



# Crisis Communication

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Leveraging ChatGPT for Public Information Officers in  
Healthcare Emergency Management



# Meet the Presenters

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**Luis Munoz CPC**



Lead Consultant  
Unified AI



Environmental Health & Safety  
Safety Officer | Baptist Health



**Tamara Turk MPH, CHEC**



Training & Exercise Coordinator  
MDCHPC



Environmental Health & Safety  
Manager | Baptist Health

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**2 | ChatGPT and Setup**

**3 | NIMS for PIOs**

**4 | Crafting Emergency Messages**

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### ☀ Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →

### ⚡ Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests

### ⚠ Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

# ChatGPT

## What is Chat GPT?

**Large Language Model:** Designed to understand and generate human-like text.

**Extensive Training:** Trained on vast amounts of text data for broad topic coverage.

**Deep Learning:** Uses deep learning to process and predict language patterns.

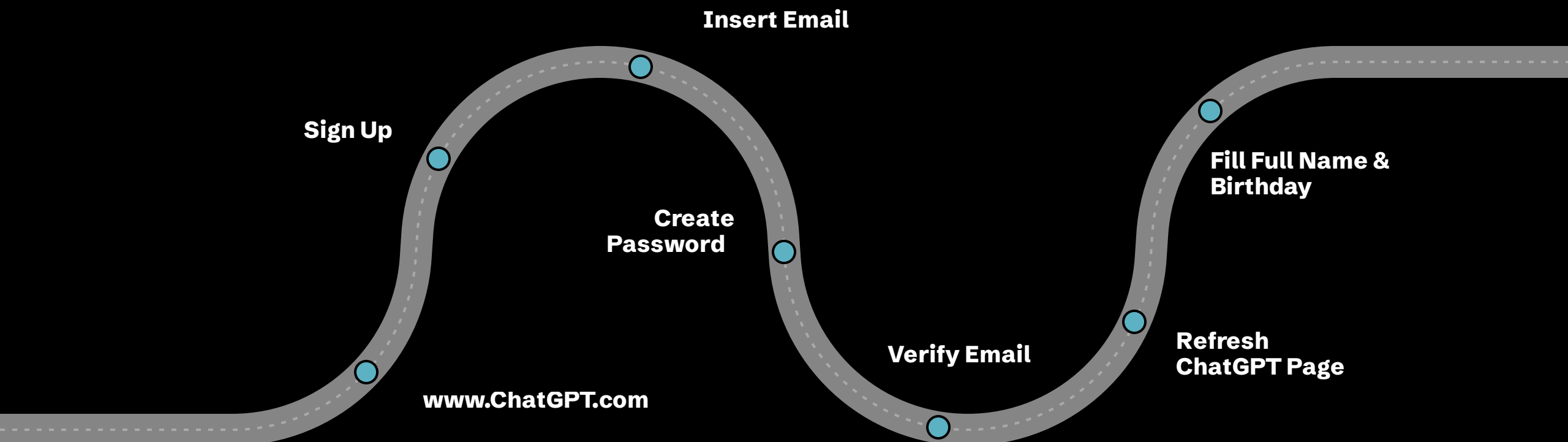
## What does it do?

**Translation:** Converts text between different languages accurately.

**Question-Answering:** Responds to questions with precise information 90% of the time.

**Content Creation:** Generates original text for articles, stories, and more.





# Step-by-Step Account Creation

# Interface Overview

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**Prompt**



**History**



**New Chat**



**Clipboard**



**Regenerate**





# Custom ChatGPT

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## What would you like ChatGPT to know about you to provide better responses?

- **Job:** Specify your role for tailored advice.
- **Focus:** Note your healthcare role for relevant guidance.
- **Local Insight:** For tailored emergency protocols.
- **Experience Level:** Share your expertise for level-appropriate responses.

## How would you like ChatGPT to respond?

- **Detail:** Provide precise details for better help.
- **Roles:** Mention your role for role-specific assistance.
- **Response Length:** Prefer brief or detailed answers.
- **Tone:** Choose between formal or casual.

