

**BE HEALTHY. BE SAFE. BE READY.**

# **Field Operations Guide**

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ECHO Minnesota  
January 2, 2013

FOR ACTIVATION DURING REGULAR BUSINESS HOURS  
CALL ECHO  
(651) 789-4342

OR

FOR ACTIVATION AFTER HOURS OR FOR PRIORITY SERVICE DURING  
BUSINESS HOURS CALL STATE DUTY OFFICER  
(800) 422-0798  
(651) 649-5451

This plan may be inserted in the Emergency Operations Plans of the local governments, State Duty Officer, State of Minnesota government jurisdictions and agencies, non-profit and other organizations.

# ECHO Minnesota

*Emergency, Community and Health Outreach*



## Field Operations Guide -- Promulgation and Implementation Statement

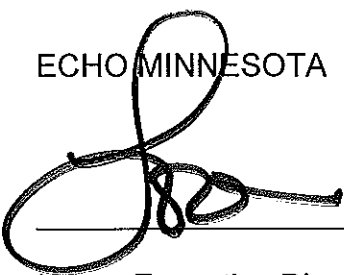
Pursuant to the authority delegated to the ECHO Executive Director by the ECHO Emergency Operations Plan dated January 2, 2013, the attached will serve as the current **ECHO Field Operations Guide (FOG)** for all emergency activations. This FOG will be effective until rescinded or superseded. All previous versions of this FOG are hereby rescinded.

This FOG is intended to be supplement to the ECHO Emergency Operations Plan (EOP). For additional information, please refer to that Plan. In case of any discrepancy, the EOP will take precedence.

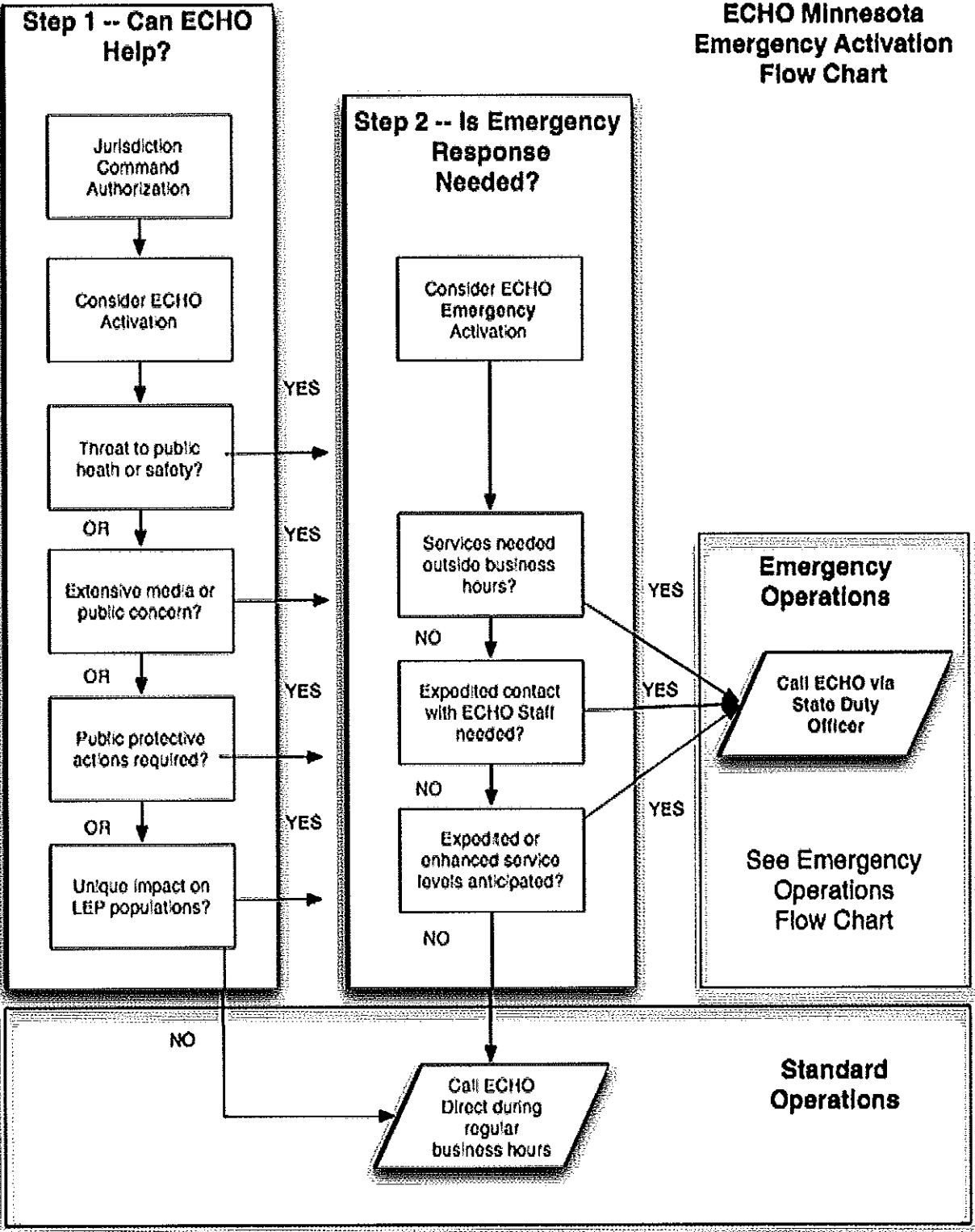
This FOG contains the following sections:

