

R-JIS Quarterly Meeting

MAY 2026



[Website](#) | [Roster](#) | [Recommended Trainings](#) | [R-JIS Framework](#)

Use the tabs on the left to navigate this document and see past agendas, future meeting ideas, and our annual calendar.

Meeting Info

Date, Time, Location:	May 21, 2026 from 10:30-12:00pm
Facilitator's Name:	Jaymee Cuti
Notetaker's Name:	Sarah Dean

Watch a Recording of this Meeting: [Recap: R-JIS Quarterly Meeting Thursday, May 21 | Meeting | Microsoft Teams](#)

Agenda & Meeting Notes

RDPO Update

- **R-JIS Framework** (Laura Hall - 5 min)
 - Debrief on April 29 Tabletop Exercise.
 - View the [final report](#).
 - Plans for another TTX later this year.
 - [DRAFT R-JIS Framework](#) will be finalized in June 2026.
 - [R-JIS Framework Slide Deck](#) provides a high-level summary.
 - Which agencies/organizations are missing from the R-JIS [roster](#)?
- **RDPO Resources** (Laura Hall - 5 min)
 - Translations & images: www.PublicAlerts.org/messaging-tools
 - [Form](#) to request new translated messages.
 - [Wildfire Prep Handout for the RDPO Policy Committee](#) provides recommendations and resources for elected representatives. Includes training on elected's role in emergencies, RDPO/Metro [social vulnerability mapping](#) project, info about issues with long term care facility emergency planning, etc.

Extreme Heat

- **DEQ Climate Outlook from mid-May mtg.** (Jaymee Cuti - 5 min)
 - **Jun-Jul-Aug 2026 Climate Outlook**
 - Expecting somewhat to significantly above average temperatures
 - Expecting normal to somewhat below average precipitation

- Drought development likely
- **May-Jun-Jul-Aug 2026 Fire Potential Outlook**
 - Warmer and drier conditions trend us towards a 2015 or 2018 style fire season
 - Dead fuels are already in a June Dryness State as of early May
 - SW WA and NW OR to enter above normal fire risk starting this June
 - El Niño conditions begin end of July
 - Monsoon and lightning will be "wildcards"
- **May Outlook**
 - Winter snowpack was well below avg
 - Near the lowest for April dating back to 1981
 - Snowpack correlated with season fire timing but not intensity
 - Current snowpack leans towards a 3-5 week earlier start to wildfire season
- **Smoke Impacts**
 - OHA has developed an [Air Quality and Health Outcomes Dashboard](#)
- OHA is available for wildfire coordination/SME calls for events greater than 24 hrs (no weekends)
- DEQ not available on the weekend for advisories, local public health will support them
- **Social Science** (Dr. Afrooz Mosallaei [AF-rooz Moh-sal-ah-ee] - 10 min)
 - Research associate at the Center for News, Technology, and Innovation (CNTI), a research affiliate at Yale Program on Climate Change Communication
 - Research: [Positive Images of Heat Waves Reduce the Effects of Messages About Extreme Heat among U.S. Adults](#)
 - Must align our visuals with our messages. The feeling of the image must match the severity of the message.
 - Social media posts that have a positive image connected about the warnings of a heat wave have been found to not cause behavioral change. Instead we should be using neutral (everyday/labor/hydration) or negative imagery associated with matching text to cause real change.
 - Don't want to scare the audience, which is why they found the neutral images often worked better than the negative images
 - Among people who have not recently experienced a heat wave, visual choices

Wildfire & Smoke

- **Clackamas County Community Outreach** (Emily Murkland - 10 min)
 - Lessons from wildfire messaging/outreach in the Mt Hood Corridor.
 - [Be Clack Go prepared campaign](#) (social media, printed materials and paid media campaign)