# Why Prompting Matters?

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## Better Content

Precise prompts ensure high-quality, relevant outputs meeting your needs.



## Work Faster

Clear prompts minimize edits and automate tasks, freeing up your time.



## Your Voice

Prompts allow you to control the voice and style of the generated content.



# The 6 Building Blocks of a Good Prompt

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## **Task**

What do you want ChatGPT to do?

## **Context**

What background information is needed?

## **Examples**

Can you provide examples or references?

## **Persona**

Who do you want ChatGPT to be?

## **Format**

How do you want the output to be structured?

## **Tone**

What feeling do you want to convey?



# Let's Prompt

# Simple Prompt

**"Write a plan for a hospital dealing with a large number of patients."**

# Effective Prompt

**Act as an ER physician with disaster experience (Persona), generate a clear, action-oriented, and professional sounding mass casualty plan (Task & Tone) for our 400-bed hospital (Context). Focus on triage, resource allocation (Task) supplies, equipment, personnel (Example), and communication (Task) decision trees, staff notifications (Example). Prioritize care by severity and resources (Context).**

# **NIMS for Public Information Officers**



# POLL







# The Crucial Role of a PIO

"The single biggest problem in communication is the illusion that it has taken place" - George Bernard Shaw

The role of public information is to empower people to make the right decision at the right time.

Saving lives, protecting property, and ensuring public safety.

Managing crises through strategic communication.

# NIMS Cycle

Getting Information to the Public



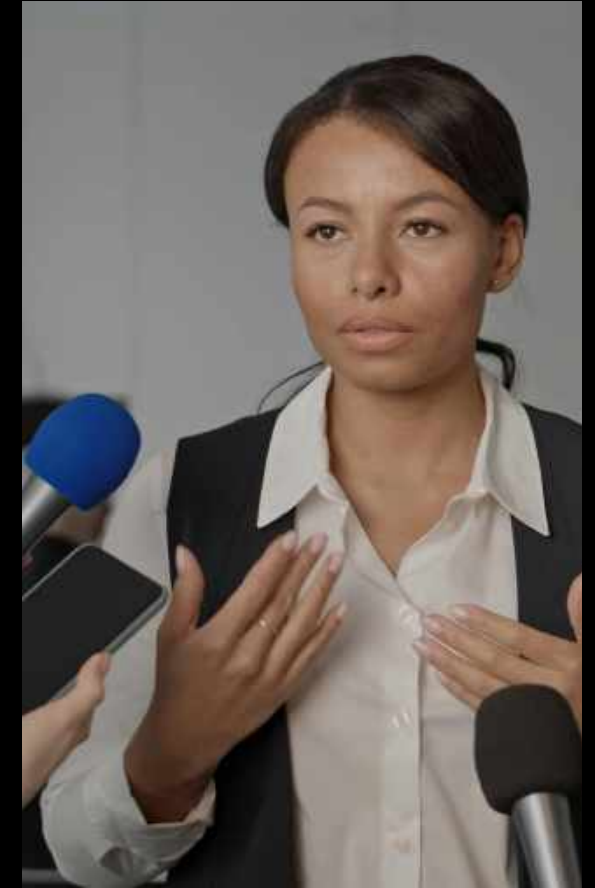
**Gathering**



**Verifying**



**Coordinating**



**Disseminating**

# 8-Step Strategic Communications Model Overview

## Strategic Communications Model Overview

Define clear objectives for emergency communication.

### Goal Setting

Determine who needs the information and how best to reach them.

### Audience Identification

Assess the situation, channels, and audience needs.

### Research & Analysis

Outline how to achieve communication goals effectively.

### Strategy Development



# 8-Step Strategic Communications Model Overview

## Tactical Execution & Feedback Loop

Utilize communication tools and actions (social media, mass notification tools, press releases).

**Tactical Execution**

Develop actionable, clear, and concise messages for public guidance.

**Messaging**

**Evaluation & Adjustment**

Measure impact and adapt strategies in real-time.

