Unit 5: Information and Intelligence Management

Unit Terminal Objective

Using a scenario, identify essential elements of information that support EOC decision making and information sharing.

Unit Enabling Objectives

- **Define Situational Awareness (SA) and Common Operating Picture (COP) / Shared Situational Picture.**

- **Differentiate between data, information and intelligence.**

- **Explain sources for data collection.**

- **Describe information management in an EOC (validation, analysis, updating and dissemination).**

Unit Enabling Objectives (Cont.)

- **Explain the use of essential elements of information (EEI) for decision support.**

- **Describe elements and management of a Common Operating Picture.**

- **Explain the public information role of the EOC.**

Common Points of EOC Failure

- **Communications Capability**

- **Resource Management**

- **Depth of the EOC Organization**

- **Training and Exercising**

- **Integrated Situational Awareness**

Situational Awareness

- **The ability to identify, monitor, process and comprehend the critical information about an incident.**

- **Achieving SA requires continuous monitoring of relevant sources of information regarding actual incidents and developing hazards.**

Integrated Situational Awareness

- **Integrated Situational Awareness is incident information that is actively shared and synchronized between stakeholders.**

- **A Common Operating Picture is a mechanism to achieve integrated Situational Awareness.**

Shared Situational Picture

- **Continuously updated overview of an incident.**

- **Key information needed for incident planning, tracking and decision-making.**

- **Personnel from all organizations at all locations have a common set of information.**

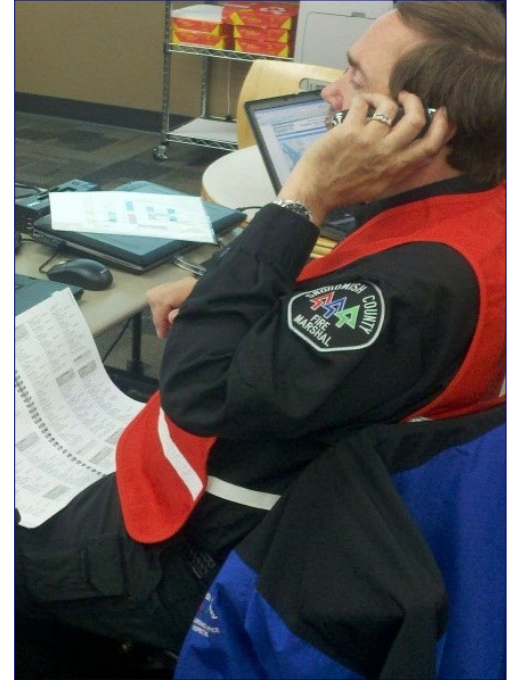# Information Terms

- **Data**

- **Information**

- **Intelligence**

Data

- **Unprocessed material that may be:**
  - **Incorrect**
  - **Irrelevant**
  - **Redundant**
  - **Useful**
- **Data must be validated and analyzed to be meaningful.**
- **Data is the facts or details from which information is derived.**

Information

- **When data is processed and presented in a context which makes it useful, it is called information.**

- **Data is transformed into Information through validation and analysis.**

- **Incident related information supports decision-making.**

Intelligence

- **In NIMS, intelligence refers exclusively to threat-related information developed by law enforcement, medical surveillance, and other investigative organizations.**

