacts

Item 7. Translation tips

1. **Scope**

A variety of systems, community networks, and communication methodologies can be leveraged to relay critical, life-safety messages to all residents, including those with limited English proficiency (LEP). These include mass notification systems (e.g. Alert King County), translated written materials, ethnic media (TV, radio, social media), in-person and telephone-based interpretation services, and community-based social media networks (e.g. Facebook).

[Information about the population and demographics of your jurisdiction, including historical reach or barriers to communication in emergency. See Item 2 for language data.]

[Information here should cover main channels of communication, e.g. local news, social media, website, radio, and their reach as well as any limitations or protocols of use. An example of a limitation could be limited translation ability.]

For larger-scale events, [YOUR JURISDICTION] can partner with King County to disseminate wireless text alerts and notifications (i.e. ALERT King County and Emergency Alert System), and contact Public Health’s Community Communication Network (CCN) and King County Office of Emergency Management (KCEM) Trusted Partner Network (TPN).

1. **Objectives**

Collaborative relationships with trusted voices such as community leaders and ethnic media are critical to disseminating information quickly using formats and platforms that are understood and used regularly by communities. These partners can also provide important feedback regarding the effectiveness of those communication efforts.

Therefore, key objectives of this plan include:

1. Providing tools to allow for information-sharing to flow between local agencies and to local communities to ensure residents receive timely emergency information.
2. Outlining the roles and responsibilities of local agencies in leveraging individual and regional resources and capabilities to communicate life-safety information in multiple languages.
3. Providing a concept of operations for identifying and coordinating with regional resources for accurate and timely translation and interpretation services for residents whose preferred language is not English.

**AUTHORITIES**

This IECP satisfies Washington State RCW [38.52.070](https://app.leg.wa.gov/rcw/default.aspx?cite=38.52.070):

This plan articulates how [YOUR JURISDICTION] will communicate with LEP individuals during emergency response and disaster recovery operations in compliance with federal and state requirements. The requirements are found in guidance for federal financial recipients from the U.S. Department of Homeland Security1 as well as Washington State RCW 38.52.070,2 passed by the Washington Legislature, signed by the Governor, and effective July 23, 2017.

**SITUATION**

1. **Emergency/Disaster Conditions and Hazards**

[Language here that describes tools your jurisdiction uses for emergency planning and risk assessment. For example, the King County Hazard Identification and Risk Assessment (HIRA) is the foundational document for all emergency planning in the county.]

This plan should be implemented during incidents where the dissemination of life-safety messages to all residents may require shared toolsets and quick communications between jurisdictions or community partners of the county—or during any incident where a Presidential Emergency or Major Disaster Declaration may be requested.

1. **Planning Assumptions**

This plan goes into effect during an emergency activation.

[Language here describing how your jurisdiction communicates with and interacts with residents with Limited English. For example, King County’s LEP residents infrequently interact with Emergency Management and its programs. Most interactions between LEP language groups and County departments are through the court systems, public health facilities, Metro Transit operators and customer service staff, Elections workers, and Sheriff’s Office deputies. Jurisdictional examples might be police officers, customer service staff, meal programs, etc.]

Therefore, messaging must target these crucial systems in order to effectively share translated information and build the partnerships necessary to do so.

Emergency management life-safety information and services during a non-emergency incident is centered primarily on preparedness information, to prevent and/or reduce risk. During an emergency incident, this information and related services are more time-sensitive and may require extra staffing resources to produce.

Establishing strong relationships with community and faith-based leaders, as well as schools and businesses, before disaster strikes is key to building a robust network of information-sharing partners that can disseminate time-sensitive, official messages in appropriate and useful formats. The trusted partners can also provide situational awareness and community resource needs to emergency response organizations. Regular engagement and inclusion in planning, training, and exercise activities strengthen these relationships.

[Insert description of who within your jurisdiction has the authority to decide on the appropriate mix of language services – translations and interpretations – to use on a case-by-case basis based on impacted LEP populations and operational needs—e.g. emergency manager, duty officer]. The jurisdiction will use the services of certified translators and interpreters to the extent possible and practical during emergencies and disaster recovery operations. We will also utilize pre-scripted and pre-translated messages for a variety of hazards that threaten our region (e.g. earthquakes, flooding, landslides, fire).

Accessing “on-demand” translation and interpretation services during a catastrophic incident may be significantly delayed given impacts to transportation and communication infrastructure, the time it takes to coordinate with translation service providers, as well as delays in gathering situational awareness and appropriate actionable messages and directives.

