

December 12, 2017



Public-Sector Approach to Public Relations: May 2017 Chetek Tornado

Chris Fitzgerald

Sheriff, Barron County Sheriff's Department

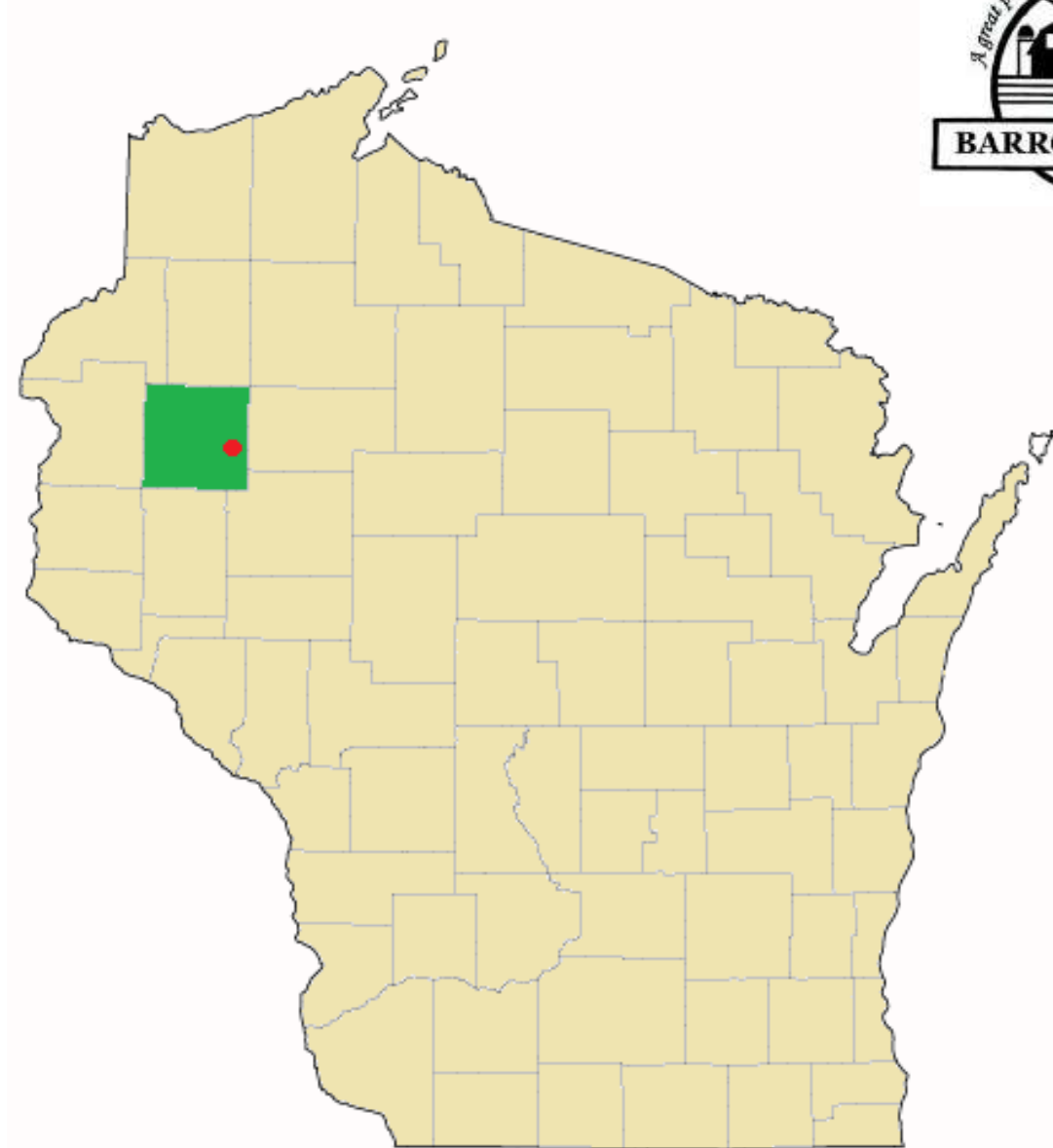
Jeanine Schultz

Public Health Specialist, Barron County DHHS



OVERVIEW

- Background: Chetek Tornado
- Communication:
 - Challenges
 - Goals
 - Strategies
 - Lessons Learned
- Questions



May 16, 2017

EF-3 Tornado

- 84 Miles
- 33 Homes & 1 Business Destroyed
- 12 Million Dollars in Damage
- 205 Primary Residences Impacted
- 1 fatality
- <https://youtu.be/334OBPbL2tw>





