



“Communicating to the masses requires constant innovation. We must adapt to the new technology but remember, respect and inform those that do not have the accessibility, capability or knowledge to use today’s communication platforms. We must remain inclusive in communicating to all Mississippians.” – Malary White, MEMA Director of External Affairs





MEMA's Role in COVID-19

- Logistical Operations for the COVID-19 Mission
 - Buying and Storing PPE for the State
 - Documentation
 - Delivery (MSNG)
 - Purchase of the Warehouse
- Purchasing of Commodities for Vaccinations
 - Tents
 - Software/iPads and Phones



MEMA'S COVID-19 RESPONSE

TOTAL PPE DISTRIBUTED THIS PAST YEAR

4

MILLION
MEDICAL
MASKS

2.3

MILLION
SURGICAL
MASKS

2.1

MILLION
FACE
SHIELDS

18

MILLION
NON-MEDICAL
MASKS

915

THOUSAND
BOUFFANTS

2.7

MILLION
GOWNS

45

THOUSAND
COVERALLS

15

MILLION
GLOVES

2.3

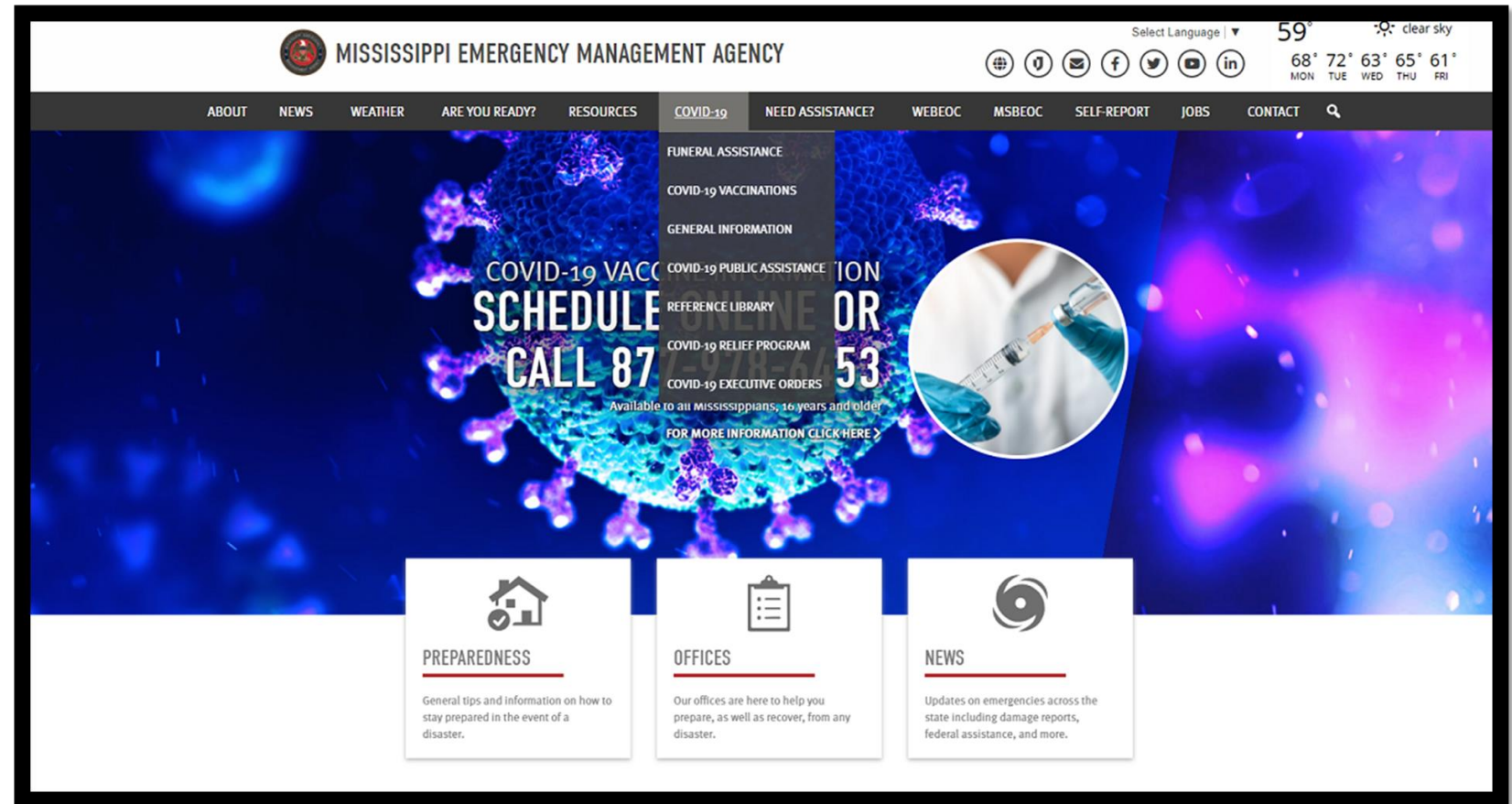
MILLION
SHOE COVERS





MEMA External Affairs and COVID-19

- Assisting MSDH in messaging for COVID-19, testing and vaccinations
- Website overhaul to accommodate COVID-19 information
- Informing the county EMA, legislature and congressional delegation
- Messaging during natural disasters plus COVID-19





Crisis Communication

- Keep difficult information as simple as possible
- Not everyone is thinking clearly
- Not everyone has an email address or cell phone
