

IPAWS in Exercises

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Agenda

- Trend Analysis for Public Information and Warning
- IPAWS Exercise Starter Kit
- The IPAWS Lab
- Q & A

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AAR Trend Analysis: IPAWS

National Exercise Division

March 2021



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NATIONAL
EXERCISE
PROGRAM

Introduction

- **PURPOSE**

The FEMA National Exercise Division (NED) Analytics and Narrative Management (ANM) Section performed a trend analysis of ***Strengths*** and ***Areas for Improvement (AFI)*** related to the cross-cutting ***Public Information and Warning*** core capability and the ***Integrated Public Alert & Warning System (IPAWS)*** to support the development of an IPAWS Exercise Starter Kit

- **ANALYSIS BREAKDOWN**

NED ANM analyzed 303 exercise* and real-world findings from 205 after-action reports (AARs) written between 2018 - 2020 that aligned to the Public Information and Warning core capability

**FEMA Preparedness Grant-Funded Exercises, National Exercise Program Exercises*



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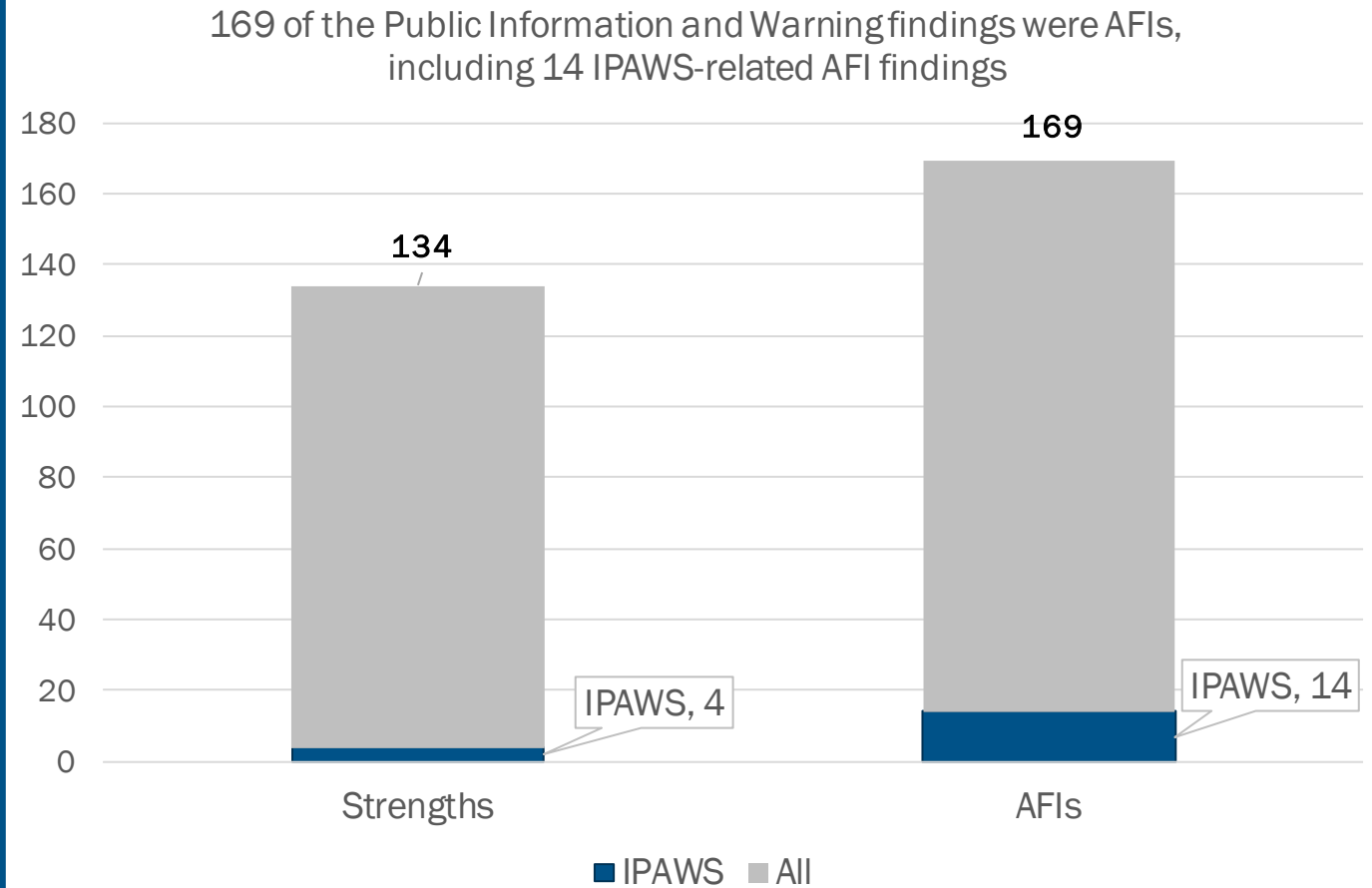
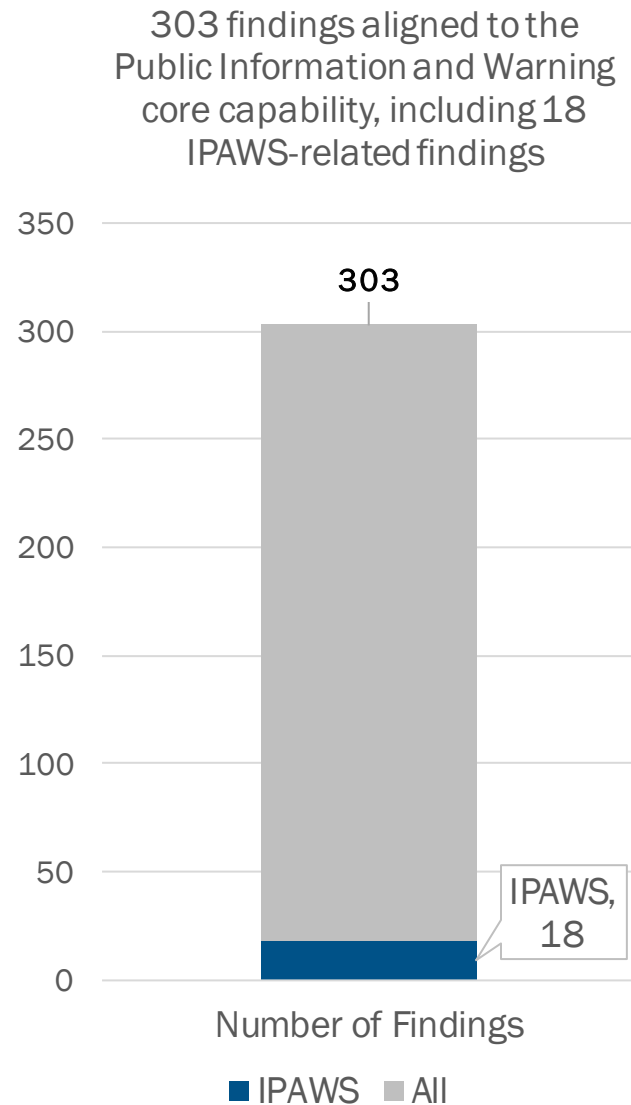
Introduction

