



National  
Operational  
Guidance

## Control measure

**Warn, inform and advise people**



**NFCC**  
National Fire  
Chiefs Council

Developed and maintained by the NFCC

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### TRAINING SPECIFICATION

#### Knowledge and understanding

#### Practical application



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**Control measure element**

**Learning outcome**

Use the most effective methods for communicating with people who are either directly or indirectly involved in the incident

Demonstrate the ability to:

- Use effective methods to warn, inform and advise people
- Provide information that is:
  - Specific and clear
  - Timely and accurate
  - Credible and verifiable
  - Appropriate to the nature and extent of the danger

Consider the use of media, social media and other methods to communicate with people

Demonstrate the ability to:

- Choose appropriate methods to communicate with people

Establish a media liaison point and brief a nominated media liaison officer

Demonstrate the ability to:

- Establish a media liaison point
- Brief the nominated media liaison officer