- **Intelligence normally has special access and handling requirements.**

Additional Information Terms

- **Classified Information**
  - **United States national defense or foreign relations information designated Confidential, Secret, or Top Secret.**
- **Sensitive Information:**
  - **Information which, if accessed or disclosed without authorization, could adversely affect security, ongoing investigations, the conduct of government programs, or the privacy of individuals.**
- **Personally Identifiable Information:**
  - **Information that permits the identity of an individual to be directly or indirectly inferred.**
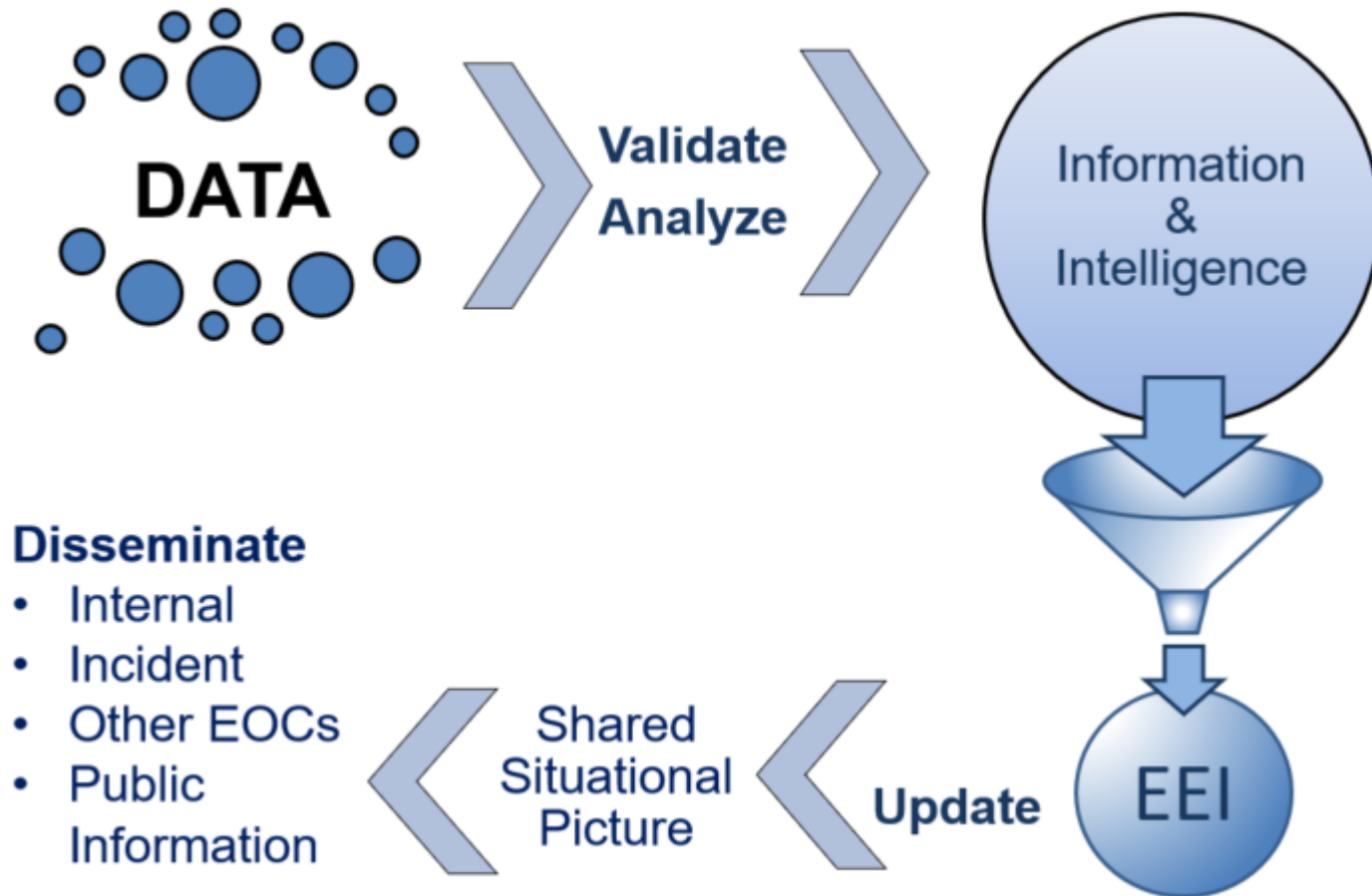
Discussion Question

How is data analyzed and turned into usable information?

Visualizing Incident Information Management

DATA

Validate
Analyze

Information & Intelligence

EEI

Update

Shared Situational Picture

Disseminate
- Internal
- Incident
- Other EOCs
- Public Information

Data Collection and Management

- **Effective Data Collection and Information Management is critical to Situational Awareness.**

- **Must include:**

  - **Agreements on which data elements are critical.**

  - **Reliable systems for dissemination and display of Situational Awareness Components in a Common Operating Picture.**

Data Validation and Analysis

- **Validation: Review data to determine if it is incomplete, inaccurate, embellished, outdated, or misleading.**

- **Analysis: Analyze validated data to determine its implications and turn raw data into information for decision making.**

Essential Elements of Information (EEI)