METHODOLOGY

- Extracted data from Comprehensive After-Action Report Analysis Tool (CAARAT) Access database
 - Data for the CAARAT database is sourced from the original AARs that undergo a subjective data entry process performed by FEMA staff; therefore, data is subject to interpretation by the individual entering the data
- Filtered database for findings aligned to the Public Information and Warning core capability
 - Identified Strengths and AFI themes
 - Identified all IPAWS-related findings and analyzed separately
 - The ability to identify IPAWS-related findings depends on the level of detail provided by the sponsor in the AAR
- Analyzed the IPAWS-related findings and summarized findings

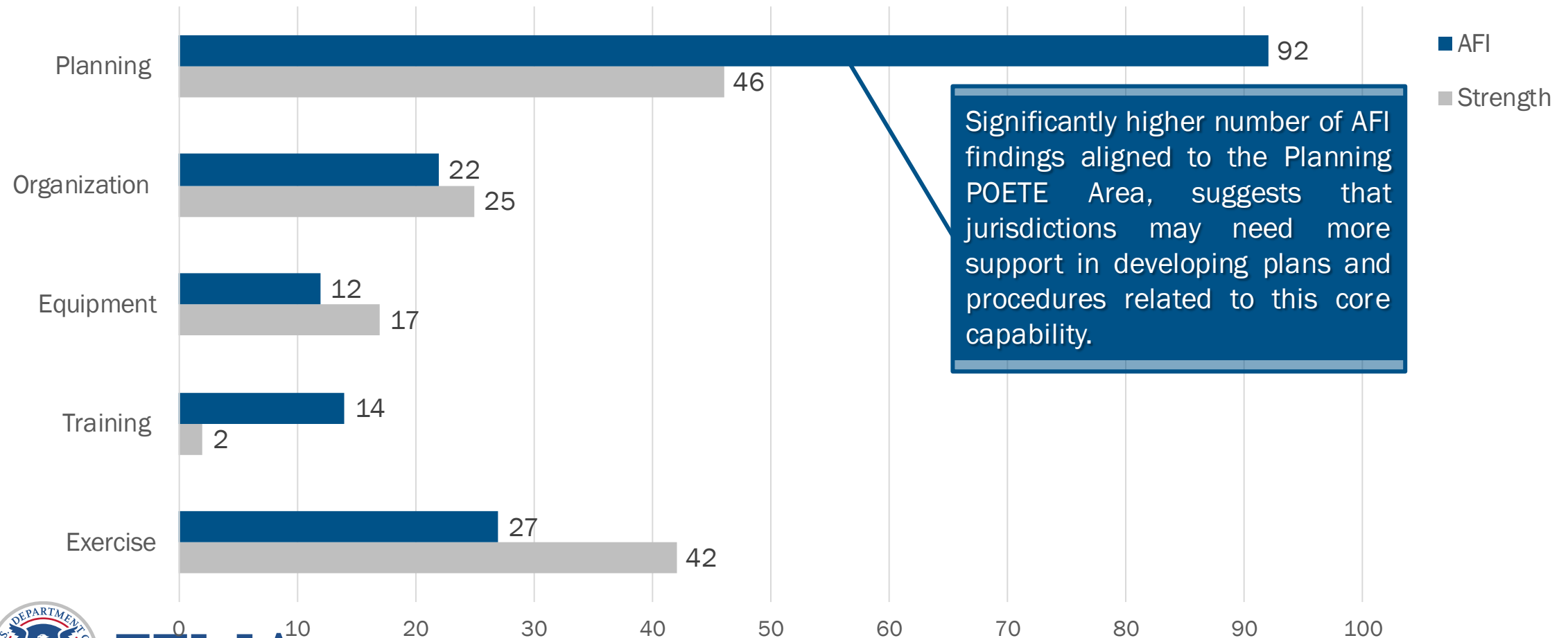


Public Information & Warning Findings



Note: Identifying AFIs is easier than identifying Strengths, so we cannot draw conclusions solely from this quantitative comparison.

