



## Partner Communications & Alerting

### Broadcast Communications (DPH CITYWATCH Alerting System)

#### What is Broadcast Communications?

Broadcast Communications is the ability to create, target and send a message to a large number of recipients in a short amount of time using a variety of modes – phone, fax, text, and email. Broadcast Communications gives public health in Wisconsin, at the state and local level, the ability to quickly communicate urgent information with their partners.

#### What product provides public health with broadcast communications capability?

The Division of Public Health (DPH), working with an Expert Panel on Broadcast Communications, recently selected the CityWatch Alerting System from Avtex Solutions as a replacement for the aging CommandCaller system. The DPH CityWatch Alerting System, which will be rolled out summer 2009, is a secure, modern, web-based emergency notification system. The DPH CityWatch Alerting System sends health alerts, health advisories and health updates on a 24/7/365 basis via phone, cell, text messaging, fax, pager, and email. The DPH CityWatch Alerting System will include statewide contact lists, agency contact lists and other contacts that are accessed through specific permission rights.

#### Why do we need it?

The Wisconsin Public Health community needs a modern, flexible emergency notification system to meet its Public Health Emergency Preparedness (PHEP) responsibilities and to meet the Center for Disease Control and Prevention Public Health Information Network (PHIN) requirements for Partner Communications and Alerting.

#### Who will use DPH CityWatch Alerting System?

Initially, the system will only be used by public health (local, tribe, consortia, and state), State Lab of Hygiene and hospitals. The DPH CityWatch Alerting System may be used at a later date for Continuity of Operations by the Department of Health Services. Other public health partners (e.g. emergency management, fire, EMS, and police) will not have access to the DPH system – they will be message recipients only.

## How will the DPH CityWatch Alerting System be used?

The DPH CityWatch Alerting System is intended to be used statewide and at the local level to disseminate time-sensitive and/or emergency response information (actual or exercise) to public health agencies and public health partners. It is only intended to be used for communications classified as health alerts, health advisories, health updates, and testing.

## How can I learn more?

Contact the Division of Public Health Partner Communications and Alerting staff at:

[DHSPHalert@wisconsin.gov](mailto:DHSPHalert@wisconsin.gov)

or go to

<http://dhs.wisconsin.gov/wipin>