Red Cross Shelter



Donation Center



MARC





Meals: Salvation Army



Governors Cabinet



Volunteer Reception Center



COMMUNICATION CHALLENGES

- Initially: 2 Command Posts
- Varying Community Communication Preferences
- Access to electricity, technology, internet, social media, etc.
- Contact Information for partners/community



COMMUNICATION GOALS

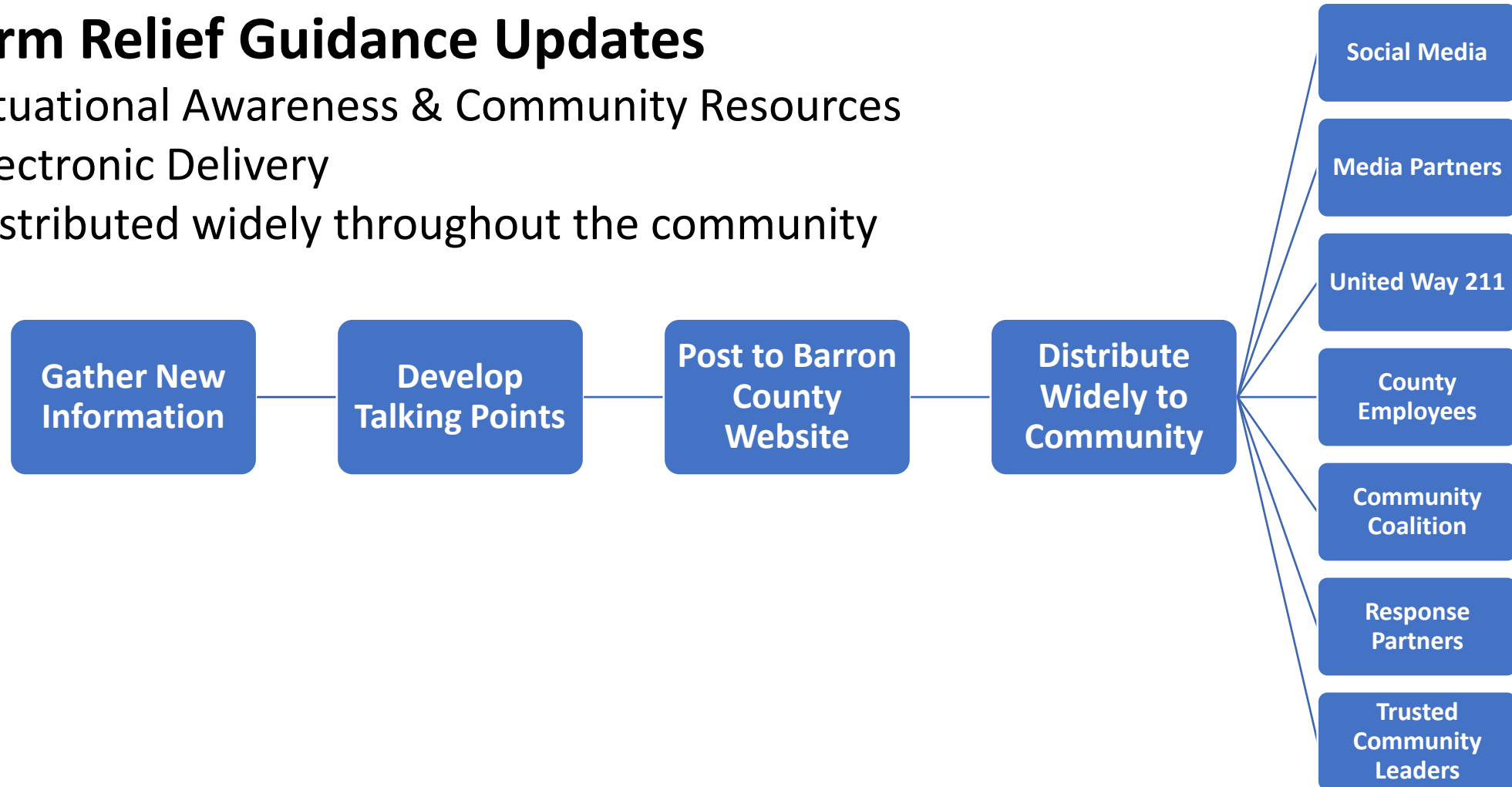
- Consistent, timely, and accurate messaging
- Deliver messages through effective, trusted channels