- Mt. Hood corridor has unique evacuation needs (frequent exposures with evacuations, limited in/out roadways, power shut offs)
- [Mt. Hood Corridor Wildfire Partnership](#)
- Conducted focus groups in English and Spanish, conducted survey in English, Spanish, Ukrainian and Russian (didn't get a lot of engagement with people who speak Ukrainian or Russian)
 - Found out through community engagement there was a new need to create printed, more granular evacuation maps for residents and tourists
 - Power shutoffs might prevent messages from reaching folks, tourists might not be signed up for public alerts
- **Public Safety Power Shutoff (PSPS)** (John Farmer - 10 min)
 - Updates from PGE
 - Updated map from PGE for areas that are at a greater risk for a PSPS
 - PSPS are proactive, when it's really hot, windy, dry, and low humidity out.
 - Communication tool kit, which is attached to our meeting notes email.
 - Let PGE know if sharing the tool kit in newsletters, etc to help spread the word
 - Not an emergency, an inconvenience that prevents disasters
- **Media & Wildfire**
 - [How to prepare your home ahead of a potentially severe fire season](#) (KATU)
- **Multnomah County Public Health** (Environmental Health Researcher Abe Moland and Environmental Health Communication Coordinator Scott Moshier - 10 min)
 - Discuss conflicting protective actions for smoke (close windows) and heat (open windows).
 - It's Heat Week! Today is focused on being safe during outdoor events
 - Just over half of all heat-related emergency department visits happened during three specific heat events, which overlapped with community events
 - New for us this year is focusing on extreme heat and wildfire smoke and how to talk to folks about that combination. Overheating is still more deadly, but cool, clean air is the best way to protect yourself
 - Key heat + smoke messaging: Get cool first, stay indoors, people with medical conditions should talk to their doctors
 - There are so many different scenarios, so we can't offer blanket guidance
 - Designing specific messages for WIC to focus on children and pregnant people and for organizers of outdoor events
 - [Tips](#) for summer event organizers
 - CDC resources for tabling - coloring sheets for kids
 - [Ready Wrigley tabling materials](#) for kids, multiple disasters available in multiple languages

Situational Awareness

FIFA World Cup

- **Portland/Vancouver** (Jaymee Cuti)
 - Lots of visitors and traffic along the West Coast this summer!
 - Portland will host a "[Base Camp](#)" for Team Jordan. Staying at the Nines Hotel downtown. Practicing at the University of Portland. Possible dignitary visit.
 - Vancouver will host a "[Fan Zone](#)" at Big Al's.
- **Deepfakes and Synthetic Media** (Laura Hall)
 - Please read this [notification from the Center for Internet Security](#) regarding the use of Deepfakes and Synthetic Media as an emerging threat to large scale public gatherings. It contains advice for crisis communications and incident response, and it is chock full of resources.
- **Translated Messages Coming Soon** (Laura Hall)
 - Topics: 9-1-1 Outage, 9-1-1 Unable to Call, Explosion, Hazardous Materials Incident, Active Shooter, Bomb Threat, Law Enforcement Activity, Mass Casualty, Transportation Incident (train, bus, plane, etc.), Earthquake, Severe Weather: Extreme Heat, Tsunami Warning, Wildfire, Wildfire Evacuation, Wildfire Smoke, Illegal Drugs: Fentanyl, Measles, Civil Disturbance, Demonstrations, Dignitary Visit, Level 3 Evacuation, Missing Person, No Drone Zone, Traffic Congestion, Transit Disruption
 - King County Tier 1 languages: Spanish, Chinese (Traditional), Vietnamese, Somali, Tagalog, Korean, Amharic, Russian, Ukrainian, Arabic
 - Seattle's visiting team languages: Arabic, Farsi, Dutch, French, Bosnian, Serbian, Croatian

Elections:

- The SoS office has asked for all hands on deck help with amplifying their messages. **Please use their [Toolkit!](#)**
 - Emphasis on "if you are mailing your ballot, send it at least a week before election day."
 - The recent Executive Order and upcoming Supreme Court case may lead to changes in messaging.
- At our September meeting, we can discuss planning for if there are issues with elections.

1-5 Closure

- 5-week closure beginning September 11.
 - [ODOT press release](#), [Project Website](#), [Project Toolkit](#), [Sign Up for Updates](#), [OPB article](#)

Round Robin Sharing

City of Gresham

- Alice Busch: looking for resources on fireworks, preventing illegal fireworks

Oregon Health Authority

- Jamie Bash: DEQ has noticed that some news outlets are using AI agents to autoissue articles around air quality, often citing an official advisory for poor air quality that does not exist.
 - Working on pulling together talking points that could be shared with local media outlets
- OHA working on a website update
- Disaster Health Communicators' Community of Practice agenda for June 25th will include a one-hour discussion-based, tabletop exercise. The scenario will focus on Hazardous Materials train derailment, in a summer hazards context.
- The goals are:
 - Disaster health communicators to gain a better understanding of the varied knowledge, skills, capacity and approaches to information coordination throughout the state.
 - Disaster health communicators will identify opportunities for shared learning, collaboration and mutual aid that strengthens health communication coordination before, during and after disasters.