Public Information and Warning Findings: POETE Area Breakdown



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Public Information and Warning Findings

*This analysis counted observations using the Access Database Master Query List

SPR Standard Gap	Total Strengths	Total AFIs
Developing Standard Operating Procedures for Public Information	20	40
Alerts and Warnings	33	29
Other Functional Area(s) – Public Information and Warning	15	15
Delivering Actionable Guidance	17	13
Culturally and Linguistically Appropriate Messaging	4	12
New Communications Tools and Technologies	15	10
Public Awareness Campaigns	0	9
Inclusiveness of the Entire Public	2	7
Protecting Sensitive Information	0	5
Traditional Communication Methods	2	2
Public Awareness	0	1

Again, we see that the highest number of AFI findings are related to plans and procedures

Public Information and Warning Findings: Areas for Improvement Themes

- Establish or update plans, protocols, and procedures, including:
 - Develop pre-written messages and standardized communication
 - Establish protocol for submitting message requests, requirements for messaging timeline, receiving approval
 - Outline clear lines of communication
 - Evaluate process to ensure messages can be disseminated in a timely manner and that there are clear procedural guidelines
 - Minimize overburdening communication channels or agencies
 - Establish a clear authority and information sources
- Increase whole community coordination to ensure a unified message, including:
 - Joint-planning efforts
 - Establish a JIC
- Widen reach to whole community, including:
 - Diversify methods of communication
 - AFN populations and rural communities
 - Affected population not subscribed to warning systems
- Combat misinformation, including:
 - Provide accurate, consistent information to disaster survivors
 - Manage expectations about response and recovery efforts
 - Proactively educate the public about assistance options

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*These themes were based on findings from the top 4 SPR Standard Gap Categories based on the count of AFIs: Developing Standard Operating Procedures for Public Information; Alerts and Warnings; Other Functional Area(s) – Public Information and Warning; Delivering Actionable Guidance

Public Information and Warning Findings: Strengths Themes

- Engaged with whole community partners to ensure unified, accurate messaging, including:
 - Utilizing Incident Coordination Conference Lines
 - Bringing in subject matter experts to address questions
 - Pre-established relationship with media outlets
 - Establishing a Joint Information Center (JIC)
 - Communicating vital information to JIC, as well as the appropriate authority (i.e. communicating route statuses to transportation agencies)
 - Communicating consistently with emergency response entities to maintain situational awareness (i.e. DOT for road conditions)
- Established social media protocols, including:
 - Allotted time to address misinformation on social media during press conferences
- Established and tested warning systems
- Used multiple modes of communication
- Released timely information
- Identified highest priorities for public messaging
- Used templates and pre-written messages
- Combatted misinformation
- Clearly communicated protective measures and guidance
- Included times on press releases to clarify what information was most recent

