



The Western Massachusetts Region Homeland Security Advisory Council (WRHSAC) is a seventeen member, volunteer Council charged by the Executive Office of Public Safety and Security to administer and coordinate the State Homeland Security Grant for the four counties of Western Massachusetts: Berkshire, Franklin, Hampshire and Hampden.

Funded activities are regional in scope and build and enhance capabilities that enable the region to prevent, protect against, mitigate, respond to, and recover from threats and hazards including domestic and foreign terrorist acts.

HOMELAND SECURITY INFORMATION FOR MUNICIPAL OFFICIALS

www.wrhsac.org



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➤ Message Mapping Online Training

In 2019, WRHSAC developed a [Message Map Template](#). The template is an easy-to-use form which municipal officials and public information officers can utilize to develop effective and consistent public messages.

WRHSAC began to roll-out the template in late 2019/early 2020 through a series of trainings. The trainings were well received, with participants telling us they wished they had had this tool available throughout their careers. WRHSAC had several more offerings of the trainings scheduled, however they were cancelled due to COVID restrictions.

WRHSAC has transitioned the training to an online, self-paced, always available and free training. The training can be accessed via WRHSAC's [new online learning portal](#), (learning.wrhsac.org) The training is interactive. Using real-world incident examples, the training walks officials through the process of using the message mapping template to create timely messaging, or to develop pre-incident messaging for common incidents such as weather events. The training uses interactive quizzes to enhance learning. Take the training and let us know what you think. We'd appreciate your feedback.



Creating Effective Crisis Information Messages Using Message Mapping

Step One: Target Audience

Creating Effective Crisis Information Messages Using Message Mapping - Writing the Message Map - Step ... COMPLETE

We're Almost Ready to Write the Message Map!

You've made it through the preliminary portion of the Message Mapping exercise—now let's write it. Go to page 3 of the Message Map Template where there is a blank space to write-in the target audience.

Message Map Template

Pick the Target Audience

Thanks to the exercises we just went through, we know the Target Audiences for this Message Map are: Response Partners, First Responders, VIPs, General Public, Victims/Their Families, Media, National Media, and State/Federal Agencies.

Quiz: Reading a Message Map

Creating Effective Crisis Information Messages Using Message Mapping - Quiz: Reading a Me...

Put the 7 Steps of Reading a Message Map into the correct order below.

- Return to Key Message #1 and state Key Message #1 and its 3 Supporting Facts
- Finally repeat the 3 Key Messages
- Start with a statement of empathy or caring.
- State the 3 Key Messages
- Return to Key Message #3 and state Key Message #1 and its 3 Supporting Facts
- Future Action/Sources of Further Information
- Return to Key Message #2 and state Key Message #1 and its 3 Supporting Facts

Finish Quiz

Some examples of WRHSAC's Message Mapping Training

➤ Large Planned Events as Drills and Exercises



Parades, marathons, street fairs, festivals and other large, planned events provide municipal officials with ideal opportunities to conduct drills and exercises. Multiple disciplines and jurisdictions often come together to support these events. Utilizing them as an exercise, can enhance inter-agency relationships, address operational needs, test new equipment, identify equipment needs and more. Regulations related to the pandemic may also introduce challenges which need more consideration as restrictions are lifted and events begin again.



WRHSAC Training and Exercise subcommittee has funds available to assist with exercise planning and coordination. Interested agencies are encouraged to contact Raine Brown, Homeland Security Program Manager to learn more. Agencies should allow at least six months, ideally nine months, lead-time before the planned event to apply. Contact Raine at raine@frcog.org.

➤ Non-Pharmaceutical Interventions (NPI) Implementation Guide

Non-Pharmaceutical Interventions (NPI) include a wide variety of layered, non-medical harm reduction strategies such as isolation and quarantine, enhanced hygiene, protective equipment, and social distancing which mitigate the hazards and risks associated with different threats. We all have had a crash-course in NPI over the last year. Prior to this, however, many towns had never heard of NPIs, let alone considered how they would plan for or implement NPIs.

Prior to the pandemic, WRHSAC had begun work to raise awareness of NPI and to develop an implementation guide for Public Health and other municipal officials. The **NPI Quick Implementation Guide** is designed to walk Boards of Health and community officials through the process of determining the need for NPI based on a variety of hazards and their transmission routes using a step-by-step process that aids implementation, communications, determining needed resources, ensuring health equity, monitoring data, and demobilization.

The guide includes three primary tools: 1) **Public Health Emergency NPI Response Steps** 2) **Hazards, Threats and Transmission Routes** and 3) **Decision Matrix**.