Interviews with community leaders indicate that local language communities consider existing auto-translation programs inadequate. It is preferable for emergency messaging to be sent in English versus relying on auto-translation. When available, using certified translators is a recognized “best practice”.

Investing in pre-disaster education and community outreach regarding the importance of personal emergency preparedness and community self-sufficiency can counteract possible delayed or limited communications in any language.

The TPN is comprised of cultural, service, and faith leaders among limited English language groups. TPN members are already considered trusted, go-to sources during emergencies. City and county government can rely on this group to disseminate emergency messaging within their respective communities using their own cultural connections and social media networks.

The CodeRED system maintained by KCEM contains internal and external contact lists and has the capability of launching emergency alerts through Alert King County or to internal groups such as the TPN. This plan will refer to KCEM’s emergency alerts as Alert King County, although this capability is housed within CodeRED.

**CONCEPT OF OPERATIONS**

1. **Overview**

Several communication tools and channels will be used for oral and written LEP emergency communications by [YOUR JURISDICTION].

[List the channels you plan to use for emergency communications: examples include government radio, TV stations, other ethnic media, social media, mass notification systems (i.e. Alert King County), translated written materials, in-person and telephone-based interpretation services. Be as specific as possible if partnerships and/or precedent already exists.]

[The work that has already been done to establish these tools as means.]

[If your jurisdiction has an alerting system, consider ensuring the KC Duty Officers are enrolled so that they can exercise judgment on sharing local alerts with broader communities such as the TPN. Otherwise, you would have to manually make contact.]

Within King County, contracts are in place to access certified interpreters, qualified bilingual staff, and certified translators. In addition, machine translation is used to initially capture a draft of an alternate language communication; then reviewed and edited for proper context, meaning, and tone by a native speaker.

These tools are accessible to [YOUR JURISDICTION] by notifying KCEM’s Duty Officer and/or Public Information Officer to request specific messaging support, including interpretation and translation services.

1. **Duty Officer role**

KCEM has a team of program managers who rotate as “24/7 on-call” duty officers. This provides regional partners and local jurisdictions a direct point of contact for communicating significant incidents and requesting emergency response support, including issuing emergency notifications to impacted residents. These duty officers are trained to use the County’s mass notification system (i.e. Alert King County) to quickly launch emergency alerts by voice, email, and/or text message to mobile devices and landlines in geo-targeted areas.

[YOUR JURISDICTION] will communicate with the KCEM Duty Officer through [who? I.e. police, fire, PIO]. This person will call the Duty Officer if an alert from the jurisdiction is deemed a TPN-necessary alert, or in order to communicate events that were not relayed through a jurisdiction-wide alerting system.

1. **Coordination with other agencies – King County Joint Information System (JIS)**

The County JIS will maintain and employ a regional contact directory of jurisdictional public information officers, media contacts, and regional translation resources.

Agencies composing the regional JIS include, but are not limited to:

* King County Emergency Management
* Public Health – Seattle & King County
* King County Sheriff’s Office
* King County government departments
* King County Office of Interpreter Services
* King County cities and special purpose districts
* Puget Sound Educational Service District
* News media (including ethnic/community media)
* Snohomish County Emergency Management
* Pierce County Emergency Management
* Washington State Emergency Management Division

The responsibility of [YOUR JURISDICTION] will be to maintain and regularly update internal directories of PIOs, media contacts, and translation/other resources and ensure that this information is accessible by the JIS and communicated to KCEM.

1. **Messaging strategies and methods**

A variety of systems, community networks, and communication methodologies will be leveraged to relay critical, life-safety messages to all residents, including those with limited English. These include radio/TV relays; social media; translation services such as King County Office of Interpreter Services; community partners such as Public Health’s Community Communications Network (CCN) and the county’s Trusted Partner Network (TPN); city and special purpose district networks; ethnic media channels; and the county’s public alert systems, which can be geocoded for [YOUR JURISDICTION] residents only.

In addition, pre-scripted hazard-specific emergency messages have been developed and translated to enhance the timeliness of developing and distributing appropriate messages in multiple languages.

(See Item 4: Pre-scripted Emergency Messaging.)