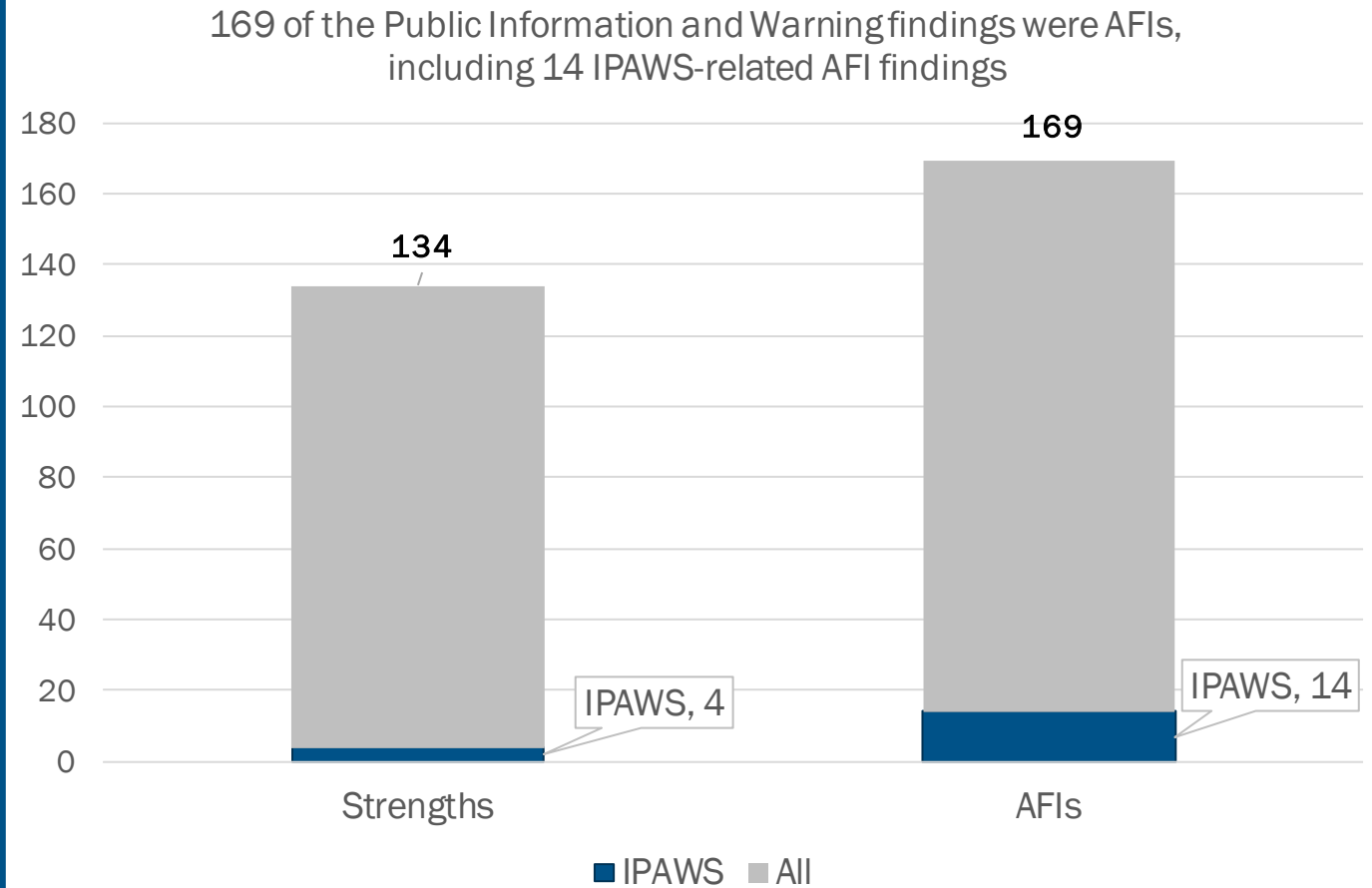
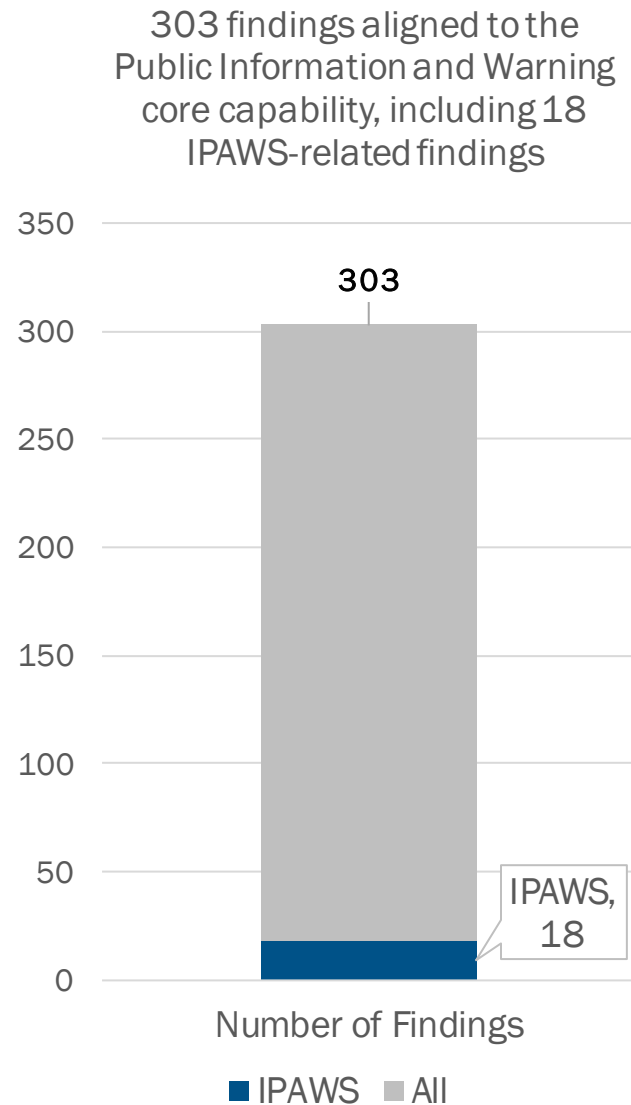


