



Arkansas Ambulance Alliance
Deployment of Resources in Response to COVID-19 Pandemic: External
Communications Guidelines for Deployed Network Providers

We plan to respond to media inquiries as we are legally and contractually allowed, and as capacity permits. To ensure compliance with guidelines and consistency in our messaging and approach, ALL MEDIA INQUIRIES (local, national and from all network providers) MUST BE DIRECTED TO admin@ambulancealliance.org prior to any media interviews or statements. We will provide feedback on all requests within 24 hours or less.

Single source of information for Arkansas Ambulance Alliance efforts related to COVID-19:
www.ambulancealliance.org

Network Provider press release template: We are working on a release template for network providers and will share that once approved. No agency should send releases or provide media alerts or notifications or quotes without authorization from GMR PIO.

DOs and DON'Ts

- DON'T refer to this as a State Government deployment. DO refer to this as an ArAA deployment at the request of the State of Arkansas.
- DON'T show ArAA logo or vehicle placards in photos, including social media posts on closed/private group pages.
- DON'T provide operational details such as number of units/people, people, check-in sites, FOB locations, schedules or mission assignments.
- DO email any photos taken to admin@ambulancealliance.org, along with a short description, prior to sharing with anybody – including in closed/private group pages. You will receive a response within 24 hours or less. These photos may be shared with State agencies.
- DO follow HIPAA and patient privacy guidelines. These are still applicable during disaster declarations. Do not share, discuss, take photos of, or post anything that would violate these laws or our patients' trust.
- DO share ideas and great examples you've seen of teamwork or extraordinary effort with us at admin@ambulancealliance.org
- DO be flexible and open to change. This is a quickly evolving situation, and our plan and/or talking points may change.

Please note that failure to follow these guidelines could result in deployed resources being removed from the current contract and possible restriction on future deployments.