

Government Agencies, Counties, and Cities use GovDelivery Email and Digital Subscription Management for Weather, Health, & Emergency-Related Communications

When important events happen, whether it's road closures; weather alerts; or public health updates, residents expect the most up-to-date information to be available immediately.

GovDelivery's email and digital subscription management system allows federal and state agencies, as well as county and city governments, to communicate time-sensitive information to citizens quickly, efficiently and in a cost-effective manner. Organizations using GovDelivery provide citizens with better service and access to relevant information by proactively delivering information through email, wireless alerts and RSS.

Weather alerts, road closures and disaster updates



FEMA

Since September 2007, the **Federal Emergency Management Agency (FEMA)** has been offering email updates to reach thousands of people when urgent situations arise. To reach citizens in a specific region or location, FEMA utilizes GovDelivery's filter or query feature, allowing the agency to collect not only a subscriber's email address, but their zip code as well. With Hurricane Gustav set to make landfall in early September 2008, FEMA utilized its email subscription service to inform

10,000 subscribers in six Gulf Coast states of hurricane-related updates. In the wake of the hurricane, the agency requested that subscribers forward the information to family and friends in the region.

"This enables us to send bulletins to subscribers in a disaster area declared by the president, by county, state, or territory. Many of our subscribers sign up for notifications such as an emergency and major disaster declarations and news releases."

-Eugene Luke, Emergency Management Specialist



The **Indiana Office of Disaster Recovery (ODR)** was established by the Governor's Office to lead recovery efforts following the series of storms that struck in late May and early June 2008. ODR focuses on assisting individuals, communities and local governments in the recovery action. GovDelivery® Email and Digital Subscription Management met the department's need to communicate emergency alerts, flood warnings, and information regarding public assistance and reconstruction.



Emergency and Community Health Outreach (ECHO) Minnesota is a coalition of public health, safety and other government agencies, ethnic advisory organizations, private and non-profit organizations. The site provides health and safety alerts to people with limited English-proficiency and GovDelivery ensures that the most up-to-date information is delivered directly to subscribers.



Somerset County, NJ utilizes GovDelivery email and wireless alerts for flood-related county road and bridge closings and other weather-related announcements such as flood watches and warnings. Emergency alerts became the most popular subscription item when Somerset County experienced flash flooding in August 2008 and needed to alert residents of National Weather Service alerts, road closings and other emergency information.

"During emergencies, we send road and bridge closing/reopening bulletins to a combined list of subscribers from [Emergency Info and Road Closings] subscribers." -Linda VanZandt, Public Information Director, Somerset County



San Bernardino County – During the October 2007 California wildfires more than 14,000 acres of land and more than 350 structures were destroyed in San Bernardino County alone. San Bernardino County published press releases informing residents of the declared local emergency, warning them of the smoke and its potential dangers, and drawing their attention to relief efforts for the fire victims. During the month of October the number of email subscribers experienced a 30 percent increase and the County sent out nearly 20,000 emails through GovDelivery.



The **City of St. Paul, Minnesota**, looked to GovDelivery to provide a reliable way to inform residents when a snow emergency is declared and special parking restrictions go into effect. With an average annual snowfall of nearly 50 inches, snow emergencies are a regular occurrence in St. Paul; the City sent more than 54,000 snow emergency notifications during the 2007-2008 winter season. Offering email and wireless alerts for snow emergencies keeps residents informed and prevents them from incurring the cost and stress of having their cars towed.

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Public Health Updates



The United States **Centers for Disease Control and Prevention (CDC)** launched comprehensive email alerts to improve service to citizens and to further its mission “to promote health and quality of life by preventing and controlling disease, injury, and disability.” CDC uses GovDelivery® Email and Digital Subscription Management to communicate time-sensitive health information quickly and efficiently to America’s citizens. The CDC uses GovDelivery for updates related to seasonal influenza, traveler’s health outbreaks, and environmental health.

“This communications tool allows us to easily, quickly and automatically deliver updates of user-selected health information to the public. This real-time information sharing is critical to keeping the public informed, safe and healthy.”

-Janice Nall, Director of the Division of eHealth Marketing



The **Colorado Department of Public Health – Emergency Preparedness and Response Division (CDPHE)** is the lead state agency responsible for coordinating health, medical and mortuary resources in response to a major disaster or emergency in Colorado. CDPHE offers email alerts on chemical terrorism, natural disasters and severe weather, pandemic influenza and more.



The **Minnesota Department of Health (MDH)** is one of the top state health departments in the country. To further their mission to protect, maintain, and improve the health of all Minnesotans, MDH looked to email to keep citizens informed about critical health information. MDH uses GovDelivery to deliver West Nile Virus, E. Coli outbreak and pandemic flu communications to Minnesota residents.

“We are able to communicate with more citizens, more consistently than ever before. When we are dealing with something as serious as influenza, it is critical that we get information out in a timely manner so citizens can protect themselves—and the email alerts help us accomplish this.” -Richard Fong, Communications Director, MDH



The **Nebraska Department of Health and Human Services (DHHS)** mission is “helping people live better lives.” GovDelivery® Email and Digital Subscription Management advances the department’s mission by allowing Nebraska residents to stay informed on issues that affect their quality of life by signing up for automatic email updates on the topics that matter most to them.

“This communication tool allows us to easily, automatically and immediately deliver updates of user-selected health information to the public. The increase in subscriber numbers and topics per subscriber shows that residents find the service valuable.”

-Christine Peterson, Chief Executive Officer, Nebraska DHHS



The **Texas Health and Human Services Commission (HHSC)** is fully committed to the principles of open government and strives to provide open and honest communication. The commission was looking to leverage the breadth of information published to its website by communicating relevant information directly to citizens. GovDelivery® Email and Digital Subscription Management advances the department’s mission by allowing Texas residents to stay informed on issues that affect their health, and that of their family, by signing up for automatic email updates on over 150 topics that matter most to them.



Seattle & King County Public Health is responsible for helping people and area communities to stay healthy. The public health department uses GovDelivery to send out email alerts and RSS feed updates on Board of Health meeting agendas and resolutions, flu season activity in King County, Child Care Health monthly newsletters, product recalls, and more.



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