- **Not all information is useful for decision making**

- **Essential Elements of Information:**

  - **Important and standard information items**

  - **Support timely and informed decisions**

Information & Intelligence

EEI
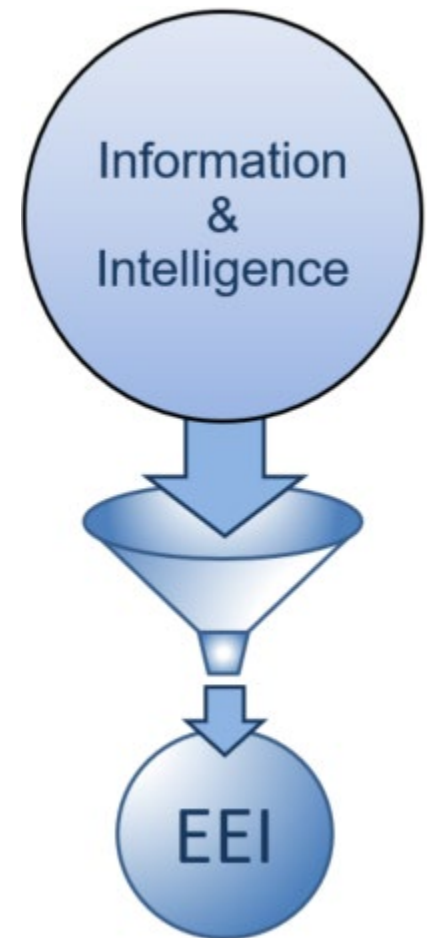
Data Collection Plan

Matrix describing Essential Elements of Information:

- Disaster/ Incident area and access points

- IC structure, objectives and support requirements

- Jurisdictional Boundaries

- Social/economic/political/ health impacts

- Resource and critical facility status

- Transportation, energy and communications system status

- Hazard-specific information and predictive modeling of hazards

- Weather conditions/ forecasts

- Seismic or other geophysical data

- Disaster/emergency declaration status

- Recovery considerations

- Planned or upcoming activities

- Donations

Sample EEI Matrix

- **EEI Information Required**

- **Collector(s)**

- **Source(s)**

- **Update Method and Timing**

#	EEI	Information Required	Collector(s)	Source(s)	Update Method/Time	Remarks
1	Weather	Change in weather conditions that may impact operations	EOC Situational Awareness Section	National Weather Service	- Live stream forecast in EOC - Update weather summary hourly	Immediate notification of IC and Center Director for conditions that could affect life safety

Activity 5.1: Essential Elements of Information

Allotted Time: 30 minutes

EOC Communication Basics

When the EOC is activated, each staff member to consider:

- Who … needs to know what I am doing?

- What … needs to be communicated?

- When … should I communicate it?

- How … should it be communicated?

Information Updates and Dissemination

- **Updating: Relevant information continually monitored, verified, integrated, and analyzed.**

- **Dissemination: Sharing validated incident data.**

  - **Must be timely and accurate**

  - **Enhances situational awareness**

  - **Encourages effective coordination**

Disseminate
- Internal
- Incident
- Other EOCs
- Public Information

Shared Situational Picture

Update

EEI

Importance of a Shared Situational Picture

- **Enables effective and timely decision-making by based decisions on a common set of shared information**

- **Increases collaboration among all responders and disseminates pertinent information**

- **Improves incident safety**

- **Informs predictions and proactive response**

- **Ensures consistency of messages**

Shared Situational Picture: A Leadership Tool

The Shared Situational Picture helps leaders:

- Facilitate collective efforts.

- Increase collaboration.

- Make informed decisions for deploying manpower and resources.

- Collect and disseminate pertinent and up-to-date information.

Common Operating Picture Methods

- **Printed reports/ materials**

- **Visual displays**

- **Shared electronic information**

- **Briefings/ Meetings**

EOC Situation Reports

- **Provide EOC Information Dissemination and Updates**
- **Standardized reports document:**
  - **Level of activation**
  - **Operational status**
  - **Ongoing issues**
  - **Requests or needs**
  - **Anticipated issues/needs**

EOC SitReps = Situational Awareness

Common Operating Picture

Commonly includes:

- Current status

- Evolving situation

- Status and location of assigned resources

- Requests for additional resources

Sample Incident Information

- **Current Incident Situation**
- **Incident Command Objectives**
- **Hazard information (type, area affected, potential spread)**
- **Resources committed**
- **Incident Command POCs with contact info**
- **Pending resource requests**
- **Maps of the incident area**
- **Current and future weather**

Community Information – "Lifelines"