- Internet, Television and Cell Phone Service may be disrupted
 - Radio, Billboards, Flyers, Mail
- Know your audience
 - Language Barriers
 - Deaf or Hard of Hearing
 - Visual Impairments

'SAFE RECOVERY' ORDER

**ADDITIONAL COVID-19 MEASURES
AS OUTLINED IN EXECUTIVE ORDERS 1535 & 1536**

IN EFFECT FROM FRIDAY, DEC. 11 - FRIDAY, JAN. 15

SOCIAL GATHERING GUIDELINES:

(WHERE SOCIAL DISTANCING IS NOT POSSIBLE)

- **Indoor Gatherings** - NO more than **10** people
- **Outdoor Gatherings** - NO more than **50** people

K-12 INDOOR SPORTS/EXTRACURRICULAR ACTIVITIES:

- NO more than **4** spectators per student OR **250** ticketed spectators allowed (whichever is less)

OTHER INDOOR ARENAS:

- Must limit capacity to **10%** or **1,000** people (whichever is less)

COUNTYWIDE MASK MANDATES EXTENDED FOR SPECIFIC COUNTIES
FOR A LIST OF THOSE COUNTIES VISIT: WWW.MSEMA.ORG

COVID-19 FACTS

ALL PUBLIC SCHOOLS WILL BE
CLOSED UNTIL APRIL 17, 2020



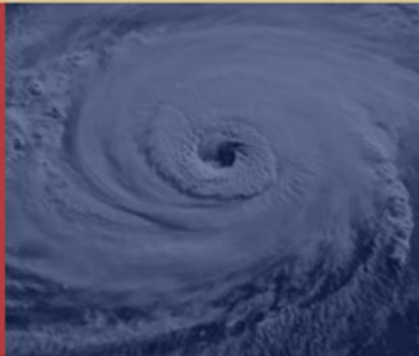
PRIVATE BUSINESSES CAN CLOSE AT
THEIR OWN DISCRETION

THE STATE IS NOT UNDER A
LOCKDOWN, BUT CITIZENS ARE ASKED
TO SHELTER IN PLACE



THE NATIONAL GUARD WILL BEGIN
STATE ACTIVE DUTY ON MONDAY TO
HELP WITH DISTRIBUTION OF SUPPLIES.





Keep it Simple



A STEP BY STEP EXPLANATION OF HOW THE STATE REQUESTS FEDERAL ASSISTANCE FOLLOWING HURRICANE ZETA



Multiple factors determine Individual Assistance eligibility for a state.