- June 25 from 3pm-4pm

<https://www.zoomgov.com/j/1602527909?pwd=ihKbmoFtXIDQH1ZGcKnkHoyzfWgefN.1:or+16692545252,,1602527909#>

- We have a shared basecamp for this group, so if someone is not already on the meeting or has changed their Basecamp access during a transition they can reach out to me to be added/updated.

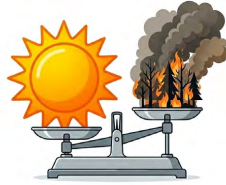
Next Meeting

- September 3 from 10:30-11:30am.

Today's Attendees

1. Abe Moland
2. Afrooz Mosallaei
3. Alice Busch
4. Roberta Altstadt
5. Andrew Hahn
6. Andrew Plambeck
7. Asheley Hagg

8. Jamie Bash
9. Bonny Cushman
10. Jaymee Cuti
11. Dameon Pesanti
12. Dannell Hooper
13. David Huey
14. Ellen Gordon
15. Frank Reed
16. Jesse Lee
17. John Farmer
18. Gari Johnson
19. Joni McAnally
20. Justin Dyke
21. Kyle Boggs
22. Laura Hall
23. Lydia Ledgerwood
24. Emily Murkland
25. Piseth Pich
26. Molly Prescott
27. David Roy
28. Sarah Dean
29. Laura Shepard
30. Scott Moshier



Summer Seasonal Hazard Messaging

R-JIS Quarterly Meeting

Health Homes and Communities

Multnomah County Environmental Health Program

May 21st, 2026

Overview

1. Heat health outcome trends in 2025 in Multnomah County
2. What messaging we are focusing on this season
3. Resources

HEAT WEEK PSA!

Outdoor Recreation & Heat Safety

1. Drink more water than you're used to - don't wait!
2. Pace yourself!
3. Spectators and staff are at risk too
4. Take breaks in cool places
5. Know the signs of heat-related illness

WEATHER

Runners sweat through hottest Hood to Coast ever as Portland hits 101

Updated: Aug. 22, 2025, 9:50 p.m. | Published: Aug. 22, 2025, 7:08 p.m.

"Water is a resource that needs to be shepherded, but it's also a human right that everybody should have access to water," he voiced. "I saw so many people running on really exposed, sunny courses not carrying water, without water on their backs, and I've just felt like that didn't seem like a realistically safe way to proceed."

- 2025 Hood to Coast Participant



Maddie Khaw | The Oregonian/OregonLive

Just over half of all ED/UC visits happened during three specific heat events (14 days total), all of which overlapped with outdoor community events.

June 7th-9th

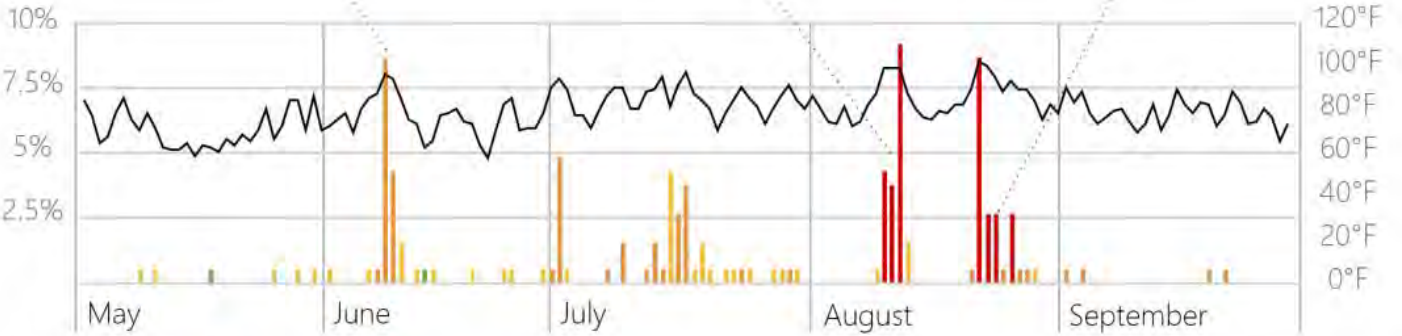
14% of seasonal visits, n=26
Rose Festival parade and CityFair

