

# **EMERGENCY MANAGEMENT FORUM**

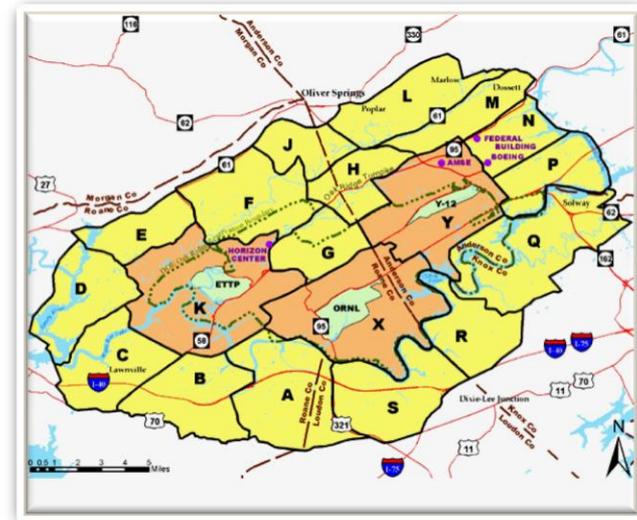
## **Oak Ridge Reservation Emergency Public Information Program**

**September 8, 2011**



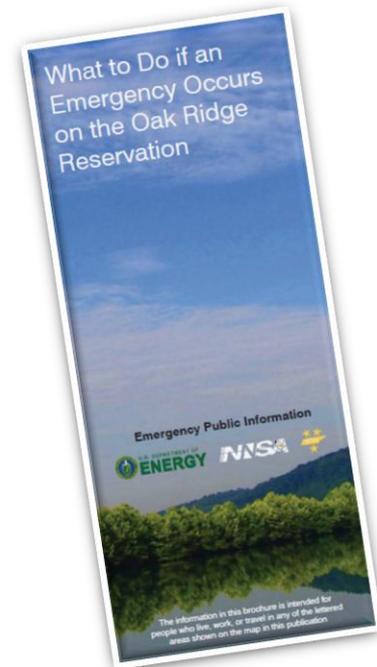
# Today's Discussion

- Developing the Oak Ridge Reservation (ORR) Emergency Public Information (EPI) program
- Overview of EPI products
- Question and Answer Session



# Development of the ORR EPI Program...

- **What is EPI?**
  - The process of providing the public accurate, timely, and useful information and instructions throughout the period of an emergency
- **What about in advance of an Emergency?**
  - Our process takes into account education before an emergency



# Development of the ORR EPI Program...

- **EPI program was incomplete; needed critical content and public education component**
  - Do you know what sector you live or work in?
  - Do you know where your evacuation center is?
  - Do you know exactly what to do if the sirens sound?
- **Status of DOE's current EPI program**
  - EPI located on various websites
  - More to be done on the public education component

# Development of the ORR EPI Program...

- **We believed that the level of knowledge of what to do in the event of an emergency on the ORR was low**
- **Two critical approaches to helping the public better understand what to do in the event of an emergency:**
  - Develop the needed EPI material
  - Develop and maintain an ongoing education campaign

# Development of the ORR EPI Program...

- **Developing the needed EPI Material: planning and development phase began in April 2006**
- **A joint effort, coordinated by the Oak Ridge Office of Public Affairs, involving:**
  - National Nuclear Security Administration (Y-12)
  - Tennessee Emergency Management Agency
  - Oak Ridge National Laboratory
  - Oak Ridge Institute for Science and Education
  - East Tennessee Technology Park (Bechtel Jacobs Company)
  - City of Oak Ridge



# Development of the ORR EPI Program...

- **Started with basic framework**
  - Each partner agency contributed information for their specific site or responsibility
  - Drafts reviewed at each step by partner agencies
- **Two principal products deemed necessary**
  - Web-based booklet that describes the DOE sites, types of emergencies, emergency planning zones, evacuation zones, etc.
  - Smaller publication that contains essential information only, meant for wider circulation
  - Both available on our EPI website

<http://www.oakridge.doe.gov/emergency>

# EPI Website



U.S. DEPARTMENT OF  
**ENERGY**

Oak Ridge  
Office



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Web  Site

In the unlikely event of an emergency on the Oak Ridge Reservation, the Department of Energy's Oak Ridge Office will provide you with needed information here as it becomes available.