TWO TYPES OF POSSIBLE FEDERAL ASSISTANCE FOLLOWING A DISASTER



INDIVIDUAL ASSISTANCE

WHO'S ELIGIBLE:

Individuals and families who sustained loss after a disaster for declared counties

HOW TO BECOME ELIGIBLE:

A Major Disaster Declaration for Individual Assistance must be declared by the President for your county following the disaster

ASSISTANCE MAY INCLUDE:

- Grants to help pay for temporary housing
- Emergency home repairs
- Uninsured or underinsured personal property losses
- Medical expenses cause by the disaster
- Other serious disaster related expenses

PUBLIC ASSISTANCE

WHO'S ELIGIBLE:

Local and state governments as well as certain non-profits for declared counties

- FEMA can provide up to 75% reimbursement for eligible costs

HOW TO BECOME ELIGIBLE:

A Major Disaster Declaration for Public Assistance must be declared by the President for your county following the disaster

ASSISTANCE MAY INCLUDE:

- Emergency protective measures
- Debris removal
- Infrastructure repairs or replacement needed due to disaster related damage

3 WAYS TO APPLY FOR FEMA INDIVIDUAL ASSISTANCE



ONLINE

VISIT:
DisasterAssistance.gov



PHONE

CALL:
800-621-FEMA (3362)
OR TTY 800-462-7585



FEMA APP

DOWNLOAD:
Free FEMA App

APPLICATION DEADLINE:



Crisis Communication to Our Community with Disabilities

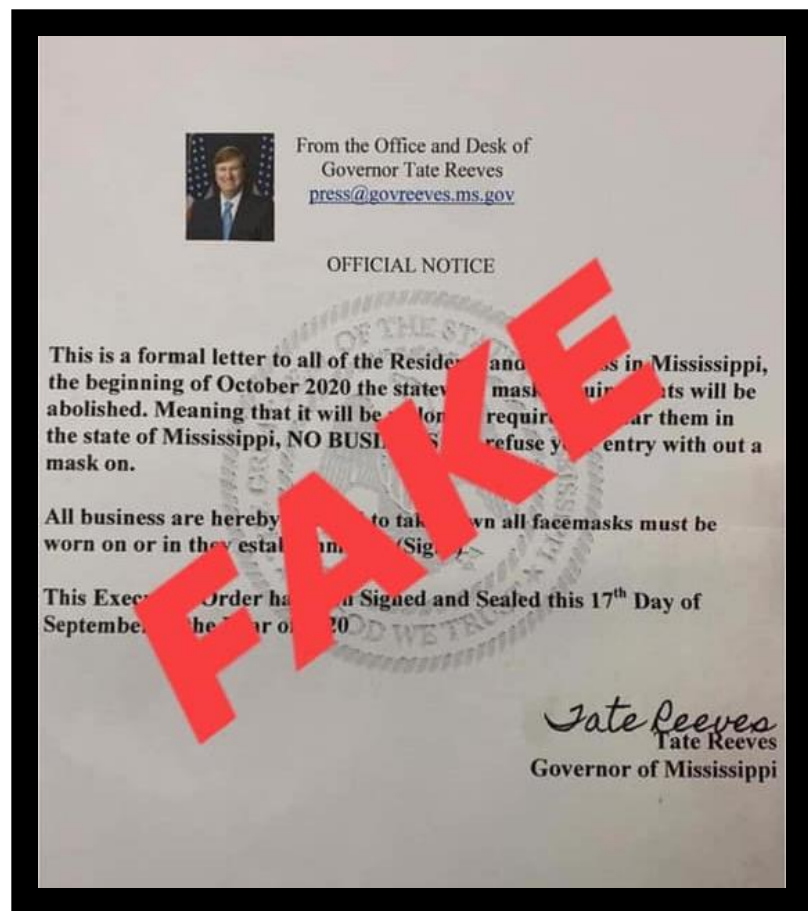
- According to the CDC, approximately 33.5% of Mississippi adults have some sort of disability or access and functional need
- **Around 693,272 adults living with a disability in Mississippi**
- Videos should be closed captioned for those who are deaf or hard of hearing and/or provide a sign language interpreter
- Social media posts should be Screen Reader Capable





Rumor Control

- Address the rumor immediately
- Set the record straight with facts
- Provide where correct information can be found





COVID-19 Lessons Learned

- Require media to RSVP to a Zoom Press Conference
 - First zoom press conference crashed because the zoom link was sent to the masses
 - Create RSVP Jot Form so press can RSVP
 - Media monitor on zoom while conducting press conferences
- Continuity of Operations Plan (COOP)
 - Identify essential personnel necessary for day-to-day operations
 - Ensure personnel have tools, technology, and internet access to work outside the office (especially for those conducting interviews during the pandemic)
 - Ensure staff knows how to use Zoom or Teams to meet