August 10th-12th

18% of seasonal visits, n=32
BITNILE.com Grand Prix of Portland,
Providence Bridge Pedal

August 21st-28th

19% of visits, n=36
Hawthorne Street Fair, Hood to Coast,
FoodieLand Festival



Daily Percent of Seasonal Visits

- Extreme Risk
- Moderate Risk
- Little to No Risk
- Major Risk
- Minor Risk

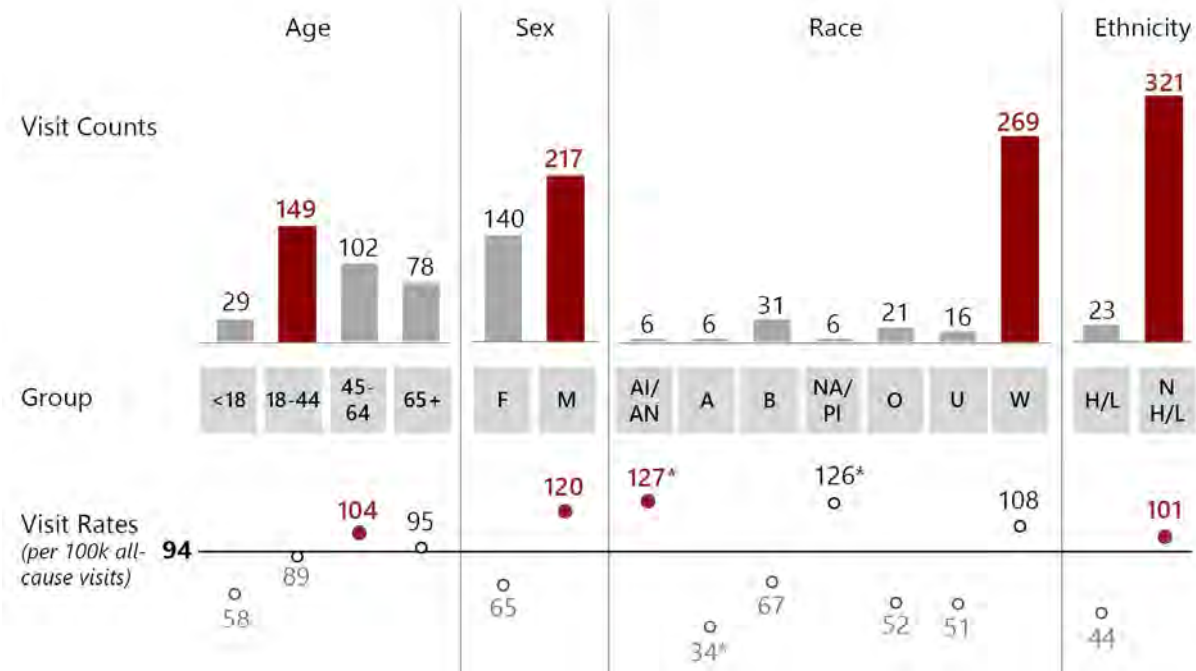
— Daily Maximum Temperature

Heat-Related Outcomes



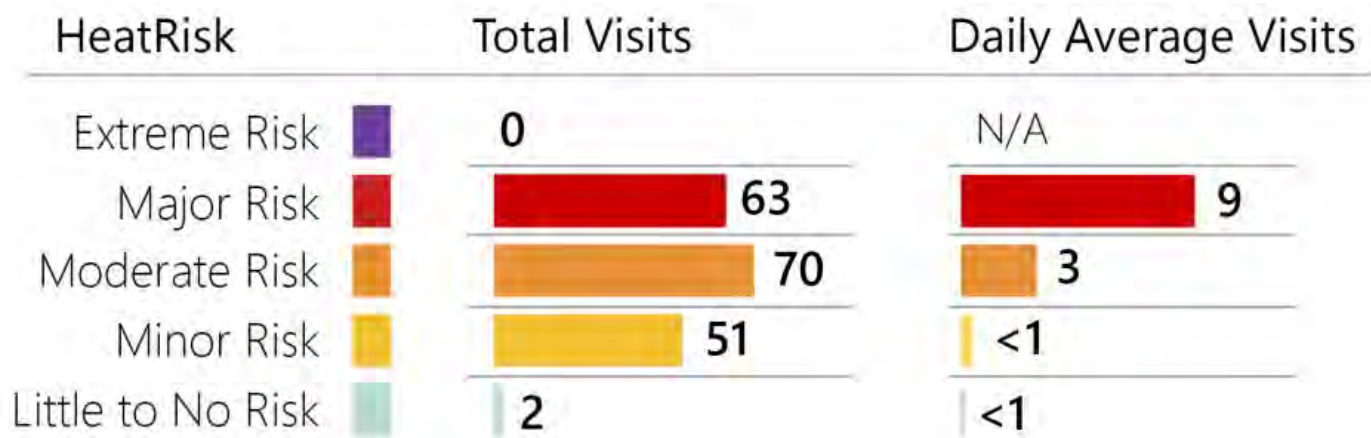
Annual counts of heat-related illness outcomes. EMS, ESSENCE, OHA HDD, Vital Records.

