



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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### Control measure knowledge

Under the Civil Contingencies Act, Category 1 responders are required to put arrangements in place to make information available to the public about civil protection matters and to maintain arrangements to warn, inform and advise the public in the event of an emergency.

In some situations, information provided to the public may have to be restricted, especially if its release could cause panic and potentially result in further harm to people.

Information communicated to, or withheld from, people can influence their behaviour. Communicating with people, particularly those in groups or crowds, is essential to maintain order and manage behaviour.

In emergencies, the key communications objective will be to deliver accurate, clear and timely warnings, information and advice to people, so they feel confident, safe and well-informed.

Warnings, information and advice should:

- Be specific and clear
- Be timely and accurate
- Come from a credible source and be verifiable
- Convey the nature and extent of the danger

Warnings, information and advice can be delivered in many ways including:

- Face-to-face
- Visiting premises – residential and commercial

- Media and social media announcements
- Public announcements in areas such as public buildings, shopping centres, sports venues and transport networks

## Strategic actions

Fire and rescue services should:

- Develop guidance and support arrangements to effectively communicate with people during emergency incidents
- Develop arrangements with partner agencies for the delivery of warnings, information and advice during emergency
- Develop guidance and support arrangements for the effective use of media services

## Tactical actions

Incident commanders should:

- Use the most effective methods for communicating with people who are either directly or indirectly involved in the incident
- Consider the use of media, social media and other methods to communicate with people
- Establish a media liaison point and brief a nominated media liaison officer