**RESPONSIBILITIES**

1. **[Your Jurisdiction]**
* Pre-identify community language needs and establish connections with internal and external language translation providers. Add these to the TPN (see Item 5).
	+ Make these contacts available to the County JIS for sharing timely public messages.
	+ Maintain jurisdiction-level contact information of recruited TPN members, update quarterly and turn in to the KCEM.
* [Pre-scripted](https://kc.rcecc.org/LEP/Shared%20Documents/IEC%20Pre-scripted%20Resources/COMPLETED%202019-08%20IEC%20Emergency%20Messages%20%2B%20Seattle%20Translation.xlsx), hazard-specific messaging has been created and translated in the nine most commonly spoken languages in Seattle and King County – English, Spanish, Chinese (Cantonese and Mandarin), Vietnamese, Korean, Somali, Russian, Ukrainian, and Punjabi. [YOUR JURISDICTION] will need to work on plans for pre-scripting messages.
	+ Share messaging with demographically similar jurisdictions.
* Create jurisdictional sites that will store pre-scripted messaging
	+ KCEM website will store the spreadsheet with the pre-scripted messages in multiple languages, with source phrases on the group SharePoint.
	+ [YOUR JURISCTION] will also store phrases from our own top languages on our website or other accessible place.
* Review this plan with involved personnel such as duty officers, interpreters, sheriffs, etc.
	+ First Responders agencies should be aware of the TPN and its scope, limitations, and context of use. These agencies’ PIOs in particular may need to coordinate on TPN messaging and police departments may be involved as well. It is important to involve these agencies in early conversations about the network and to ensure it can serve as a tool for police and fire on the ground.
	+ Socialization of the TPN is a responsibility of [YOUR JURISDICTION] within our own departments, but gaps should be addressed wherever identified by JIS members.
1. **Duty Officer**

The on-call KCEM Duty Officer will support emergency alert needs of county department and local jurisdictions, launching voice, email, and/or text messages through our mass notification system. This includes notifying our region’s TPN – a contact directory of community leaders and members who may be able to relay critical information to their communities through established and preferred communication channels and languages.

1. **Support Agencies**

***Public Health – Seattle & King County***

Maintain a contact directory for its CCN members that serve as trusted voices within their respective communities. Make these contacts available to the KCEM Duty Officer and JIC for sharing timely public messages.

Contact: CodeRED group list (directly accessible by KCEM) or Public Health’s Duty Officer Line at 206-296-4606 (not for public release).

***King County Emergency Management***

KCEM will take the lead in county-wide public communications coordination, reaching out to local jurisdictions and special purpose districts during an emergency to identify translation and interpretation needs. It will also activate and update its regional Emergency News Blog with public safety messages and resources.

In addition, KCEM maintains a contact directory for its TPN members that serve as trusted voices within their respective communities. Make these contacts available to the KCEM Duty Officer and JIC for sharing timely public messages.

Contact: CodeRED group list (directly accessible by KCEM) or KCEM Duty Officer.

***King County Sheriff’s Office***

Provide in-person information and/or leverage volunteers (i.e. King County Search & Rescue) to communicate safety information to impacted communities.

Contact: KCSAR Coordinator/Detective Ed Christian 206-296-2740

***King County government departments***

Provide subject matter expertise and bi-lingual staff to help the JIC craft and deliver public messages in multiple languages to impacted communities.

Contact: (See JIC contact directory for most current list)

***King County Office of Interpreter Services***

Obtain interpreters for more than 160 different languages to assist non-English speakers with court matters. OIS has offices in all three of Superior Court's primary facilities. Make these contacts available to the County JIC for sharing timely public messages.

Contact: KCEM liaison Paul Manolopoulos 206-263-9542 or <https://www.kingcounty.gov/courts/superior-court/interpreter-services.aspx>

***Puget Sound Educational Service District***

Maintain contacts and coordinate communication with King and Pierce county school districts.

Contact: Andrea Dombroski 425-917-7631 and Janine Thorn 425-917-7607

***Snohomish County Emergency Management***

Share situational awareness, operational support, and communications coordination with King County Duty Officer, EOC, and JIC.

Contact: Duty Officer 425-320-9189 or 911 and ask for the SCEM Duty Officer

***Pierce County Emergency Management***

Share situational awareness, operational support, and communications coordination with King County Duty Officer, EOC, and JIC.

Contact: Duty Officer 253-798-7470 and JIC 253-798-7470

***Washington State Emergency Management Division***

Share situational awareness, operational support, and communications coordination with King County Duty Officer, EOC, and JIC.

Contact: Duty Officer 800-258-5990 and JIC 253-912-4950

(See Item 3: Messaging Strategies)

**LOGISTICS AND SUPPORT REQUIREMENTS**

Pre-scripted and translated emergency messages are available for timely dissemination through traditional, digital, and social media channels. Additional public communications will rely on internal and external translation service availability.