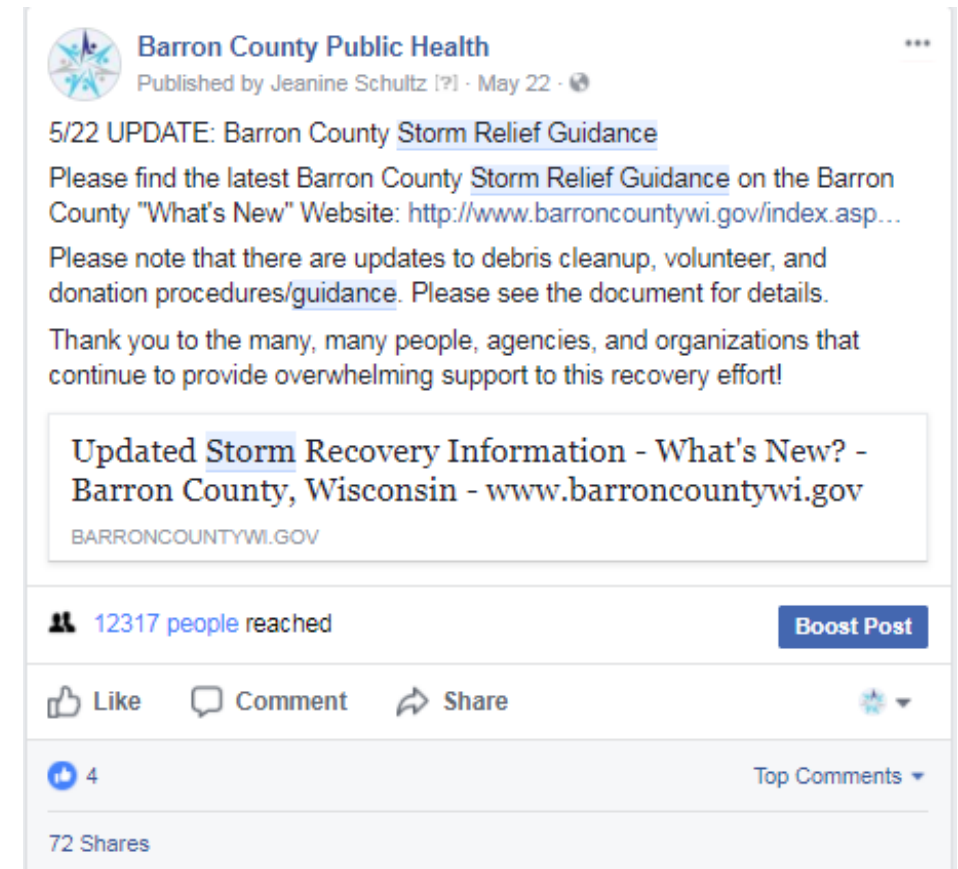
COMMUNICATION STRATEGY

Storm Relief Guidance Updates

- Situational Awareness & Community Resources
- Electronic Delivery
- Distributed widely throughout the community



COMMUNICATION STRATEGY



COMMUNICATION STRATEGY



Tornado Relief and Information: Dial 211

Thursday, May 18, 2017 | Press Release



BARRON COUNTY, Wis. -- In an effort to coordinate needs and volunteer efforts Barron County has set up a single contact point. Please call 211 from any phone to:

- Volunteer or Share Resources
- Report Property Damage Related to Storm Damage
- Report Needs Related to Storm Damage

UPDATED: [Barron County Severe Weather Event Relief Guidance \(PDF\)](#)

COMMUNICATION STRATEGIES

United Way 211

- Received, answered, triaged community questions 24/7
- Triaged cleanup requests



Barron County Sheriff's Department

May 19 · 🌐

Our Volunteers are out in all areas of Barron County. If you need help please call [211](#) and we will work on getting you a team to help clean up.

While our main efforts has been concentrated on the Mobile Home Park due to the total destruction, death and injury we have our teams spread out to help anyone who needs it across the county. We have areas set up across the county for our strike teams today.

Call [211](#) if you need help

Thanks
Sheriff Fitzgerald



Like



Comment



Share



55

64 Shares



Barron County Sheriff's Department

May 18 · 🌐

DISASTER DEBRIS CLEAN-UP AVAILABLE

Anyone that needs help with debris clean-up is encouraged to call "[211](#)". This number will connect you with a representative that will document your name, address, and type of help needed. They will forward your information to our Debris Management Team and we will send a clean-up team to you (as available).

These volunteer teams will only be available from Friday through Sunday so please be proactive on getting your requests in early.

Due to federal requirements, these teams are not able to remove debris from the premises (this responsibility falls upon the homeowner), however these teams will help you clear the property, stack debris, bag trash, and other needs based on the situation.

Please note: These teams do not carry chainsaws and are not able to cut trees, etc.

Mike Judy, Emergency Services
Barron County Sheriff's Department



Like



Comment



Share

Brianna Olson, KP Moran and 21 others

58 Shares

COMMUNICATION STRATEGIES

“You are Not Alone” Campaign

- Door to door approach
- Direct outreach to people impacted by the tornado
- Tornado Recovery Packet



WPR NEWS



Barron County public health specialist Jeanine Schultz canvassing door to door to offer tornado recovery assistance.