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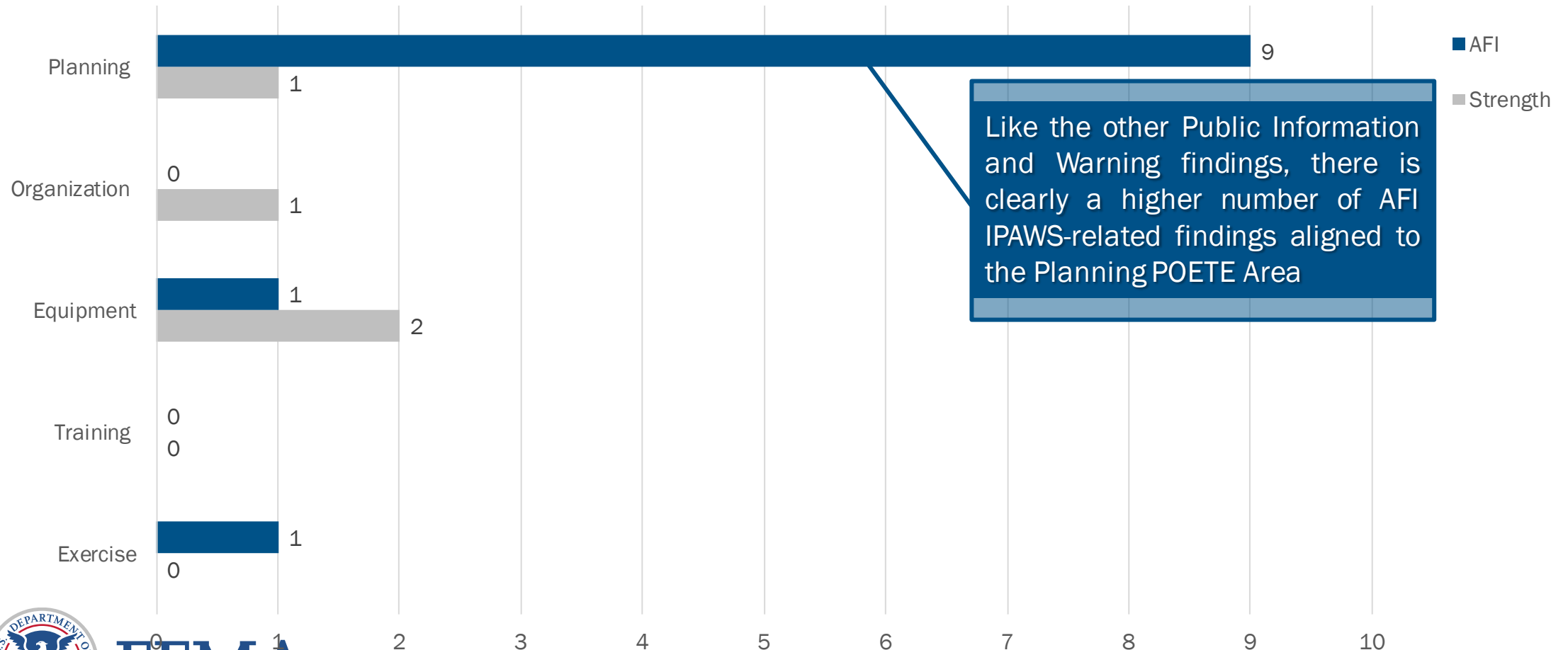
IPAWS Findings

Note: The ability to identify IPAWS-related findings depends on the level of detail provided by the sponsor in the AAR



Note: Identifying AFIs is easier than identifying Strengths, so we cannot draw conclusions solely from this quantitative comparison.

IPAWS Findings: POETE Area Breakdown



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*This analysis counted observations using the Access Database Master Query List

IPAWS Findings

SPR Standard Gap	Total Strengths	Total AFIs
Alerts and Warnings	0	4
Developing Standard Operating Procedures for Public Information	1	2
Delivering Actionable Guidance	1	1
Culturally and Linguistically Appropriate Messaging	0	1
New Communications Tools and Technologies	0	1
Public Awareness Campaigns	0	1
Public Awareness	0	1
Inclusiveness of the Entire Public	1	0

Although the highest number of AFIs aligns to the Alerts and Warnings SPR Standard Gap, it is followed by Developing Standard Operating Procedures



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IPAWS Findings: Summary

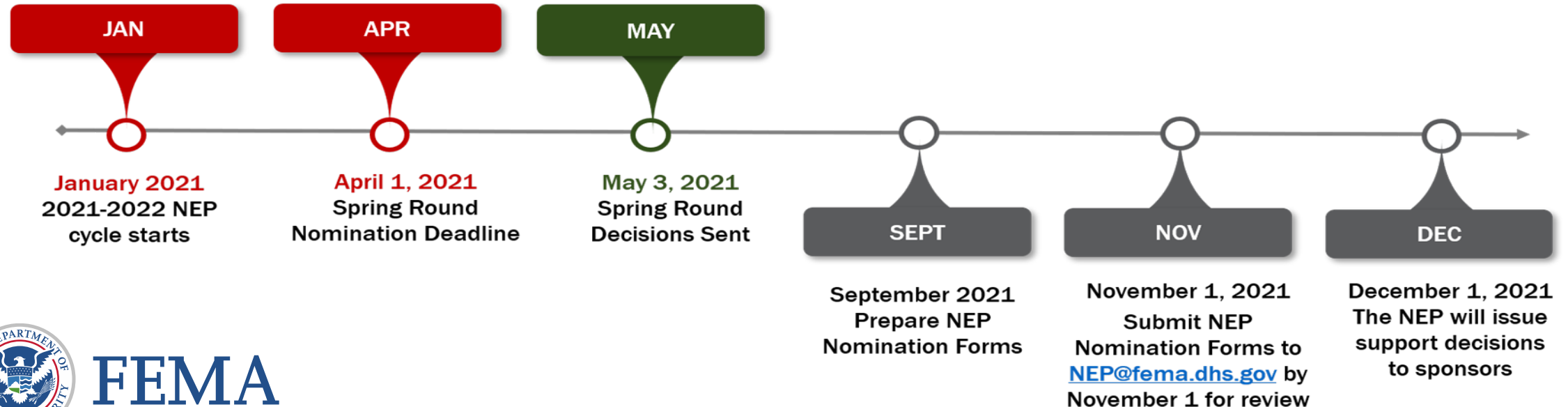
- Develop written plans, including:
 - Procedures, checklists, and protocols for testing, training, and exercising IPAWS
- Establish diverse, redundant communication methods, including:
 - IPAWS displays in public areas (i.e. stadium)
- Streamline IPAWS access for various jurisdiction levels
- Ensure there is a sufficient number of personnel trained in mass notification protocols
- Consider non-English speaking populations
- Establish routine tests of equipment and personnel skills
- Message clearly and consistently
- Establish a clear authority



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Participate in the 2021-2022 National Exercise Program (NEP) Cycle

- The NEP is a national-level mechanism to validate core capabilities across all mission areas. It is guided by **Principals' Strategic Priorities (PSP)** which are driven by Preparedness data.
- The National Exercise Division accepts nominations for exercise support through the NEP **twice a year**:



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Benefits of Participating in the NEP



Receive technical assistance and support for your exercises from dedicated exercise design and delivery experts



Access exercise templates, tools and other resources to help you design, conduct and evaluate your exercises



Pursue new exercise ideas and broaden the impact of your exercises to a wider group of stakeholders



Influence national preparedness policy and resource allocation decisions at all levels by contributing exercise evaluation data



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Exercise Starter Kits Discussion

Mark Ledbetter

Branch Chief (Acting)

SLTT, Technology & Analytics Programs

FEMA National Exercise Division



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What is an Exercise Starter Kit (ESK)

- An ESK is a set of sample documents an organization can customize to conduct their own exercise.
- Each ESK provides stakeholders across the whole community with ready-to-use materials and templates to develop, conduct, and evaluate an exercise tailored to their specific threats, resources, operational plans, and procedures of their organization or jurisdiction.
- Each ESK is aligned to a 2021-2022 Principals' Strategic Priority (PSP) through its core capabilities, objectives and target capabilities.



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What is Included in an Exercise Starter Kit

- The **Facilitator/Evaluator Guide** provides background information that supplements the Exercise Conduct Briefing Slides, assisting facilitators in delivering the exercise and addressing player questions.
- The **Exercise Evaluation Guides (EEGs)** (included with the F/E Guide) provides the exercise objectives, the core capabilities those objectives are linked to and the critical tasks that will be evaluated during the exercise.
- The **Exercise Conduct Briefing Slides** are designed for presentation during the exercise.
- The **Situation Manual (SitMan)** provides textual background information to players, supporting the Exercise Conduct Briefing Slides and serving as the primary reference document.
- The **Placemat** is a more concise version of the SitMan that provides players with pertinent exercise information.



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How to Use an Exercise Starter Kit

- The ESK includes a set of pre-populated HSEEP-aligned PSP specific templates.
- The sample scenarios are a suggested baseline and should be tailored as needed to support desired exercise objectives.
- Scenarios have been created to be agnostic to allow the user to develop an exercise that fits their needs. These parts of the scenario are presented in red brackets highlighted yellow: **[example]**.
- Planners should complete these sections with scenario details that are realistic and reflective of the characteristics of their jurisdiction, facility, etc., ensuring that the scenario facilitates an assessment of exercise objectives and core capabilities related to their specific needs.
- The exercise objectives have been developed to align with THIRA/SPR target capabilities but can be modified as needed to fit the exercise scenario.



Exercise Starter Kits (ESK) Status

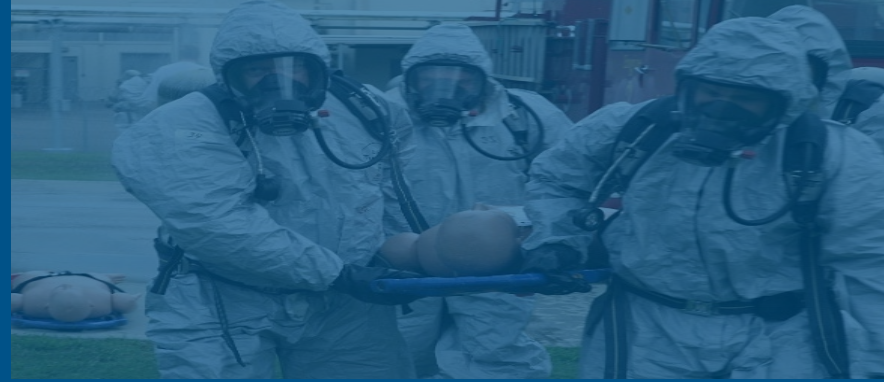
- Seven (7) Exercise Starter Kits sent out for review and comment between 16 and 19 February
- 26 individuals/organizations responded
- Received just shy of 400 total comments
 - 17 comments specifically on the IPAWS ESK
- Team currently finalizing the ESKs



Exercise Starter Kits (ESK) Status-continued

- Anticipate the ESKs will be release early to mid April
- Will be hosted on PrepToolkit. Change this cycle; the EM Toolkit will be public facing- no account or password required and a single page for each PSP plus one for archived ESKs
- Will host series of webinars when the ESKs are released





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Including IPAWS in Exercises