- **Safety and Security**

- **Food, Water and Sheltering**

- **Health and Medical**

- **Energy (Power and Fuel)**

- **Communications**

- **Transportation**

- **Hazardous Material**

Sample EOC Information

- **Current EOC Activation Level**
- **EOC Personnel and POC information**
- **Essential Elements of Information**
- **EOC Task tracker with current status**
- **EOC Log of key information, events and decisions**
- **Point of contact and communications methods for stakeholders**
- **Maps of the jurisdiction**
- **State/ Federal declarations**
- **Media reporting and inquiries regarding the incident**

Questions to Ask Yourself

1. Is the information I am providing relevant and timely?

2. Is the development of an action plan based on the SitPic required or necessary?

3. Does the information help in maintaining Situational Awareness for others who depend on the EOC?

Managing the Shared Situational Picture

- **EOC Organizational Structure**
  - **Who manages the Common Operating Picture**
  - **Who contributes to the COP / what info/ when**
- **Situational Picture Elements**
- **Data Filtering Process/ EEI**
- **Process for continuous SA Monitoring**
- **Process/ cycle for SitPic Updates**
- **Disseminating the Situational Picture (who, when, how)**
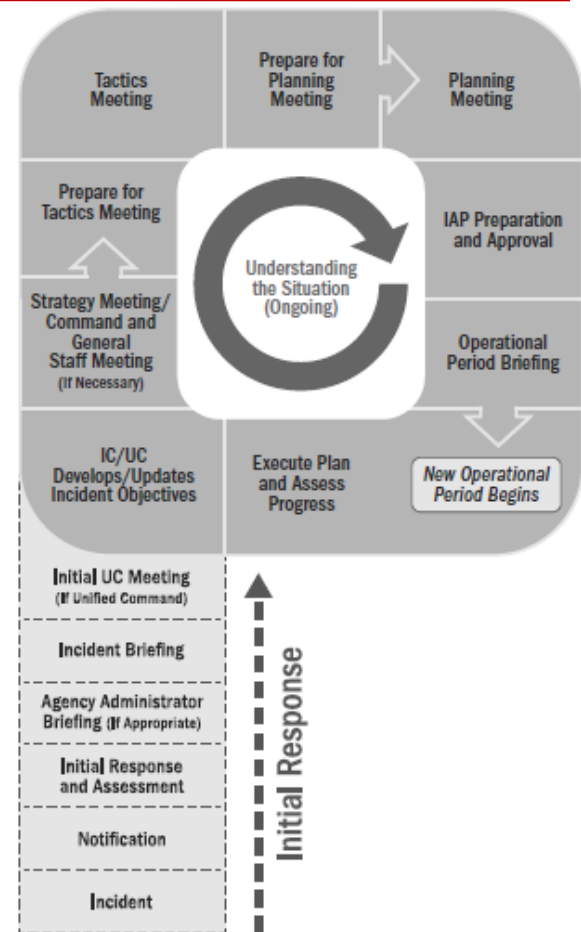- **Process for SA interaction with EOC planning**