Over the past two summers, residents who are White, ages 18-44 or male had the highest ED/UC visit counts, while American Indian or Alaska Native and Native Hawaiian or other Pacific Islanders had the highest visit rates.

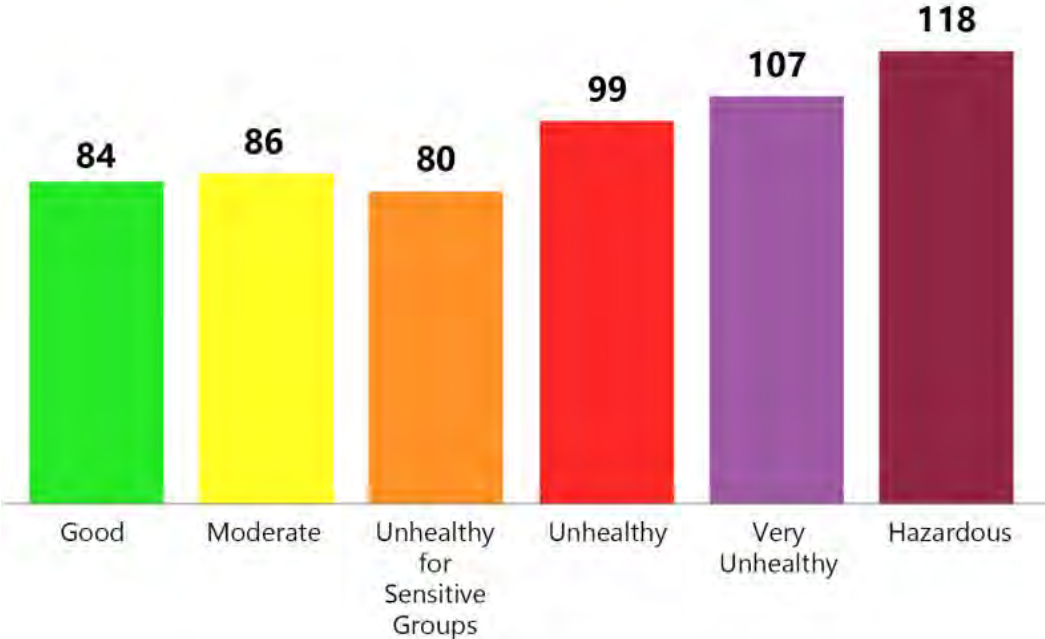


HRI visit counts and rates per 100k all-cause visits by sub group, 2024-2025 May - Sept, ESSENCE
 *Rate based on small number of visits, warranting further exploration

The largest number of visits happened on moderate heat days, but three times as many visits occurred on days with major risk.



Average daily ED/UC visits for chronic respiratory conditions increase as the AQI worsens.