CodeRED system funding and maintenance is a responsibility of KCEM. Test alerts will be conducted and contact lists updated at least quarterly to ensure system is functioning properly and recipient emails and phone numbers are accurate.

Public communicator and media contact lists will be maintained by the County JIC Manager on a quarterly basis.

(See Item 4: Pre-scripted Emergency Messaging)

(See Item 6: News Media Contacts)

**PLAN MAINTENANCE**

This plan will be reviewed and updated following emergency activation After Action Reviews, or when otherwise deemed necessary.

**Item 1. RCW 38.52.070**

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

NEW SECTION. **Sec. 1.** The legislature finds that, as a matter of human rights, all persons are equally human and entitled to be equally informed of emergency notifications in a language they understand. All residents of Washington state are taxpayers and have paid for emergency notification in cases of emergency. It is the intent of the legislature to equally value all lives and ensure that all persons who may be in harm's way in an emergency are informed of their peril and appropriate actions they should take to protect themselves and their families.

NEW SECTION. **Sec. 2.** A new section is added to chapter 1.20 RCW to read as follows:

(1) State agencies required by law or rule to provide public notices to a community or area to advise or inform the public about an imminent or emergent public health, safety, or welfare risk shall provide notices in the language that diverse residents can understand when a significant segment of the community speaks a language other 1 than English and has limited proficiency in English. This requirement applies to notices that include, but are not limited to, proposed locations for criminal facilities or facilities that would house sex offenders. This requirement does not apply to the adoption of rules under chapter 34.05 RCW. Under a state of emergency, state agencies shall provide such notices, information, and services in the languages represented by the specific affected area's demographic data.

(2) During emergencies, political subdivisions' emergency management departments must provide accurate written and verbal notices including, but not limited to, evacuation notices and shelter information, in the languages represented by their communities who speak a language other than English.

(3) During emergencies, emergency management departments of political subdivisions must air public service announcements by radio or television broadcast in the languages represented by their communities who speak a language other than English.

(4) "Significant segment," for purposes of this section, means five percent or more of residents, or one thousand residents, whichever is fewer, residing in the affected city, town, or county who are of limited English proficiency.

(5) Agencies shall implement the provisions of this section within existing funds.

**Item 2. Localized Language Population Data**

Population languages by city can be found [here](https://kc.rcecc.org/LEP/Shared%20Documents/Reference%20Documents/Population%20Languages%20by%20City.xlsx) in the LEP SharePoint. Above the gray bar are languages defined as “significant segments” that fall under the mandate of the law and must be accounted for in emergency plans and messaging. Any language populations below the bar are not mandated, but jurisdictions with the resources to do so are encouraged to prepare for as many language communities as possible, particularly those in bold font due to the uncertainty of data measurement and equity concerns.

In recognition that many jurisdictions will share language requirements, though localized partnerships may be necessary, materials and contacts can and should be shared in order to fulfill the law.

**Item 3: Messaging Strategies and Methods**

A variety of systems, community networks, and communication methodologies will be leveraged to relay critical, life-safety messages to all residents, including LEP communities.

For local events, [YOUR JURISDICTION] will use the language data provided in this toolkit to target messages to the necessary populations. Additional resources may be provided by jurisdictions with a similar language / demographic profile to [YOUR JURISDICTION].

Finally, one of the best ways to prepare for flexible language response during emergency communications is to build relationships within and for the TPN. For more on this, see Item 5.

**For critical, life-safety situations**

Critical situations will require coordination with the county.

The KCEM Duty Officer will launch a pre-scripted **Alert King County** to a geo-targeted area of impacted King County residents. Given technological limitations, this alert will initially be launched in English and Spanish. A second, similar alert will then be sent to the **TPN contacts** listed in CodeRED, requesting they share the message through their established community channels (i.e. Facebook, word-of-mouth, faith centers).

System used: CodeRED to issue emergency alerts to geo-targeted areas, and/or existing contact lists of stakeholders

Capability: Can broadcast in two languages simultaneously by mobile text, landline, and email. However, cannot direct specific language translations to specific individuals.

At the same time, the same critical, life-safety message can be shared through:

1. [YOUR JURISDICTION]’s **social media** channels (Facebook, Twitter, and Emergency News blog). Following best practices, the Facebook posts will feature the word “alert” in multiple languages, followed by a safety directive in English.

Systems used: flagship social media accounts –

Facebook: Twitter: @ Blog:

Capability: Has wide reach, including large media followership. Allows for written language translation coupled with English message. Allows for images and video to enhance communications and comprehension levels. However, Twitter limits number of characters for a given post, and not all residents are users of social media.

