

# Southwest Central (SWC) Everbridge Mass Notification



**Public Health**  
Prevent. Promote. Protect.

Now, more than ever, it is important for organizations to reach a number of contacts quickly, and accurately. The North Dakota Department of Health provides a mass notification platform free of charge for Local Public Health Units (LPHU), hospitals and Long Term Care (LTC) facilities. However, your organization will be responsible for updating these contact lists.

## Your Contact List

- Under normal conditions, depending on how many times each year the contact list is tested will determine how often you will need to update list. Your list will be tested no fewer than four times annually.
- You may have as many lists as you like. Examples of lists include, but are not limited to: all staff, administration, residents, next of kin, response teams, ICS teams, nursing teams, etc.
- **Highlighted** columns in the facility template must contain entered data from your organization.
- 'Record Type' defines what kind of organization is represented. Long Term Care facilities will use 'LTC', while Public Health Units will use 'LPU'.
- In the Group Name column, you will use SWC (Southwest Central) as the region descriptor. LTC or NOK will be used as well. An example of a group name: LTC-SWC-Facility Name Staff.
- Instead of listing a separate address for each individual, use the organization's address.
- Each person on the contact list does need a unique phone number. You cannot have multiple people reachable through one main organization number.
- This system is predicated on every person having a unique email. If your staff do not have email, you may use a placeholder: [firstname.lastname.organizationname@mailinator.com](mailto:firstname.lastname.organizationname@mailinator.com). *There is a 50-character limit for this field, and you will likely need to use an abbreviation for your organization name.*

## Testing Your Contact List

- SWC EPR staff will test your contact lists quarterly, or more frequently, depending on your wishes. Best practices dictate each organization will know the week a contact list be tested, but not the specific day or time. We will test the contact list between the hours of 8 a.m. and 5 p.m. unless given direction to test the list outside that window.
- The test alert may include any text the organization wishes. If the organization does not request a specific message sent, a default message will be sent: **This message is a test. This is a North Dakota Health Alert Network TEST Message. Had this been a real emergency, information would have been shared about an incident and/or how to proceed. This message is a test.**
- Everbridge allows a visual component (for example, a .jpg file) or an audio component to accompany the message sent. If you would like this to be part of your list test, please email those files with your updated lists.
- Test analytics are generated following the test of the list and will be sent to your organization's contact.

### Non-Emergency Messaging

- If you need a message sent to a contact list during traditional working hours (Monday through Friday, 8 a.m. to 5 p.m.) please contact your SWC EPR representative and he or she will push that message out as soon as is possible. Please note that you will receive some sort of confirmation from your SWC EPR representative before the message is sent to your contact list. Preferably, this will be a phone call. Messages can be scheduled to go live at a later time.
- If you do not receive a response from your SWC EPR representative in an acceptable timeframe, you may contact State Radio at **(701) 328-9921** and ask for the **Department of Health Case Manager**. This individual is also capable of pushing messaging to your contact group(s).
- Along with the message you want to send, please provide a Title/Subject for your message, the name of the list you want contacted, your organization's phone number, any audio or graphic files you want shared, and when you'd like the message to go live.

### Emergency Messaging

- If you need a message sent to a contact list outside traditional working hours (Weekdays after 5 p.m. but before 8 a.m., and weekends) you must contact State Radio at **(701) 328-9921** and ask for the **Department of Health Case Manager**. Let this individual know you would like to have a HAN alert sent to your contact list.
- You may want to prepare a handful of scripts that could be used in the event of an emergency. A sample script may read: **This is a North Dakota Health Alert Network Message. Due to a train derailment that has released unknown toxins into the atmosphere, [our facility] is sheltering in place. Take refuge in a small, interior room with no or few windows. Use duct tape and plastic sheeting to seal all cracks around the door and any vents in the room.**
- Along with the message you want to send, please provide a Title/Subject for your message, the name of the list you want contacted, your organization's phone number, any audio or graphic files you want shared, and when you'd like the message to go live.
- You will not need to contact EPR in the event of an emergency. We are attached to your contact list as administrators and will receive the alert at the same time as your staff and/or clients.

## Bismarck-Burleigh Public Health

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