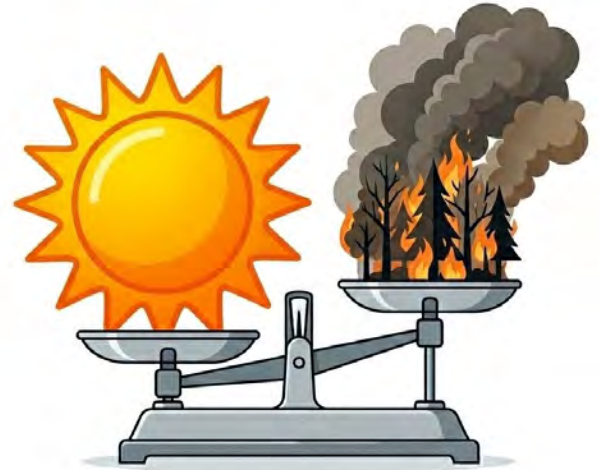


Average daily count of non-infectious respiratory illnesses ED/UC visits by AQI type. May-Sept, 2016-2025, ESSENCE, EPA,

What we are focusing on:

Increasing awareness of risks and actions to take on days with **both** extreme heat and wildfire smoke

- Recent scientific evidence suggests that exposure to both smoke and extreme heat at the same time may be much worse for your health than exposure to either of them alone
- Overheating is more dangerous than smoke exposure for most people at risk
- Cool, clean indoor air is the best way to protect yourself



Key Heat+Smoke messaging

1. Get cool first
2. Stay indoors
3. Cool, clean air is the goal
4. If you have a medical condition or are in a vulnerable population, talk to your doctor to make a plan

There are many different scenarios → so we can't offer blanket guidance.



New Community Outreach Materials

We're developing new communications materials for specific populations.

WIC Clients

We're designing heat preparedness flyers and posters focused on two populations:

- Children
- Pregnant people

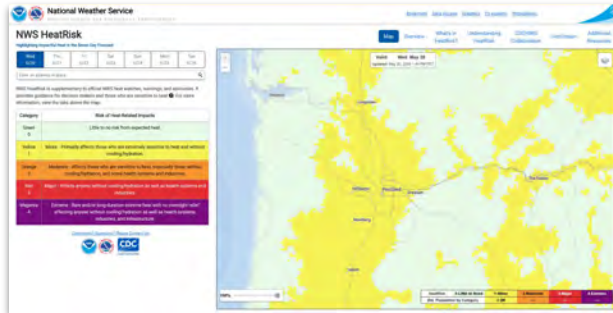
Organizers of outdoor events

We're creating guidelines to support preparation and action during extreme heat and wildfire smoke events.