1. **Local media, including ethnic/community media**. Initially, due to time-sensitivity, content will be sent in English with a request for non-English broadcast stations and digital news platforms to translate the message in their audience’s preferred language.

System used: outreach via [News Media Contacts](http://www.seattle.gov/iandraffairs/EMP) or OIRA list

Capability: Most ethnic media have translation capability and large followership within language communities. Allows for images and video to enhance communications and comprehension levels. Might allow for higher levels of trust, if not coming from government source.

1. The **regional JIS** of appropriate stakeholders, requesting they share the message through their networks and notify the JIC of specific language groups for which they require translation assistance. These networks include:

*King County Sheriff’s Office*

Provide in-person information and/or leverage volunteers (i.e. King County Search & Rescue) to communicate safety information to impacted communities.

Contact: KCSAR Coordinator/Detective Ed Christian 206-296-2740

*King County government departments*

Provide subject matter expertise and bi-lingual staff to help the JIC craft and deliver public messages in multiple languages to impacted communities.

Contact: (See JIC contact directory for most current list)

*Puget Sound Educational Service District*

Maintain contacts and coordinate communication with King and Pierce county school districts.

Contact: Andrea Dombroski 425-917-7631 and Janine Thorn 425-917-7607

Systems used: CodeRED and JIS contact directories

Capability: Contains up-to-date contacts for partner organizations and community networks who have local connections and proven mechanisms for communicating with their diverse customers and neighbors. These trusted voices reinforce official messaging, delivering information in culturally sensitive ways. They are also instrumental in helping dispel rumors and misinformation, as well as providing feedback to the KCEM JIC on additional messaging needs.

**For non-critical emergency situations**

The KCEM Duty Officer and KCEM JIC will coordinate launches of additional **Alert King County** to geo-targeted areas of impacted King County residents, as appropriate. Given technological limitations, these alerts will primarily be launched in English and Spanish.

The King County Emergency Management **JIC will serve as the primary conduit of ongoing public messaging and translation**, leveraging the same messaging channels outlined above.

**Language Assistance Directory**

***King County Office of Emergency Management***

Maintain a contact directory for TPN members that serve as trusted voices within their respective communities. Make these contacts available to the KCEM Duty Officer (to upload in CodeRED) and JIC for sharing timely public messages.

***Contact:*** CodeRED group list (directly accessible by KCEM) or Public Health’s Duty Officer Line at 206-296-4606 (not for public release).

***King County Office of Interpreter Services***

Obtain interpreters for more than 160 different languages to assist non-English speakers with court matters. OIS has offices in all three of Superior Court's primary facilities. Make these contacts available to the County JIC for sharing timely public messages.

***Contact:*** KCEM liaison Paul Manolopoulos 206-263-9542 or <https://www.kingcounty.gov/courts/superior-court/interpreter-services.aspx>

**Item 4: Pre-scripted Emergency Messaging**

Pre-scripted, hazard-specific messaging has been created and translated in the nine most commonly spoken languages in Seattle and King County – English, Spanish, Chinese (Cantonese and Mandarin), Vietnamese, Korean, Somali, Russian, Ukrainian, and Punjabi.

Topics include:

|  |  |  |
| --- | --- | --- |
| * Evacuation
* Flooding
* Winter Storm
* Heat
* Landslides/Mudflows
* Wildfires
* Shelter-in-Place
 | * Boil Water
* Earthquake
* Volcano
* Pandemic Flu
* Power Outage
* Reunification
 | * Dam Failure
* Terrorism
* 911 Outage
* Fire
* Driving
* Flooding
 |

These messages are centrally stored on a SharePoint site (kc.rcecc.org) as an [Excel spreadsheet](https://kc.rcecc.org/LEP/Shared%20Documents/IEC%20Pre-scripted%20Resources/COMPLETED%202019-08%20IEC%20Emergency%20Messages%20%2B%20Seattle%20Translation.xlsx). They are organized by topic with an initial alert message for immediate action or warning, followed by related safety messages. Following is an example:

|  |  |
| --- | --- |
|  |  |
|  | **Evacuation \*\*Warning\*\*** |
|  | • An evacuation warning has been issued for [location]. You may be asked to leave the area. |
|  | • For important information, click here: website link here |
|  | • To view this message in American Sign Language (ASL) or other languages, click here: website link here  |
|  | **What to do:** |
|  | •       If ordered to evacuate, do it immediately. |
|  | •    Take only essential items, for example: medicine, foods for special diets, personal items, baby supplies, clothing, money, and valuable paperwork. |
|  | •     Secure your home. Lock windows and doors. |
|  | •     Some shelters may not accept pets. Make arrangements for someone outside the evacuation area to take care of your pet.  |
|  | •     If you do not have transportation, ask a neighbor or friend for help. |
|  | • Check local news for emergency updates. |
|  | •      ***If you know of someone who is unable to understand, see or hear this message, please tell them about it.*** |
|  | **Helpful links:** |
|  | (Map of area) |
|  |  |