**Monitoring & Feedback**

Monitor responses, media, and adjust messaging accordingly - Track social media, news coverage, and direct feedback from the community.



# Best Practices & Challenges for PIOs

## Best Practices and Barriers PIOs May Face in the Field

### Barriers

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- **Disruption of communication system**  
Ensuring redundant communication methods.
- **Public's capacity to absorb information**  
Know your audience, adjust, emphasize & affirm.
- **Uncoordinated communication from multiple sources**  
Establish/join a Joint Information Center (JIC).
- **Approval process can be lengthy**  
Utilize pre-written templates and/or new technology to speed up the process while maintaining quality.

### Best Practices

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- **Quick deployment with a comprehensive go-kit**  
Comms devices, ICS forms, ID/credentials, Plans, Media Tools (info sheets/press kits).
- **Establish media partnerships**  
Ensure timely and accurate information sharing.
- **Continuous Adaptation**  
Based on feedback and situation evolution.
- **Consider Whole Community Needs**  
Demographics, language, communication methods - how will you reach them?



# Break-Out Session #1

# Crafting Emergency Messages

**Instructions:** Draft initial public alert, emphasizing adherence to NIMS principles.

1. Hurricane Irma, September 2017

2. Covid-19, March 2020

3. Zika Virus, July 2016

## Key Elements

- Clear and concise language
- Actionable instructions for the public
- Verification of information accuracy

## Prompt Building Blocks

- Task
- Context
- Examples
- Persona
- Format
- Tone



**Break**



# Break-Out Session #2

# Scenario-Based Messaging with ChatGPT

**Instructions:** Create coordinated messages for a suspected Ebola case at your facility OR tailored to your role/organization.

## 1. Draft Initial Alert

Communicate the initial situation.

## 2. Internal Communication

Send clear patient intake protocol instructions and safety guidelines.

## 3. Launch SMS Advisories

Draft Mass notification alert for staff.

## Key Elements

- Clear and concise language
- Actionable instructions for the public
- Verification of information accuracy

## Prompt Building Blocks

- Task
- Context
- Examples
- Persona
- Format
- Tone

# Social Media Strategies

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## Accuracy

Verify information with credible sources before posting.

## Timeliness

Importance of timely updates to counter misinformation.

## Empathy

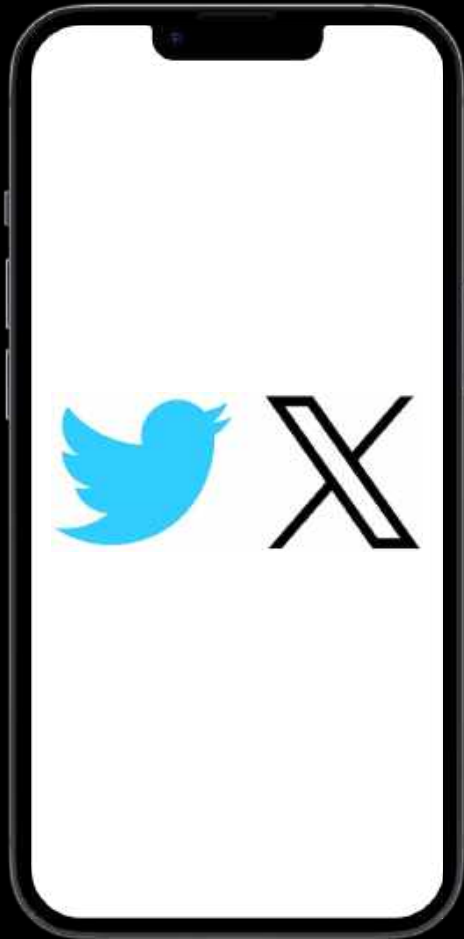
Messages should be respectful and considerate of affected individuals' feelings.

## Engagement

Encourage and manage public engagement on social media platforms effectively.

# Twitter/X Strategies

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## Accuracy

When brevity is key, ensure your sources are impeccable before posting.