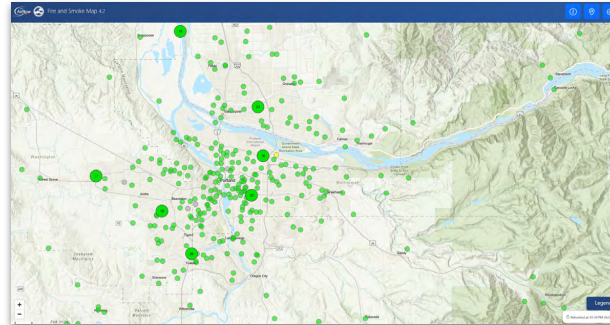


Know the Forecast and Current Conditions

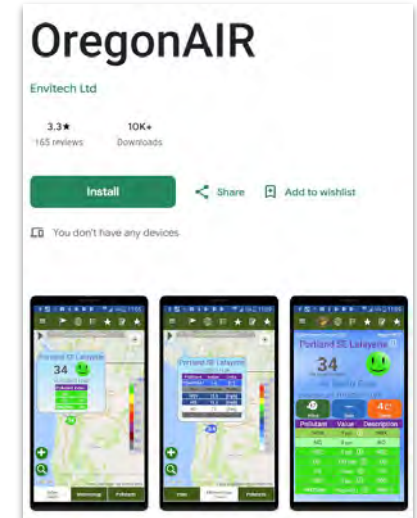
HeatRisk Forecast Tool



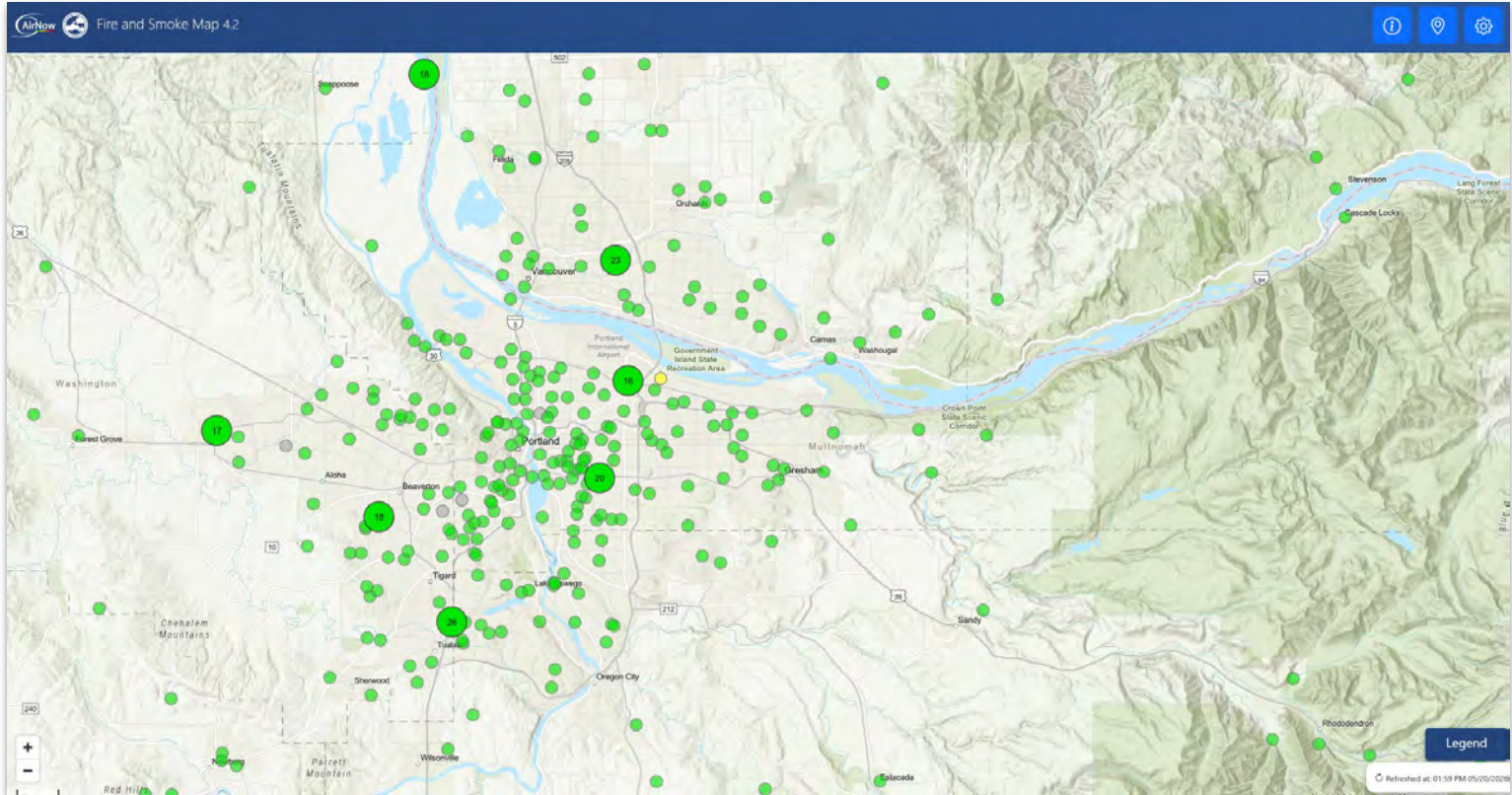
AirNow Fire and Smoke Map



OregonAIR App



Resources:





Positive images of heat waves reduce the effects of messages about extreme heat among U.S. adults

AFROOZ MOSALLAEI, PHD, CENTER FOR NEWS, TECHNOLOGY, AND INNOVATION (CNTI)

LAURA THOMAS-WALTERS, MATTHEW H. GOLDBERG, SETH A. ROSENTHAL, & ANTHONY LEISEROWITZ, YALE PROGRAM ON CLIMATE CHANGE COMMUNICATION

