ONLINE RESOURCES

**NOTE:** All hyperlinks were active at time of Playbook production on July 24, 2021. Changes made or actions taken by the website host may make these hyperlinks inactive in the future.

**Declaring a Public Health Emergency (PHE)**

The Secretary of the Department of Health and Human Services (HHS) may declare a public health emergency (PHE) after consultation with necessary public health officials. Learn more about how a PHE declaration is made and what actions the Secretary can take in response to the PHE, including establishing emergency management and the Incident Command System, using the links below:

https://www.phe.gov/Preparedness/legal/Pages/phedeclaration.aspx
https://www.phe.gov/Preparedness/planning/mscc/handbook/chapter1/Pages/emergencymanagement.aspx

**Incident Command System (ICS)**

ICS is the combination of procedures, personnel, facilities, equipment, and communication operating within a common organizational structure, designed to aid in the management of on-scene resources during incidents such as public health emergencies. The U.S. Federal Emergency Management Agency’s (FEMA) resource center provides in-depth information and training programs, available at the link below:

https://training.fema.gov/emiweb/is/icsresource/trainingmaterials/

**Food and Drug Administration Real-World Data and Real-World Evidence**

The U.S. Food and Drug Administration (FDA), a division of the Department of Health and Human Services, uses real-world data and real-world evidence to develop guidelines and support decision making in healthcare. Discover how these data are incorporated into the FDA’s responsive process below:

https://www.fda.gov/science-research/science-and-research-special-topics/real-world-evidence

**FDA Expanded Access Program (EAP)**

An individual with an immediately life-threatening condition or serious disease can gain access to an investigational medical product (drug, biologic, or device) for treatment outside of clinical trials when no alternative therapies are available. Learn more about the FDA’s Expanded Access Program (EAP), the different types of EAPs, informed consent, and EAP monitoring using the links below:

https://www.fda.gov/news-events/expanded-access/expanded-access-information-physicians

**Food and Drug Administration Serious Adverse Events (SAE)**

A Serious Adverse Event (SAE) is any undesirable experience associated with the use of a medical product. These can include death, disability, birth defects and more. Read more about what constitutes a SAE, how to report an SAE, and how the FDA identifies unknown risks below:

https://www.fda.gov/safety/reporting-serious-problems-fda/what-serious-adverse-event
FDA Emergency Use Authorization (EUA)
The FDA may authorize unapproved drugs and other medical products for use during a public health emergency. To understand the scope of a EUA, use the FDA’s resource below:

Effective Communication – Centers for Disease Control and Prevention Resources
Developing effective communication campaigns during an emergency is a critical part of disseminating information and guiding recommended behavior. Before the development of these campaigns, it is important to understand your audience. Use this resource from the U.S. Centers for Disease Control and Prevention (CDC), a division of the Department of Health and Human Services (HHS), to learn more about how to gather information about your audience of focus:
https://www.cdc.gov/ccindex/tool/develop.html

After taking the steps to understand your audience, utilize the CDC’s Clear Communication Index to enhance the clarity and aid understanding of your message:
https://www.cdc.gov/ccindex/index.html

Using Visuals to Communicate – CDC Resources
Visual communication such as pictures and infographics can benefit all audiences, especially people with lower literacy and numeracy skills. This can make complex health information and/or recommended behaviors easier to comprehend. The CDC has a public health image library and other resources to help guide visual communication development:
https://www.cdc.gov/healthliteracy/developmaterials/visual-communication.html

Rehabilitation Act – Accessibility and Compliance Resources
Under Section 508 of the Rehabilitation Act, the federal government is required to provide the same (or comparable) access to, and use of, information and communication technology (ICT) to all individuals. Learn more about ICT accessibility, including HHS compliance guidance with, at the links below:
https://www.hhs.gov/web/section-508/index.html
https://www.section508.gov/

Social Listening and Sentiment Analysis Tools
Social listening is the process of tracking mentions of words, phrases, or complex queries across social media and the web, followed by an analysis of the data to determine public sentiment. External software and programs can help systematize this social listening and analysis. The Health Information Persuasion Exploration (HIPE)TM provides a holistic approach to understanding individual and population influences as well as environmental influences on health behavior. Explore some social listening resources below:
HIPE™ Framework, MITRE Corporation: https://covidhealthcomm.org/audience-analysis-overview/
Social Integrity Platform, MITRE Corporation: https://socialintegrity.mitre.org/
Talkwalker: https://www.talkwalker.com/
Indiana University’s Bot Detector: https://botometer.osome.iu.edu/
Human Research Ethics – HHS Office for Human Resource Protections

Any research activity that involves human subjects is governed by strict guidelines to ensure the rights, wellbeing, and welfare of the individuals. The Office for Human Resource Protections, within HHS, provides clear direction on ethics in human research:

https://www.hhs.gov/ohrp/

Logic Model Tip Sheets – HHS

Several agencies within HHS have developed tip sheets and examples to help develop logic models for planning and program implementation. The Office of the Assistant Secretary for Planning and Evaluation (ASPE) has resources, including How to Include Social Capital in a Human Services Logic Model. The Administration for Children and Families (ACF) developed a Logic Model Tip Sheet that also includes additional resources and references:


Freedom of Information Act (FOIA)

Since 1967, the Freedom of Information Act (FOIA) has provided the public the right to request access to records from any federal agency. It is often described as the law that keeps citizens in the know about their government. Federal agencies are required to disclose any information requested under the FOIA unless it falls under one of nine exemptions which protect interests such as personal privacy, national security, and law enforcement. A FOIA request can be made for any agency record. Citizens can also specify the format in which they wish to receive the records (for example, printed or electronic form). The FOIA does not require agencies to create new records or to conduct research, analyze data, or answer questions when responding to requests:

https://www.foia.gov/about.html

Paperwork Reduction Act (PRA)

The Paperwork Reduction Act “governs how federal agencies collect information from the American Public.” The PRA seeks to ensure that data collected from the public is accurate and appropriate for intended use, is kept private, and that the data collection process is not overly burdensome. More information on data collection activities that require PRA clearance, and on the PRA clearance process:

https://pra.digital.gov/

OPEN Government Data Act

The Open, Public, Electronic and Necessary (OPEN) Government Data Act provides a mandate for federal agencies to publish their information as open data in standardized and non-proprietary formats. The U.S. Government’s open data can be found at the following source:

https://www.data.gov/