1. Cover Sheet;
2. This Promulgation and Implementation Statement;
3. Emergency Activation, Operations and Message Flow Charts;
4. ECHO Message Plan Form; and
5. ECHO ICS 213 General Message for ECHO Service Request.

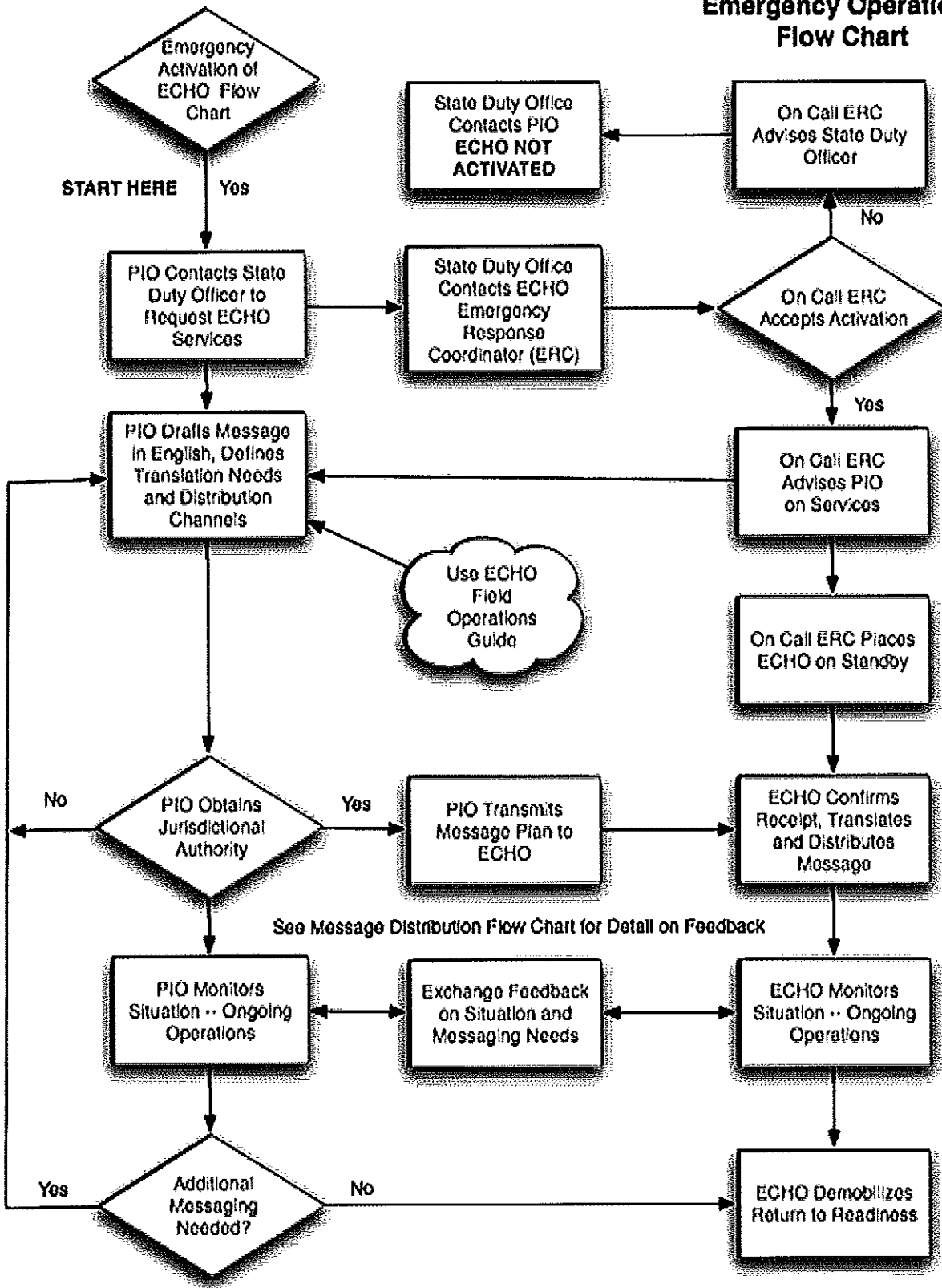
Dated: 2.25.13

ECHO MINNESOTA  
By:   
Its: Executive Director  
Lillian McDonald

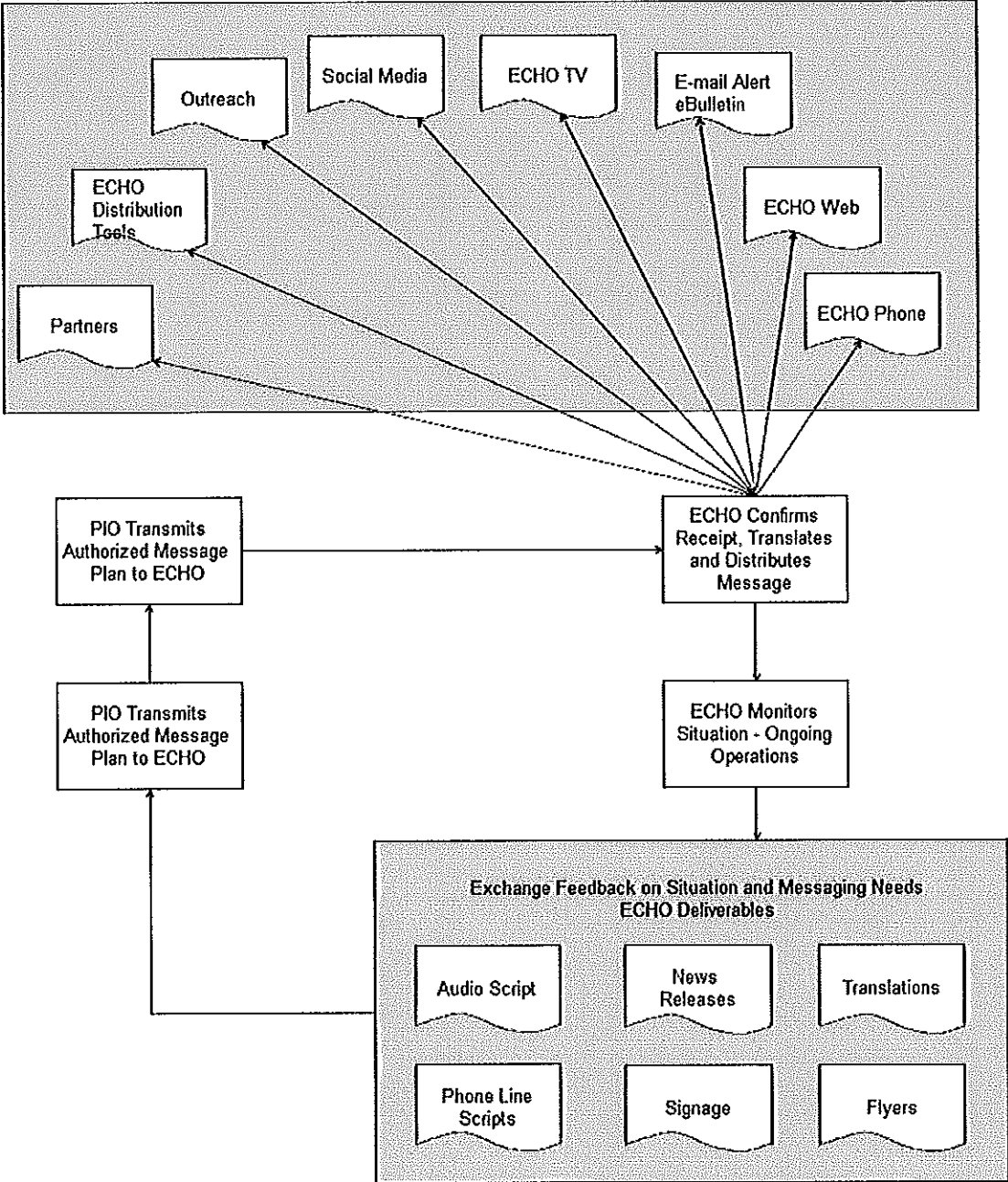
# ECHO Minnesota Emergency Activation Flow Chart



## ECHO Minnesota Emergency Operations Flow Chart



**ECHO Minnesota  
Message Distribution and  
PIO/ECHO Feed Back**



## ECHO EMERGENCY MESSAGE PLAN

TO: ECHO MINNESOTA

FROM: Name: \_\_\_\_\_ Title: \_\_\_\_\_

ORG: \_\_\_\_\_

SUBJECT: Emergency Message Transmission and Distribution Request

INCIDENT: \_\_\_\_\_ DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

**1. GET READY**

Obtain jurisdictional and/or incident command authority to activate ECHO.