Mapping EOC Communications
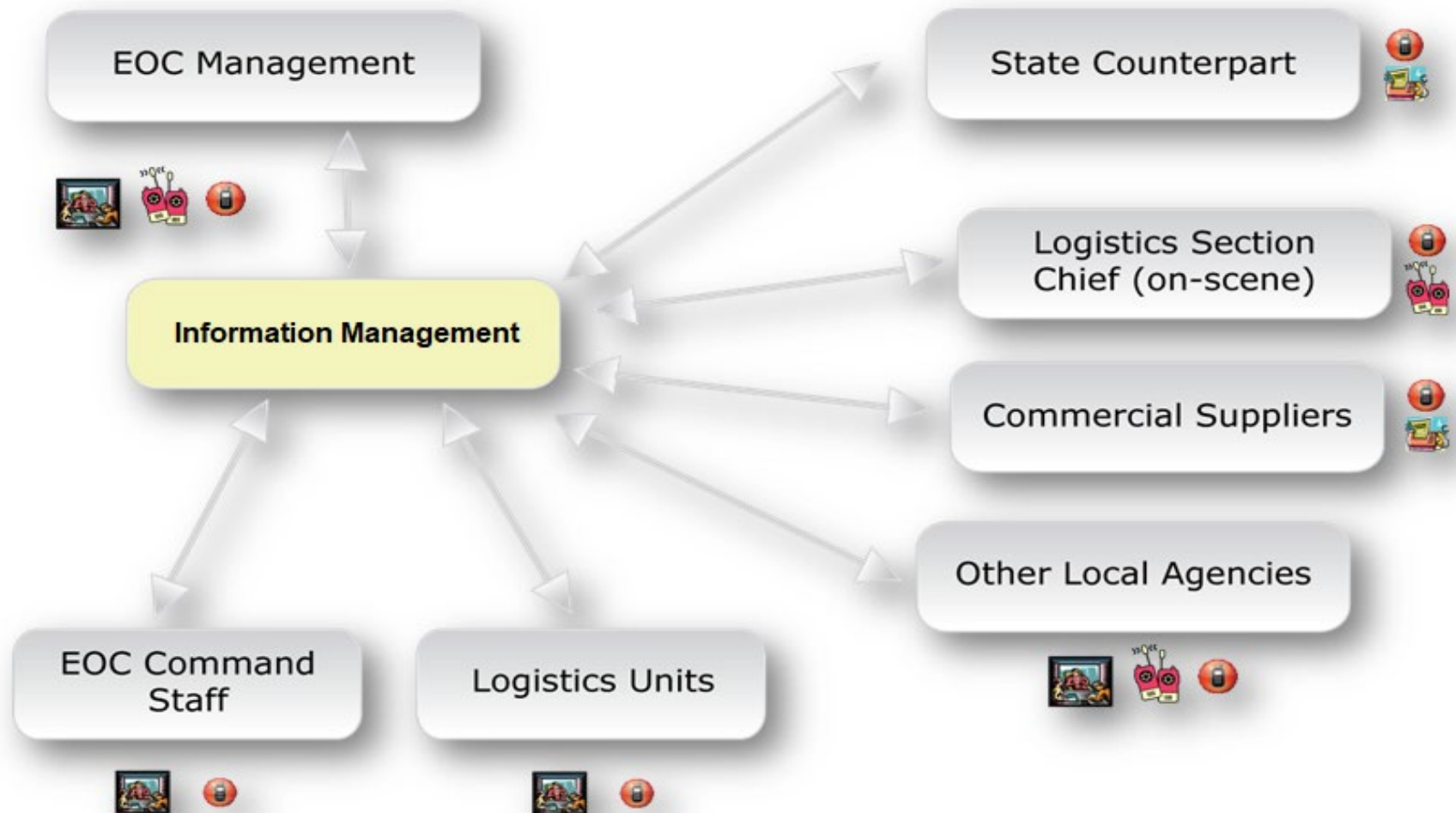
EOC Planning and Operations Cycle

- **Include identified times for:**
  - **Publication of SitReps**
  - **Briefings on situation information**
  - **Updates of key COP elements**
- **Consider EOC synchronization with the operational cycle for Incident Command**

Activity 5.2: Common Operating Picture

Allotted Time: 45 minutes

Final Thoughts: Situational Awareness

Situational Awareness and a Shared Situational Picture:

- **Begin with relationships**

- **Require policy and procedure to facilitate the process**

- **Should be practiced in every event and exercise - make it routine**

Public Information

- **During disasters people are overwhelmed.**

- **Clear, accurate, timely messages focused on immediate needs build confidence in the response.**

