The First 96 Hours:
“Don’t just survive, thrive!”
Purpose and Objectives

• Improve functional and strategic preparation for major incident response.

• Ensure accurate and timely messaging to the public, stakeholders, and Congress.
Methodology

Examined lessons learned from meta scenarios:

- Hurricane
- Oil Spill
- Ship/Bridge allision

Common themes:

- People
- Information Management
- Logistics
Workgroup Focus Areas

- Policy guidance
- Checklist
- ICP readiness
- First responder notifications
- Joint Media Plan
- Pre-designated Common Operating Picture technology
Plan Framework

• Promulgation letter
• General policy guidance
• Checklist
• Toolkit
  □ Joint CG/OSPR Media Plan
  □ Template Press Releases
  □ Template Fact Sheets
  □ Talking Points for IC
  □ Key Message Sheets (public/Congressional)
General Policy Guidance

Critical questions to answer initially:

• What have I never seen before?
• What have I seen before?
• What do I know?
• What do I need to know?

Next, consider:

• What do I want to do?
• What do I have to do?
• What can I do?
**Conceptual Model for Response**

**Cynefin Framework by David Snowden**

<table>
<thead>
<tr>
<th>Chaotic</th>
<th>Complex</th>
<th>Complicated</th>
<th>Simple</th>
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</thead>
<tbody>
<tr>
<td>Notification</td>
<td>Initial Phase</td>
<td>Dynamic</td>
<td>Transition</td>
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</tbody>
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**First 96hrs**

**Day 1**
- Make partner / USCG notifications
- Situational assessment
- Assure preservation of USCG personnel, assets, & capability
- Establish UC
- Stand-up ICS
- Shift to ICP
- Unified media outreach

**Day 2-4**
- Coordinate info sharing cycle with governors, mayors, state agencies, Congress
- Embed media
- Establish liaisons in state EOCs
- Employ novel/original practices as necessary

**Day 5-30**
- Sustained crisis management
- Full Unified/Area Command Ops
- If the incident is large-scale, transfer management to an IMT in order to resume normal Sector missions

**Day 30-60**
- Force “right sizing”
- Force scale-down
- Demobilization

**Long Term**
- After Action Reports
- Incident Specific Preparedness Review (ISPR)
- Case studies
- Continuous improvement based on lessons learned

**Day 1**

**Day 2-4**

**Day 5-30**

**Day 30-60**

**Long Term**
People

- Personnel accountability
- Watch Rotations
- Cascading Resources
- Volunteers
Information Management

Strategic Messaging
• Gain confidence of the public and elected officials

Political Appointee Outreach
• Begin conducting early on in response
• Maintain aggressive political outreach program

Battle Rhythm
• Establish deliberate reporting cycle within first five hours to include:
  – Whether the situation is improving or degrading
  – Resource gaps
  – Resources or critical assets/infrastructure at risk
  – Port or national security implications
  – Key metrics (oil spilled, oil recovered, ships diverted, passengers rescued, etc.)
• Plan includes suggested battle rhythm
Information Management

Risk Communication
• Town Hall Meetings

Media Outreach
• Hold daily press conferences
• Consider embedding media with responders
• Allow media escorted access through ICP
• Utilize an incident-specific website
• Capitalize on social media (Facebook/Twitter) to tell the story
Logistics

Annual ICP List Verification

- Determine availability
- Workgroup plans to diversify current list
Checklist

Suggested Actions

Hour +1 → Hour +24

Hour +96 ← Hour +72 ← Hour +48
Joint Media Plan

- Template Press Releases
- Fact Sheets
- Key Messages
Technology Evaluation

COP
• Homeland Security Information Network (HSIN)
• ERMA
• Web Emergency Operations Center

Responder Notifications
• Twitter Secure
• RRT9 Pier Site, Secure
• Alert Warning System
Seminar Lessons Learned

- Manage the “event” as well as the “incident”.
- Hold a regional COP Workshop.
- Create a multi-agency ICS Organization Chart and include NGOs.
- Use of checklists should be limited during highly complex events.