[YOUR JURISDICTION] will need to work on plans for pre-scripting messages. Any new translations should be added to the collective database on SharePoint. Coordination and funding between demographically-similar districts is a best practice for ensuring quality translations.

**Item 5: TPN Summary and Data Access**

**Summary**

The [Trusted Partner Network](https://kc.rcecc.org/LEP/Shared%20Documents/Trusted%20Partner%20Network/Concept%20of%20Operations_v3_11.25.19.docx) (TPN) is comprised of cultural, service, and faith leaders among limited English language groups. TPN members are already considered trusted, go-to sources during emergencies. City and county government can rely on this group to disseminate emergency messaging within their respective communities using their own cultural connections and social media networks.

These partners are fluent in an IEC-identified language and can assist in translation during emergency situations where necessary.

**Data**

Any after-hours contact information collected, whether on paper or electronic, is private and protected information and should be handled as such.The full TPN roster will be stored on KCEM’s CodeRED, but jurisdictions will maintain their own contacts’ information for quarterly reporting to KCEM. **Outreach data and spreadsheets that are TPN-specific are not to be downloaded or shared** with new parties, and sharing access remains with the original data collector and KCEM.

These precautions are in place for the benefit and safety of TPN members, whose participation may be conditional to the transparency of our agencies about data usage. For example, community members who may fear immigration and customs agents will experience more barriers to partnership if contacts are not protected. Therefore, the data will be made accessible only for Duty Officers, agency members of the Joint Information System (JIS), and the [Inclusive Emergency Communications plan](https://kc.rcecc.org/LEP/Shared%20Documents/LEP-IEC%20plan_vFinal_11.25.19.docx) workgroup.

Data Protections Statement: to share with Partners

The after-hours contact information you provide is sensitive and will be treated as such. Although data sharing takes place between governmental offices and jurisdictions, the TPN is an interjurisdictional effort and should not be used for outreach to specific locations. We recognize that cultural and non-English-language speaking communities transcend jurisdictional boundaries; alerts may be sent out for emergency events in any jurisdiction within King County, and will be sent to the entire network.

The full TPN roster can only be accessed by King County Office of Emergency Management, but may receive alerts from Alert Seattle or Alert King County.

As community members, the contact information you provide, such as personal emails, cell phone numbers, etc. is **not subject** to release. Responding to an official TPN alert remains a private communication system: receiving alerts and/or responding to them will not compromise the privacy of your contact information or address.

Messages that you exchange with official county, city, or other official systems could potentially be released if other disclosure requests are made. For example, if you email or call an agency from your personal account, this could be released as a record and we would not be able to redact that information. For those who are concerned about this potential, we recommend communicating via work email and phone.

**Recruitment**

All jurisdictions with these types of connections and/or who work within communities on an everyday basis and could conduct outreach for the TPN should review and follow the [Outreach Plan](https://kc.rcecc.org/LEP/Shared%20Documents/Trusted%20Partner%20Network/TPN%20Outreach%20Plan_v2_11.25.19.docx), which includes tools for recruitment, templates, databases and an FAQ/enrollment form.

Group recruitment not only expands the reach of the network, but will ensure local trusted connections during regional events.

Target numbers for the network are included below for reference and are based on both population size and equity considerations.



**Use**

For emergency communications, jurisdictions should initially contact the KCEM Duty Officer with specific messaging requests and language translation needs.

Alerts may be sent out for emergency events in any jurisdiction within King County as approved by the KCEM Duty Officer, and will be sent to the entire network regardless of zip code.

A general order of events.

