

MRC Oversight Committee

Communications Planning


April 27, 2023



CONTRA COSTA
HEALTH



Why is notification important?

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- ✔ Hazmat Team is dispatched
 - ✔ See and sample in real time
 - ✔ Activates Community Warning System
 - ✔ Incident level varified
 - ✔ Activate Branch Operations Center



CWS Tier System



- ✔ Level 1: Notification only
- ✔ Level 2: Public health advisory
- ✔ Level 3: Public protection actions required



What happened here?




- ✓ 11/26: CCH saw post on social media, Hazmat dispatched a team, contacted MRC
- ✓ 11/26: First social media post
- ✓ 11/28: Incident command meeting
- ✓ 11/29: 72-hour report from MRC
- ✓ 11/30: Community notification regarding spent catalyst
- ✓ 12/14: CCH recommends independent investigation
- ✓ 12/19: Initial community meeting

Acute vs. Long Term

- ✓ Acute risk is when the dust is in the air
- ✓ Guidance: use of gloves and masks, directions on how to remove it from surfaces
- ✓ Lack of notification meant no communications when risk was acute
- ✓ CCH learned the magnitude of the incident over time
- ✓ Designated Level 2 on Dec. 14



Acute vs. Long Term

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- ✓ Long term guidance will evolve
 - ✓ Garden produce is an example
 - ✓ Acute: wash it well
 - ✓ Long Term: avoid eating until sampling results are available
 - ✓ Abundance of caution




Moving forward: topics



- ✔ Soil Testing
- ✔ Investigation progress/results
- ✔ Updates to Community Warning System protocols
- ✔ What else?



Moving forward: tactics

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- ✓ Press releases
 - ✓ Social media
 - ✓ Committee meetings
 - ✓ Mailings
 - ✓ “Newsletter”
 - ✓ What else?

Questions?



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