The NPI Quick Implementation Guide [can be found here](#) on WRHSAC's website. WRHSAC extends thanks to Berkshire Regional Planning Commission for their work on developing the guide. WRHSAC will be developing additional supports for the guide in months to come.

► Support of Western Mass Technical Rescue Team

WRHSAC continues to support the Western Mass Technical Rescue Team (WMTRT) with equipment purchases and training funds. WMTRT has utilized WRHSAC funds to train and equip the team to perform rope rescue, trench rescue, structural collapse and tower rescue. Over the next year, WRHSAC is supporting the team to obtain swift water rescue training and equipment.



Some scenes from WMTRT Mobility exercise held in November 2019. WRHSAC funds supported the exercise and purchased all equipment.

► FFY2021 Investment Planning

WRHSAC anticipates forthcoming guidance from the Executive Office of Public Safety and Security (EOPSS) on the next round of State Homeland Security Grant Funding from Federal Fiscal Year (FFY) 2021. The guidance is expected the end of February/early March 2021. Once received WRHSAC and its subcommittees will begin planning for projects which will begin in calendar year 2022 and run through mid-2023.

While much of WRHSAC's focus will be to continue work on already established initiatives, the subcommittees are interested in hearing from regional stakeholders regarding identified needs. WRHSAC's subcommittees include:

- Training & Exercise
- Pan Flu Planning
- Western Massachusetts Regional Interoperability Committee and
- CBRNE (Chemical, Biological, Radiological, Nuclear and Explosive)

If you have an identified need which you think falls within WRHSAC's mission, please contact Raine Brown, Homeland Security Program Manager, at raine@frcog.org. All projects must be regional in scope and clearly address a regional need.

The Western Region Homeland Security Advisory Council (WRHSAC) was established in 2004 by the Executive Office of Public Safety and Security. WRHSAC is charged with administering the State Homeland Security Grant for western Massachusetts. Fifteen officials representing the first responder disciplines as identified by the Department of Homeland Security comprise the membership of WRHSAC. The disciplines and their representatives are:

Law Enforcement

- ◇ Chief Stephen Kozloski, Monson: skozloski@monson-ma.gov
- ◇ Chief Michael Wynn, Pittsfield: mwynn@pittsfieldch.com
- ◇ Chief John Paciorek, Deerfield: jpaciorek@police.deerfield.ma.us

Fire Services

- ◇ Chief John Dearborn, Longmeadow: jdearborn@longmeadow.org
- ◇ Chief Charles Burger, Great Barrington: cburger@townofgb.org
- ◇ Chief Jon Davine, Northampton: jdavine@northamptonma.gov

Municipal Government

- ◇ Carolyn Shores Ness, Deerfield: acornhillfarm@hotmail.com

Public Health

- ◇ Jeanne Galloway: jgalloway@townofwestspringfield.org

Emergency Medical Services

- ◇ Stephen Gaughan: gaughans@amherstma.gov

Public Safety Communications

- ◇ Nina Barszcz, Westfield: nina.barszcz@cityofwestfield.org

Correctional Services

- ◇ Sheriff Thomas Bowler, Berkshire County
- ◇ Lt. Col Thomas Grady, Proxy, Berkshire County
thomas.grady@sdb.state.ma.us

Regional Transit Authority

- ◇ Jamin Carroll, PVTA: carroll@pvtransit.com

Hospitals

- ◇ Monica Wynne, Baystate Health: Monica.Wynne@baystatehealth.org

Emergency Management

- ◇ Robert Hassett, Springfield: rhassett@springfieldcityhall.com

Department Of Public Works

- ◇ Chris Bouchard, South Hadley: cbouchard@southhadley.ma.gov

K-12 Education

- ◇ Marty O'Shea, Longmeadow: moshea@longmeadow.k12.ma.us

Higher Education

- ◇ Robert Laford, UMass Amherst: rflaford@ehs.umass.edu



Key Statewide Contacts

Mass. Emergency Management Agency (MEMA):
<http://www.mass.gov/eopss/agencies/mema/>
Phone: 508-820-2000

Mass. Department of Public Health (DPH):
www.mass.gov/dph/
Phone: (617) 983-6800

Mass. Dept. of Environmental Protection (DEP):
www.mass.gov/dep/
Emergency Notification 888-304-1133

Massachusetts State Police (MSP):
<http://www.mass.gov/eopss/agencies/msp/>
Regional Dispatch (Northampton) (413) 587-5700
Regional Dispatch (Shelburne Falls) (413) 625-8200
Regional Dispatch (Cheshire) (413) 743-4700
Regional Dispatch (Lee) (413) 243-0600

Mass 2-1-1:
<http://www.mass211help.org/>

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Hampshire and Hampden

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