Granted by: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

**2. CALL DUTY OFFICER**

Call 800-422-0798 or 651-649-5451 and request ECHO Activation.

Completed by \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

**3. CONTACT ECHO**

The On Call ECHO Emergency Response Coordinator is:

\_\_\_\_\_

Phone: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

He/She called \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

**4. PLAN MESSAGE**

Follow jurisdictional and incident command processes to develop and approve the message for translation and release.

- Attached is an approved ICS-213, ECHO ICS-213, or equivalent documenting the message or an approved pre-scripted, pre-translated message.

Content Approved by: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

**Translate attached message into:**

- |                                  |  |                                  |
|----------------------------------|--|----------------------------------|
| <input type="checkbox"/> Spanish | <input type="checkbox"/> Vietnamese            | <input type="checkbox"/> Lao     |
| <input type="checkbox"/> Hmong   | <input type="checkbox"/> Russian               | <input type="checkbox"/> Oromo   |
| <input type="checkbox"/> Somali  | <input type="checkbox"/> Arabic                | <input type="checkbox"/> Khmer   |
| <input type="checkbox"/> Karen   | <input type="checkbox"/> Amharic               | <input type="checkbox"/> Chinese |
| <input type="checkbox"/> ALL     | <input type="checkbox"/> Other (Specify) _____ |                                  |

- Pre-Translated -- No Translation Service Needed

**Distribute via ECHO Channels:**

- ECHO toll free phone line (your message recorded on 888-883-8831).
- ECHO Web (your message posted to [www.echominnesota.org](http://www.echominnesota.org)).
- ECHO TV (On Camera Bi-lingual Spokesperson) – Twin Cities Public Televisions Minnesota channel 17 (Metro area) or participating public television stations statewide (refer to each region for information). Note: ECHO TV may only be activated during a regional or statewide emergency.
- ECHO TV (Text Only Crawl) – Twin Cities Public Televisions Minnesota channel 17 (Metro area) or participating public television stations statewide (refer to each region for information). Note: ECHO TV may only be activated during a regional or statewide emergency.
- ECHO e-Alerts or e-Bulletins – email pushed out to ECHO E-subscribers alerting them to check ECHO resources for information about your situation.
- ECHO Partner Relay – email distribution to local partners agreeing to relay. ECHO media and information to targeted populations within their jurisdictions and methods (e.g., Mosques, Libraries, ELL schools, etc.).
- ECHO Outreach – contacting agencies serving Limited English Proficiency communities communicate information to their constituents and/or providing face-to-face community outreach.
- Social Media – electronic message distribution using ECHO social media sites including Facebook in English and Spanish, and Twitter.

Distribution schedule: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**NOTE THAT IT MAY TAKE UP TO FOUR HOURS TO PROCESS YOUR TRANSLATION REQUEST AND DISTRIBUTE IT THROUGH ECHO CHANNELS.**

**5. SEND THIS FORM AND ATTACHED MESSAGE TO ECHO**

This Message Plan, including content, translation and distribution request approved by:

Name: \_\_\_\_\_ Title: \_\_\_\_\_ on Date: \_\_\_\_\_ Time: \_\_\_\_\_

This form and attached message sent to ECHO by \_\_\_\_\_

via \_\_\_\_\_ on Date: \_\_\_\_\_ Time: \_\_\_\_\_

Receipt Confirmed by \_\_\_\_\_ on Date: \_\_\_\_\_ Time: \_\_\_\_\_

Maintain contact with your ECHO Emergency Response Coordinator for confirmation of transmission and ongoing message support.  
See ECHO Emergency Operations Plan for Further Details

ECHO ICS 213

**GENERAL MESSAGE  
FOR ECHO SERVICE REQUEST**

For Use with ECHO Message Plan

TO: \_\_\_\_\_ Position: \_\_\_\_\_

FROM: \_\_\_\_\_ Position: \_\_\_\_\_

SUBJECT: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

See ECHO Emergency Operations Plan or Field Operations Guide for important information on developing your message for ECHO services.

General Guidelines for message length before translation: 8-25 words for Television Crawl and 100-200 words for TV Spokespeople, Phone Information Line, E-mail alerts or bulletins, Web services or Partner relays.

Message for ECHO Action:

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Signature: \_\_\_\_\_ Position: \_\_\_\_\_