Rich Kremer/WPR

Barron County Assuring Tornado Victims They 'Are Not Alone'

County Employees Going Door To Door Offering Assistance To Those Still Dealing From Storm

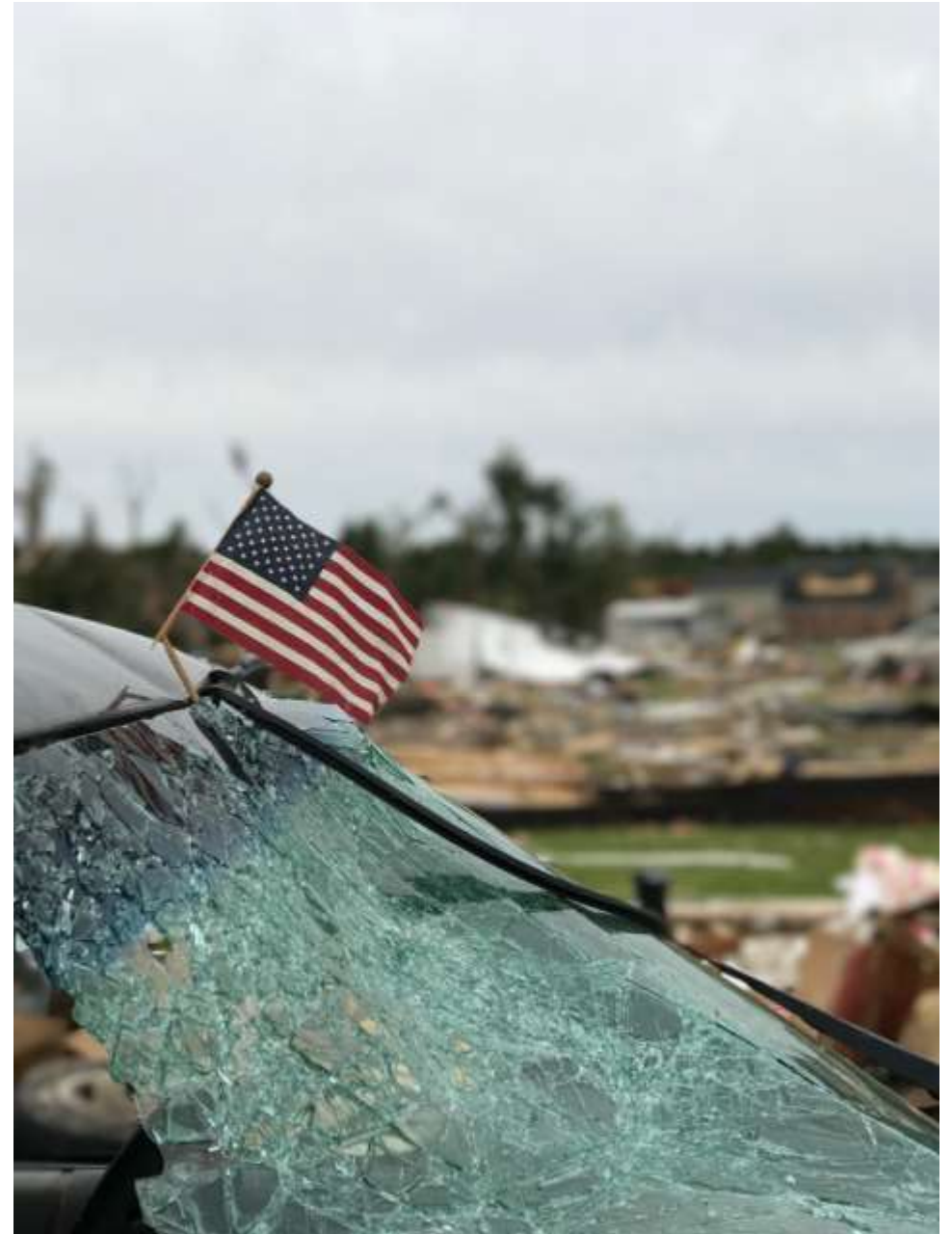
KEYS TO SUCCESS

- Pre-existing partnerships
- Open to new partnerships
- County Board support
- Technology capabilities
- Community support
- Adaptability
- Trust



Lessons Learned

- 1 Command Post
- County First Responder Listserv
- Identify contact info for people impacted as soon as possible
- Identify Point of Contact(s) for Regional Media Partners
- Establish MOUs with detailed site plans



Questions?

Chris Fitzgerald

Sheriff

Barron County Sheriff's Department

Chris.Fitzgerald@co.barron.wi.us

715-637-6737



Jeanine Schultz

Public Health Specialist

Barron County Department of Health & Human Services

Jeanine.Schultz@co.barron.wi.us

715-537-6169