**\*There is no emergency at this time on the Oak Ridge Reservation.\***

The Department of Energy's Oak Ridge Office is committed to protecting our people, emergency personnel, national security information, facilities, lands, and neighboring communities from loss of life, injury, illness, loss of property, or degradation of the common health and the welfare caused by emergency conditions at any of our signature facilities, whether due to personal actions, forces of nature, or external events. Our partners at the Y-12 National Security Complex share in this commitment and the two organizations have joined forces with the Tennessee Emergency Management Agency to create a comprehensive Web site that contains all the information needed to prepare for and respond to an emergency on the Oak Ridge Reservation.

Every citizen who lives or works in Oak Ridge is encouraged to take a moment to familiarize themselves with the information provided on this Web site; there is a lot to learn! For example, do you know what to do if the sirens sound around the Oak Ridge Reservation? Do you know what it means to shelter-in-place? Do you have what you need on hand in case an evacuation or shelter-in-place order is issued? Do you know which evacuation shelter services your home or work? If you answered no to any of these questions then now is the time for you to prepare and plan for an emergency.

The Department of Energy takes seriously its responsibility to protect its people and the surrounding community and to provide important information to you about what to do if an emergency occurs on the Oak Ridge Reservation. But it is up to you to use the information to prepare, plan, and stay informed.

**Emergency Public Information**

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**How Safe is the Oak Ridge Reservation**

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**Key Emergency Information**

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**If You Hear the Sirens**

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**If You Are Advised to Shelter-In-Place**

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**If You Are Asked to Evacuate to Shelters**

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**Evacuation Map and Routes**

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**Emergency Checklist**

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**About Radiation**

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**About Chemical Hazards**

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**Oak Ridge Reservation Facilities**

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**Contact Us**

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**Document Downloads:**

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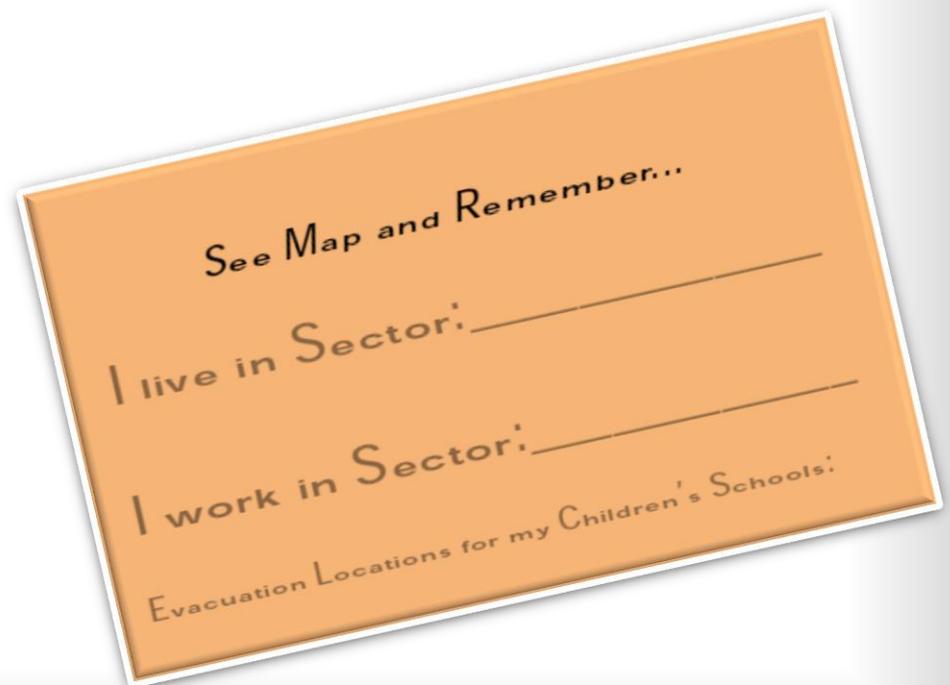
 **Booklet**

 **Brochure**

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# Develop and Maintain an Ongoing Education Campaign

- **Each partner agency can use the developed material to educate their publics**
  - Everyone talks from the same page
- **Provides copies to...**
  - Schools for students to take home to parents
  - Businesses
  - Hotels
  - Libraries



# Develop and Maintain an Ongoing Education Campaign

- **Leverage area organizations to assist**
  - Chambers of Commerce
  - Business Organizations (ETEC, ETEBA, etc.)
  - Stakeholders (SSAB, etc.)
- **Traditional marketing that includes the development and dissemination of different products that are targeted to the population in general, and some sectors specifically**

# Questions?