- **Common public information and warning messages:**

  - **Lifesaving measures.**

  - **Evacuation routes.**

  - **Threat and alert system notices.**

  - **Other public safety information.**

Public Information Coordination

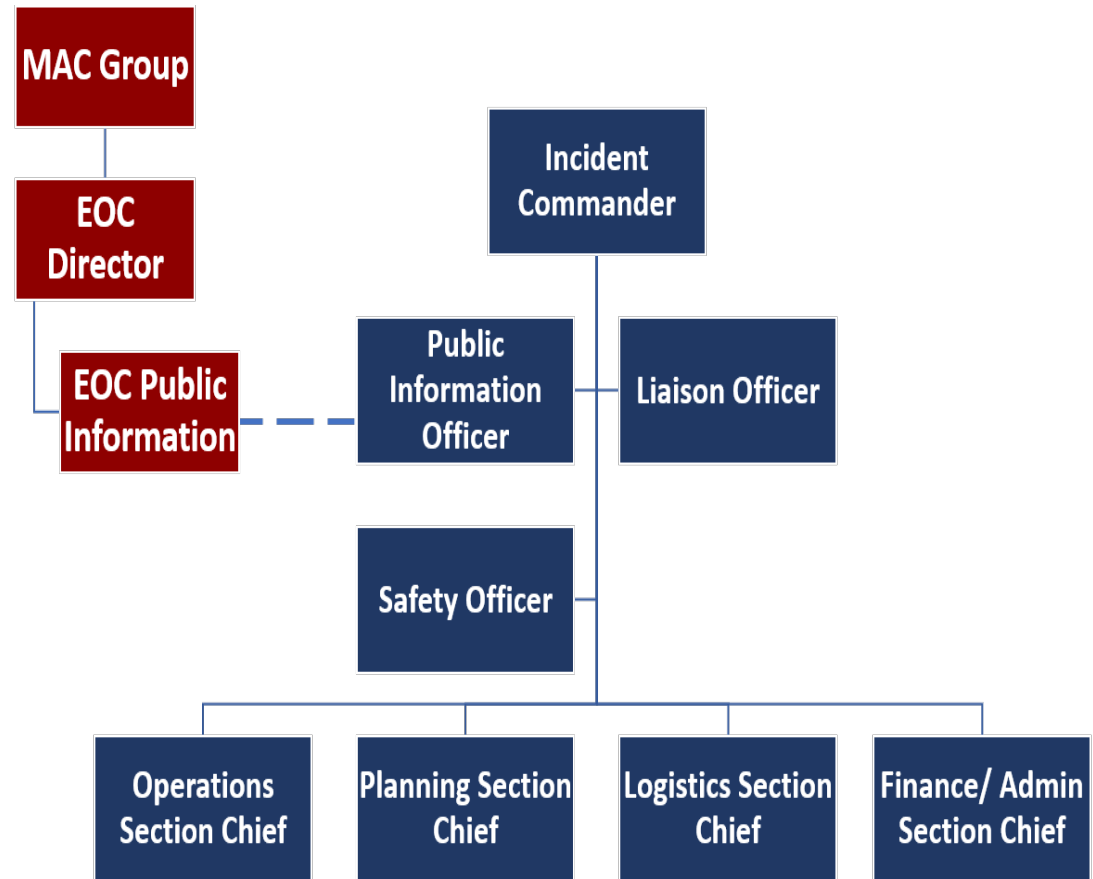Coordination and dissemination of public information can be a primary reason for activating an EOC

EOC Public Information Function

- **Represents and advises the EOC Director and MAC Group.**

- **Coordinates (from the EOC) media, social media, and public inquiries.**

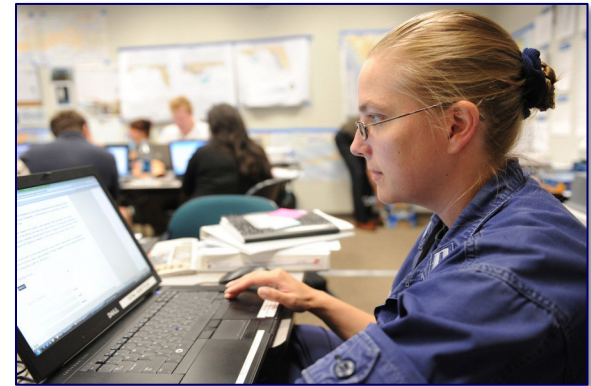- **Collects, verifies, and disseminates information to the target audiences.**

Joint Information Center

A facility housing JIS operations

- Incident Management information
- Public information

May be standalone coordination entities, at incident sites, or as components of EOCs.

EOC Public Information Tasks

- **Gather, verify, coordinate, compile, and distribute information (contribute to SA/COP and the IAP).**

- **Track the accuracy of news reports.**

- **Look for trends in questions/rumors.**

- **Coordinate news media and social media interface.**

- **Serve as a spokesperson.**

- **Prepare spokespeople for briefings.**

Media Releases

Media releases from EOC should be approved, when practicable, by EOC manager and/or Policy Group and distributed to:

- Local and regional news organizations.

- All emergency services agencies involved.

- Relevant and monitored social media venues.

- Volunteers answering public info phone lines.

- All groups working in the EOC.

- Real-time operations management software (EOC web tools).

Activity 5.3: Public Information

Allotted Time: 30 minutes

Objectives Review

1. What is SA? What is SitPic?

2. What is the difference between data, information, and intelligence?

3. What sources contribute to data collection?

4. How is information managed in an EOC?

Objectives Review (Continued)

5. How is EEI used for decision support?

6. What are the elements of a Common Operating Picture?

7. What is the public information role of the EOC?