* + Incident occurs requiring a time-sensitive, life safety action to take place in a specific geographic area, i.e. evacuation or shelter-in-place
	+ First Responder agencies respond to scene
	+ PIOs coordinate message development and release until a JIC is staffed.
	+ PIOs have on their radar the need to notify all affected communities
	+ Fire / PD PIOs of larger jurisdictions, such as King County and Seattle, maintain current responsibility to notify Seattle / KCEM Duty Officers of Alert Seattle and Alert King County notifications needs
	+ **TPN Involvement:**
	+ TPN group in CodeRED is included in Alert King County and receives the notification concurrently with the geocoded area. This message follows best practice guidelines.
		- Warning Message Elements – 5 essential topics, plus translation or links to translated materials:
	1. Source: who is issuing alert.
	2. Hazards: type of incident and impacts– explosion, chemical spill, hazardous air, water, etc.
	3. Location: geographic area affected, boundaries, neighborhoods, etc.
	4. Protective Actions: actions needed to stay safe, time to do it, how to accomplish it, how it reduces the impact.
	5. Time: expected duration.
	6. Translation: include link to translated versions of the message.
* A second, TPN-only notification will be send in conjunction with the informational alert by the KCEM Duty Officer. This notification will ask TPN members specifically to share the message they have just received, and to confirm positive receipt of the message.
	+ - KCEM Duty Officer sends out the second, TPN-only alert described above.
	+ Seattle EOC and JIC activate
		- Depending on time of incident, this may be 60-120 minutes after initial incident
	+ Ongoing alerts continue via JIC
	+ JIC sends all further TPN messaging, and jurisdictions should contact them, rather than the KCEM Duty Officer. See Item 1: Emergency Contact Information.
	+ If further messaging continues to go through Alert King County, the KCEM Duty Officer must send. Otherwise, a roster can be requested for more informal continuity of messaging such as emails.

**Maintenance**

The TPN will be maintained and managed by the KCEM. Additional contacts for the network can be added to the database through use of [this Microsoft form](https://forms.office.com/Pages/DesignPage.aspx) (request access if necessary).

**Item 6: News Media Contacts**

***News Media (including ethnic)***

Role: Reiterate and translate (as needed) public safety messages and situation updates provided by the County JIC. Provide feedback regarding additional public messaging needs, based on customer response.

Contact: (see [OIRA page](http://www.seattle.gov/iandraffairs/EMP) for most current list; sample below, not for use)



**Item 7: Translation Tips**

**A GUIDE FOR EMERGENCY MANAGERS**

**AND PUBLIC INFORMATION OFFICERS**

**Step 1: Understand the target audience**

Whenever possible, learn about the best way to reach an LEP community by asking someone from the target audience (such as staff from an organization in that community) or looking up information about the community (see resources).

Written communication is not the only (nor always the best) mode of communication. For example, some languages have rich oral traditions, including East African languages such as Oromo. A word-of-mouth or video approach may work better in those language communities.

**Step 2: Preparing materials for translation**

**Time and cost estimates (non-rush)**

Generally, simple translations (600 words or less, common vocabulary) take about a week and complex translations (more than 600 words, technical language) take a week and a half or more. Budget around 0.25-0.30 cents per word or $50/hour by a certified translator.

**Improve quality and accuracy: prepare the document for translation**

Consider readability and use plain English.

* A complicated or poorly written English document is more likely to result in an awkward or confusing translation. Keep the information simple and concise.
* Use short sentences and avoid complicated sentence structure.
* Avoid jargon and acronyms.
* It’s acceptable for the English version you send to the translator to differ from the original English document.
* Try to write for an audience at a fourth-grade reading level. This will make it easier for people to understand the translated text. Online tools like readable.io can help. Or use Word’s Flesch-Kincaid Reading Level (5th to 8th grade level) and Ease (70 or higher).

Check for cultural relevance.

* Imagine how it reads in another language. Would the content make sense to someone from another country?
* Avoid metaphors, idioms, colloquialisms, euphemisms, puns and other forms of language that require situational or U.S. cultural experience, for example, “open house” might be trans­lated as “vacant house.” A “hot line” might be translated literally as a line that is hot.
* Look for language, instructions or images that may not be culturally appropriate. For example, “swine flu vaccination” may be unintentionally distasteful to groups that consider pork taboo. When using images, try to use ones that reflect the target community.
* When possible, ask a member of the target audience to review the document for cultural relevance.

Prepare the document for the translator.