Jody Smith, IPAWS Engineering
IPAWS Lab Management
24 March 2021



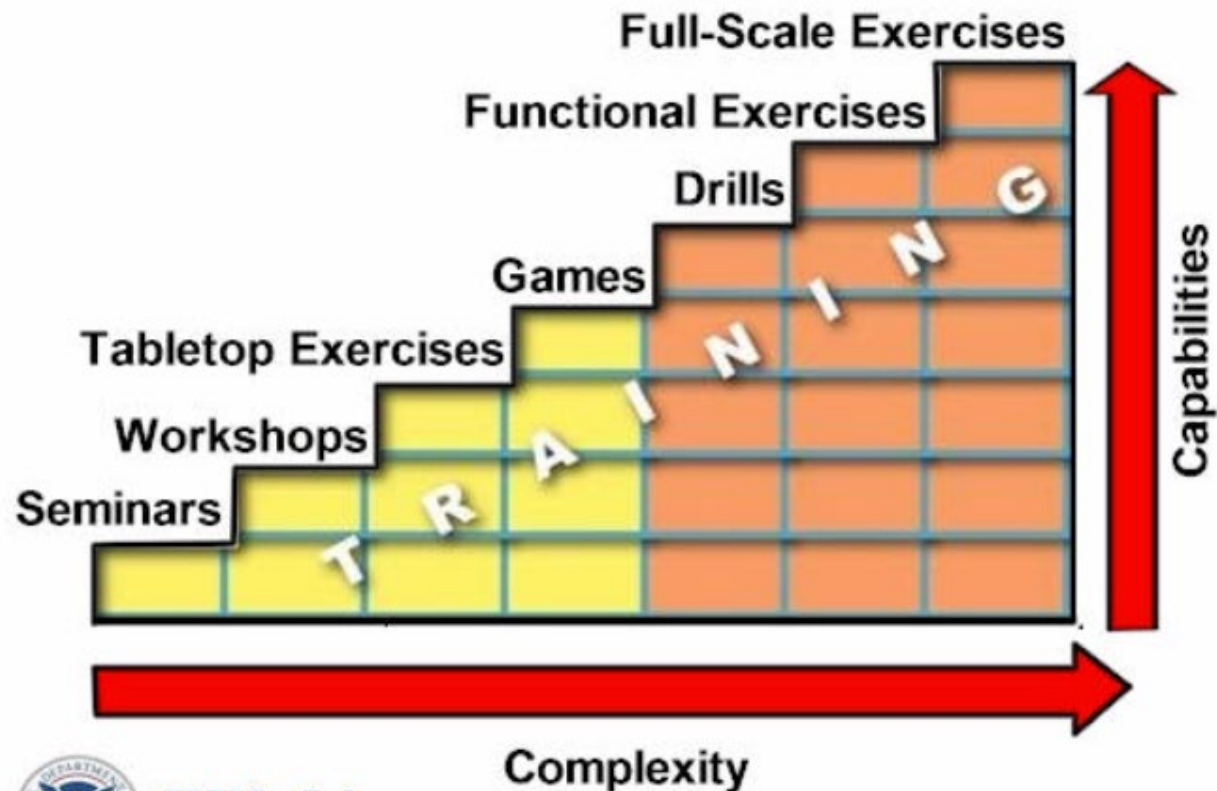
Exercise IPAWS

- Take a closer look at IPAWS
- Why?
 - Validate IPAWS use and effectiveness
 - Review and assess alert and warning policies and procedures
 - Evaluate personnel capabilities
 - Identify gaps for improvement

Can I incorporate IPAWS into exercises?



Building-Block Approach to Exercise Scheduling



Yes, you can!

You can incorporate IPAWS into all levels of exercises

- Familiarize yourself and personnel with IPAWS
- Assess content of current plans and procedures regarding alert and warning
- Identify areas for improvement
- Expand knowledge of IPAWS
- Expose areas where IPAWS can be incorporated
- Improve proficiency
- Make mistakes during exercise

Keep in mind...

- Public Information & Warning spans all 5 mission areas

Example Exercise Objectives:

- Successfully deliver a shelter-in-place message for a specific area for police activity - avoid this area, etc. within X minutes of notification of the need for this alert. (Response Mission Area)
- Successfully deliver a message identifying the location of the Family Reunification Center, Red Cross Shelter, etc. to a specific area within X minutes of notification of the need for this order. (Recovery Mission Area)





Seminars and Workshops



- Virtual or in-person
- Interactive discussions and shared experiences
- Collaborative environment
- Updates on IPAWS and other alert and warning methods
- Demonstrations and Q&A
- Some efforts supported by IPAWS PMO:
 - FEMA National Integration Center Technical Assistance (NIC TA)
 - Urban Areas Security Initiative (UASI) Program
 - FEMA Chemical Stockpile Emergency Preparedness Program (CSEPP)
 - FEMA sponsored events
 - SLTT planned events
 - Vendor-supported workshops

Table-Top Exercises (TTX)

- Virtual or in-person
- Seminar instruction
- Discussion based
- Collaborative approach
- Assess policies and procedures
- No impact on the public

FEMA Emergency Management Institute (EMI) + IPAWS

- Coordinated delivery IPAWS PMO and EMI
- 25 SLTT participants
- 2 modules of seminar instruction regarding IPAWS
- Followed by demonstration of IPAWS lab use
 - *Key takeaways:*
 - Increased training
 - Need to incorporate IPAWS into more exercises

Full-Scale Exercises

- Drills, Functional & Operational
 - HSEEP guidelines
 - Development of injects for Master Scenario Event List (MSEL)
 - Exercise plan
- Pre-tests
 - IPAWS lab
- Assistance during Exercise
 - On-site technical assistance
 - HSEEP Evaluators
 - After Action Reports
 - Participation in hot-washes
 - Follow-up

DHSS&T OpEx: Next Generation First Responder

- Harris County TX incorporated IPAWS into exercise
- IPAWS Lab assisted with development of injects
- Evaluated exercise and provided After Action Report





VITEMA Operation Blue Roof

- Virgin Islands Territorial Emergency Management Agency (VITEMA)
- FEMA National Exercise Division (NED) + IPAWS
 - HSEEP guidelines
 - Evaluated
 - After Action Report
- Emphasis on public alert and warning
 - Mass notification
 - IPAWS
 - Broadcasters
 - Public safety official comms

Can I incorporate a WEA Test into an exercise?