## Timeliness

Immediate updates can inform the public in real-time.

## Empathy

A simple expression of concern can resonate deeply

## Engagement

Engage by responding to questions and retweeting relevant information from official sources



**Daytona Beach Police**

@DaytonaBchPD



Staff and patients have been removed from the area, our shooter is contained.



**Daytona Beach Police** @DaytonaBchPD · Jan 21, 2023

DBPD are on scene at Advent Health Hospital Daytona investigating a person shot. This person is NOT a threat to other patients and we are asking that you remain out of the area while we investigate.

12:21 PM · Jan 21, 2023 · 54.7K Views

24 Reposts 3 Quotes 75 Likes



# Instagram Strategies

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## Accuracy

Use images or infographics from reputable sources to convey your message.

## Timeliness

Stories can be a quick way to share updates or changes.

## Empathy

Visuals with narratives or stories about aid, response, recovery and support can provide comfort.

## Engagement

Share stories of community resilience and encourage followers to share their stories



flsenrickscott  • [Follow](#)



flsenrickscott  The #SurfsideBuildingCollapse is an unbelievably terrible tragedy. So many have lost everything and are still searching for family members and answers. Today, I met with first responders, families and Jewish community leaders in Surfside. Ann and I continue to pray for these families, the entire Surfside community, and all of our brave first responders working search and rescue.



614 likes

June 25, 2021



# Facebook Strategies

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## Accuracy

Use its long-post format to detail sources and enhance credibility.

## Timeliness

Mark posts as 'Important' or 'Breaking' to catch attention

## Empathy

In-depth posts that acknowledge emotions and impact, leveraging groups and live sessions for interactive, supportive dialogue.

## Engagement

Encourage comments for community support and provide timely response.



Hawaii Emergency Management Agency · Follow

September 7, 2017 · Honolulu, HI · 🌐

### TESTING OF NEW SIRENS ON MAUI – SEPTEMBER 7-8, 2017

MAUI — The Hawaii Emergency Management Agency (Hawaii-EMA), together with the Maui County Emergency Management Agency will conduct siren testings at the following locations and times.

Thursday, September 7, 2017 (9:00 a.m. to 4:00 p.m.)

- Along Honoapiʻilani Highway, Lahaina. In the areas of Kahana and Lahaina Waste Water Treatment Plant

Friday, September 8, 2017 (9:00 a.m. to 4:00 p.m.)

- Big Beach, Makena
- Kihei Community Center, Kihei

These sirens were installed as part of the Statewide Siren Modernization Project. Residents nearby may hear the siren sound six to eight times for 30-second to one-minute intervals during the identified timeframe. Testing will include short blasts known as “burps.” During the tests, emergency management officials and technicians will check that installation work on these sirens has been completed properly.

Questions regarding this test should be directed to the Maui County Emergency Management Agency at (808) 270-7285.

# # #

Media Contact:

Arlina Agbayani

Public Relations Officer

808.620.5423

HawaiiEma@hawaii.gov





# Break-Out Session #3

# Social Media Messaging

**Instructions:** Create post for Twitter/X, Instagram, and Facebook.

**Twitter - Draft a brief alert on the evolving situation, emphasizing immediate actions or advisories.**

**Instagram - Envision a visual post or story that could convey the urgency of the situation or provide critical information, accompanied by a caption that informs and reassures.**

**Facebook - Create a more detailed post that includes what happened, what is being done, and how individuals can stay safe or assist.**

## Key Elements

- Clear and concise language.
- Actionable instructions for the public
- Verification of information accuracy.

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## Prompt Building Blocks

- Task
- Context
- Examples
- Persona
- Format
- Tone



# Contact Us

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**Luis Munoz**



Email: [Luis@UnifiedAi.biz](mailto:Luis@UnifiedAi.biz)  
Website: [www.UnifiedAi.biz](http://www.UnifiedAi.biz)



**Tamara Turk**



[Tamara.Turk@smrt7.onmicrosoft.com](mailto:Tamara.Turk@smrt7.onmicrosoft.com)