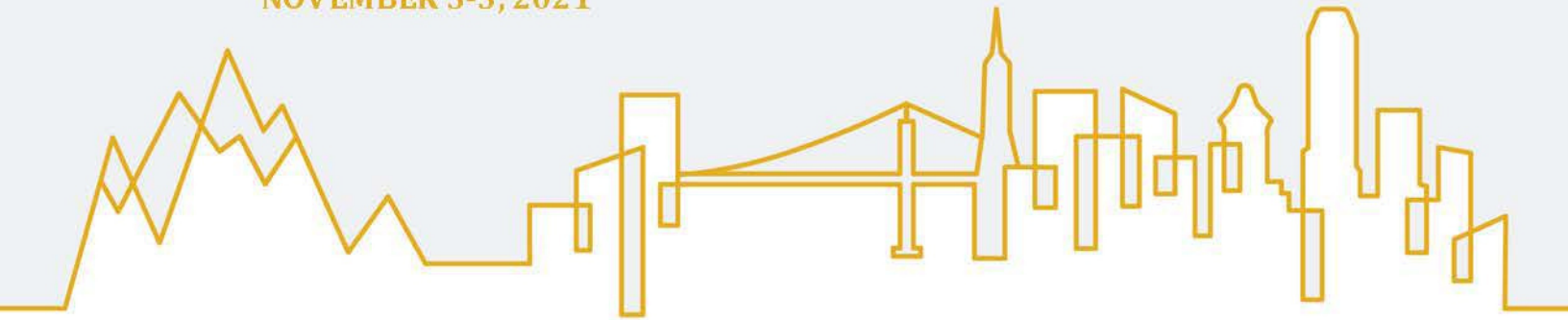


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**Bay Area UASI
PUBLIC SAFETY
PREPAREDNESS
SUMMIT**

NOVEMBER 3-5, 2021



MASS NOTIFICATION SEMINAR

Catastrophic events do not stop at county lines. Join your Bay Area colleagues to:



Strengthen our collective ability to utilize mass notification systems



Bolster effective messaging strategies



Identify best practices and share tools / resources

JOIN US!

NOVEMBER 4-5, 2021


For the Bay Area UASI's Annual Mass Notifications Seminar -

This featured track within the Public Safety Preparedness Summit Seminar and Training event includes best practices and training for designing and sending effective alert messages that reach the whole community through diverse methods.

Participants will discuss new technologies such as Zonhaven and lessons learned from COVID-19 as well as recent wildfires.

For more information, please contact **Mikyung Kim-Molina, Bay Area UASI**

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 (415) 640-9987



MASS NOTIFICATION SEMINAR

2021 Panel Sessions

Thursday, November 4

Breakout

Equity in Communications

Bringing cultural competence to emergency communications. Discussions will include applying elements of AB2311 and SB160 during disasters, the challenges of including AFN populations, and ways to move forward.

Breakout

Changing Public Behavior through Trusted Communicators

How the SF COVID Communications Campaigns influenced public behavior by getting the right information to the right people at the right time.

Breakout

Public Information and Warning in the Real World

This session provides real world experiences in activating and sustaining the multi-jurisdiction Bay Area Joint Information System (JIS). Discussions will include innovative ways to improve awareness and registrations for Alert and Warning Systems. Learn about the benefits of ALERTtheBay.org and materials you can use to promote it.

Breakout

Getting Your Emergency Message Out: Updates on FEMA IPAWS, Cal OES Everbridge, and Earthquake Early Warning

The speed of alert and warning in today's virtual world is rapidly changing. This session will include updates on how Next Generation 911 will be used, improved IPAWS functions, and the California Earthquake Early Warning system.

Friday, November 5

Breakout

A Real World Perspective, Alert SouthBay: Lessons Learned from a Southern California Refinery Explosion Incident

Presentation on local response to a Southern CA refinery explosion including mistakes, lessons learned, and actions taken from a public messaging standpoint.

Breakout

Workshop: Effective Public Messaging in 90 and 360 Characters

Learn tools and tricks to crafting effective messages in 90 and 360 characters for Twitter and WEA

Breakout

“Trial By Fire”: Utilization of the ZoneHaven Evacuation Notification System

How using a new mass notification planning tool for evacuations played out during the catastrophic 2020 California CZU and LNU fires. Learn about unintended public notification consequences, how this tool can benefit your agency, and future opportunities for building public alert and warning capabilities. Mass notification system demonstrations will be included.

Breakout

Public Safety In Transit: Developing Cross Jurisdictional Region-Wide Messaging

How 27 transit agencies coordinated critical safety messages across multiple jurisdictions during a complex, changing public safety incident.