- Yes!
- Why?
 - Assess effectiveness of a live WEA without impacting the public
- How?
 - Use WEA Test code: Required Weekly Test (RWT)
 - Identify where it best fits in exercise
 - Develop objectives and injects
 - Incorporate into your plan
- Advice?
 - Practice with the IPAWS Lab
 - Consider including clickable links (phone numbers and URLs)
 - Assign monitors
 - Obtain feedback



EMERGENCY ALERTS

Test Alert

THIS IS A TEST MESSAGE. This phone can receive emergency alerts from Ingham County Emergency Management. This is only a test. Check <http://emergency.ingham.org> for additional information.



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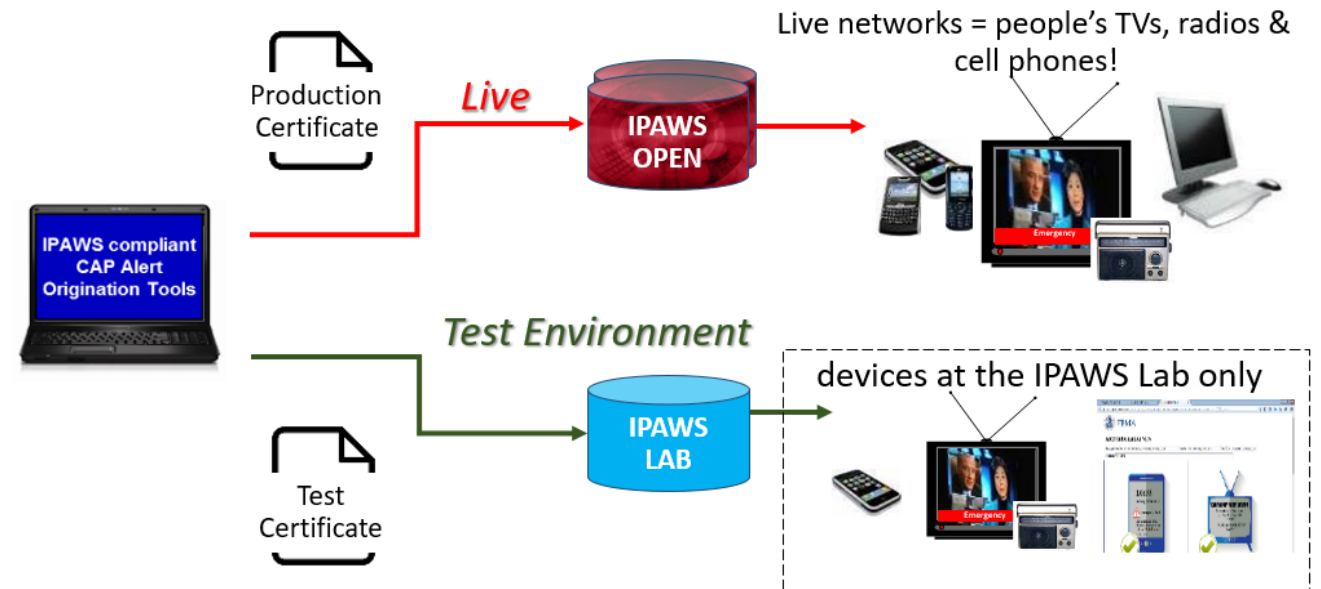
The IPAWS Lab

- An IPAWS resource for you!
- Closed and safe environment
- Practice, train, exercise sending IPAWS alerts
- Evaluate capabilities and procedures
- Assess alerting tool functionality
- Learn from IPAWS experts

Toll free number:

1-84-IPAWSLab (844-729-7522)

Fema-ipaws-lab@fema.dhs.gov



You can use the IPAWS lab during exercises!

- Ask your exercise planner/evaluator
- IPAWS Lab support and verification of receipt
 - Recorded for evaluator and AAR

Tying it all together



Before execution of the exercise:

- Work with your emergency managers, planners, exercise leads
- Identify IPAWS objectives -> develop injects for the MSEL
- Develop or add input to current Exercise Plan
- Pre-test/practice in the IPAWS Lab

During & after the exercise:

- Each inject may be evaluated by appointed evaluators
- Evaluators document observations
- Development of a thorough After-Action Report
- Corrective Action Plan

IPAWS Recommendations



- Be creative – think outside of the box
 - Exercise real-life hazards/concerns
 - Involve all stakeholders – even your community – ask for feedback
 - Think about cross-jurisdictional/back-up alerting/unique situations
- Incorporate all methods of public notification
 - Mass notification
 - IPAWS
 - Social media
- Use your resources
 - FEMA contacts
 - IPAWS lab staff



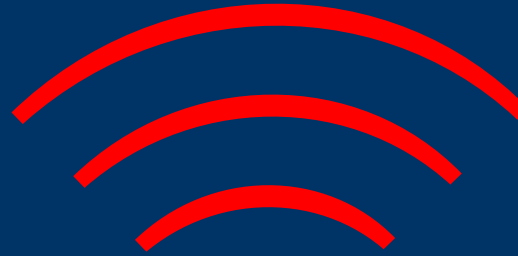
Partnerships



IPAWS supports exercises and efforts with many agencies and organizations (*not limited to*):

- FEMA National Exercise Division (NED)
- FEMA National Integration Center (NIC) Technical Assistance (TA)
- FEMA Chemical Stockpile Emergency Preparedness Program (CSEPP)
- FEMA Tech Hazards REPP
- Urban Area Security Initiative (UASI)
- DHS Science & Technology (S&T)
- FEMA Emergency Management Institute (EMI) IEMC





IPAWS

Integrated Public Alert & Warning System

QUESTIONS?

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