* Send text as Word files.
* If you are translating text for a graphic file, you will need to include the native files and include that work in the estimate and review. Translated text often requires modified layout.
* Highlight certain words to flag to the translator and provide explanations of those terms, such as:
	+ Names of organizations, programs and other proper nouns (specify if you want them translated or left in English)
	+ Technical terms
* Request that the final document include the original English text and translated text together. This will make future use easier for English speakers, and provide English language learners with references.
* If you are translating web or application content, consider all design and action elements on the page that will need to be translated. Identify text you will use in the metatags for search engines and your web master.
* If are making a poster, flyer, or other material that will have design elements, check to see if the translation vendor can put the translated text into the layout. If not, use a format like the one shown below. You can insert the sentences or phrases put into one column in English and the translation agency can put the translations into the other column. This will help you copy and paste the translated text into the correct spot in your designs. See sample below:



**Step 3: Working with a translation vendor**

* Email a translation vendor to request an estimate and attach the document.
* Clearly state:
	+ What languages are needed. Ask for the translation in the dialect of the language that is used locally. Some language use is distinctly different in the U.S. than in the country of origin (such as Vietnamese) or there may be a dialect that is spoken more by the community in your area (such as Mexican Spanish vs. South American dialects).
	+ Provide a specific file name for the vendor to use and bill to; e.g. Boil Water Advisory English/Spanish. Including both languages in the title will make future use easier.
	+ Whether it is a rush job and the completion date and time needed
	+ How the translation will be used (e.g., a news release, flyer, phone recording, etc.). This helps the translators determine the tone and style.
	+ Let the agency know if you are getting a second review with another agency and ask if they have a process they prefer for comments and review.
* Accept the estimate to begin the translation.
* Encourage the translator to contact you if they have questions about the meaning of any of the content.
* Ask for a quality assurance review. This will be an additional cost, but provides a check on accuracy and quality. A quality assurance review will have a second translator check the work of the first.

**Step 4: Community or peer review**

Even the best translation agencies may have differing levels of quality depending on which individual translator is doing the work. They may be stronger in some languages than others. As a result, it’s possible to have a problematic translation on occasion from even the best vendors.

The best practice is to have a native speaker review the translation to make sure it is accurate and reads well. When possible, identify reviewers in advance. If the translation is long, consider providing some type of compensation for the time and expertise it takes to carefully review a document.

If the reviewer disagrees with the translation, provide the feedback to the translation agency. This may involve some back-and-forth with the translation agency as their team may not agree with the reviewer. In general, the professional translators are more experienced, so if you are uncertain about which version to use, go with the advice of the professional translators.

Consider your audience, where they are from, what common terms may be used by that group, or literacy levels in their language. For example, Spanish spoken in Mexico can differ from other Latin American countries.

**Translation in the midst of an emergency**

When translating messages in an emergency, it may not be possible to do every step (such as Step 1: Understand the target audience). During emergencies, ask for rush translations from translation vendors (note: a rush job will cost more). You may also need to have a list of translation vendors from outside your region or state who are not impacted by the disaster. While translation by certified professionals is generally best practice, in an emergency, you may need to rely on alternative translation systems. Some partner organizations may have bilingual staff that may be able to help.

Potential options for emergency translation:

* Local school district
* County or city employee language bank
* Bilingual staff or volunteers at food banks or service agencies
* Municipal, regional or Superior courts
	+ Language interpreters: [www.courts.wa.gov/programs\_orgs/pos\_interpret/](http://www.courts.wa.gov/programs_orgs/pos_interpret/)
	+ Deaf interpreters: [www.dshs.wa.gov/altsa/odhh/certified-court-interpreters](http://www.dshs.wa.gov/altsa/odhh/certified-court-interpreters)
* Police officers or first responders
* Social workers/medical interpreters at hospitals
* 9-1-1 centers who contract with Language Line or Voiance for telephonic interpretation
* Ethnic media may be able to translate emergency messages for publication or broadcast.
* Resources for deaf/hard of hearing: [www.hsdc.org/services/interpreting-services/](http://www.hsdc.org/services/interpreting-services/)
	+ Emergency sign language interpreter program (ESLIP)
	+ Video Remote Interpreting (VRI) – not 24/7, must be pre-arranged
* Check with your city to find out if your jurisdiction can use the state of Washington’s master contract for translation.

How to increase accuracy and clarity of translations done by non-professionals:

* **Not every person who speaks a language can translate.** Translation is a technical skill, and just as not every speaker of English is a good writer, not every speaker of a language is a good translator.
* **Keep messages simple for non-professional translators.** Try to only have simple, short messages translated by non-professional translators.
* **Community or peer review is very important** when using translations done by non-certified translators! A second set of eyes (whether a community member or another bilingual staff member) can catch problematic translations.
* **Build relationships with reviewers before emergencies happen.** You can speed up the translation process and still have quality translation work if you have good relationships with members of language communities who can quickly advise on and review your communications.

*Some content adapted from City of Seattle’s Language Access Toolkit and Public Health-Seattle & King County’s Translation Guide.*

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