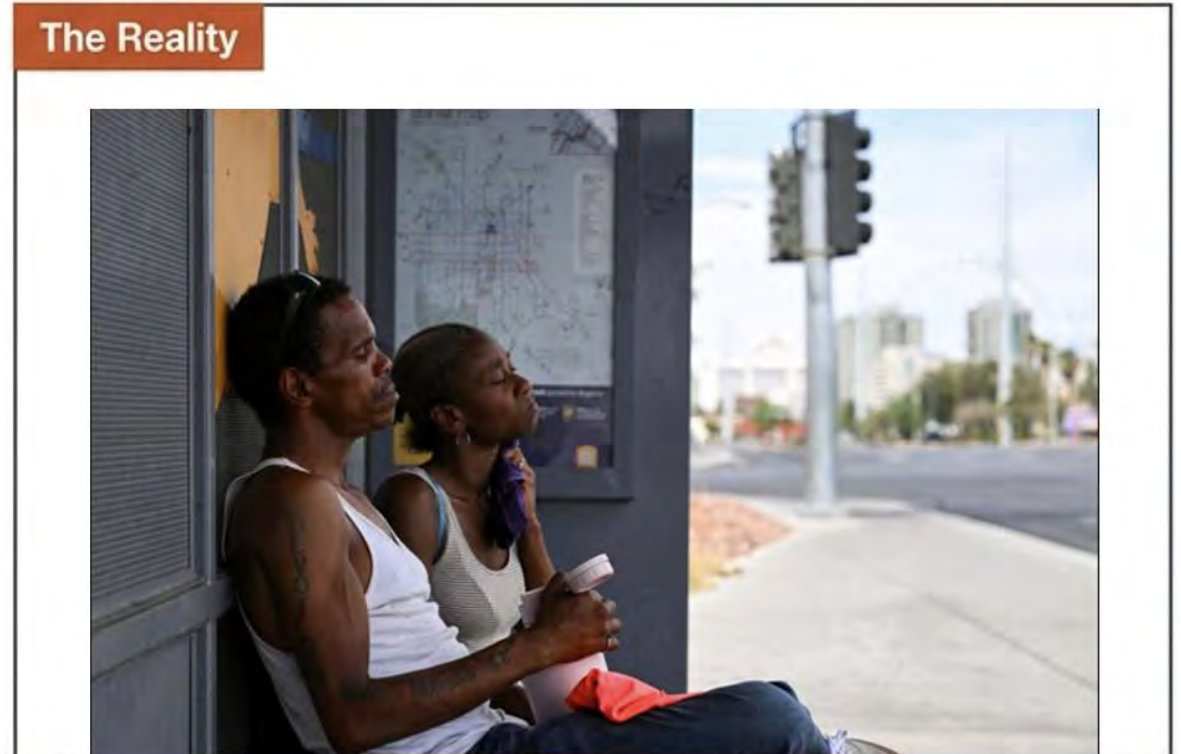
The 'Fun in the Sun' Trap.

During major heatwaves, media outlets overwhelmingly default to images of leisure (swimming, ice cream, beaches). We instinctively reach for 'summer' photos, completely contradicting the life-threatening reality of the text.

The Trap



The Reality



Positive images dilute the danger.

When visual framing contradicts the textual warning (visual-textual incongruency), the audience defaults to the emotion of the picture. The urgency of your caption is completely neutralized.



+



=



Visual Emotion Override

HEAT RISK!
CRITICAL WARNING
HEAT RISK!
DEADLY TEMPERATURES
DEADLY TEMPERATURES
DEADLY TEMPERATURES





multco.us/hot



multnomahcounty and 3 others

multnomahcounty ✨ As the mercury rises, take care when working or playing outside in the midday heat. Rose Festival attendees are encouraged to be mindful of heat safety as they enjoy events outside under the sun on Saturday and Sunday. Early season heat events can be more severe because our bodies have not yet acclimated to the heat.

Reminder:

- 💧 Stay hydrated
- 🌿 Seek shade or air conditioned spaces
- ☀️ Use sunscreen
- 👥 Monitor yourself and others

Look out for signs of heat exhaustion:

- 🥵 Heavy sweating
- 🌀 Dizziness or feeling faint
- 💪 Weakness or muscle cramps
- 🧊 Clammy or pale skin

[View insights](#) [Boost post](#)

Liked by commissioner_vincejonesdixon and 16 others
June 7, 2025

Add a comment... [Post](#)



multnomahcounty

multnomahcounty With warm weather forecast to reach (and exceed) 100 degrees this weekend, Multnomah County Chair Jessica Vega Pederson declared today, July 3, 2024 a State of Emergency from noon Friday, July 5, until noon Sunday, Monday July 8.

The National Weather Service has issued an excessive heat warning starting July 4. Temperatures are forecast to reach 98° on Friday and reach or exceed 100° on Saturday and Sunday.. The forecast says it's possible that temperatures won't drop enough overnight to provide needed relief.

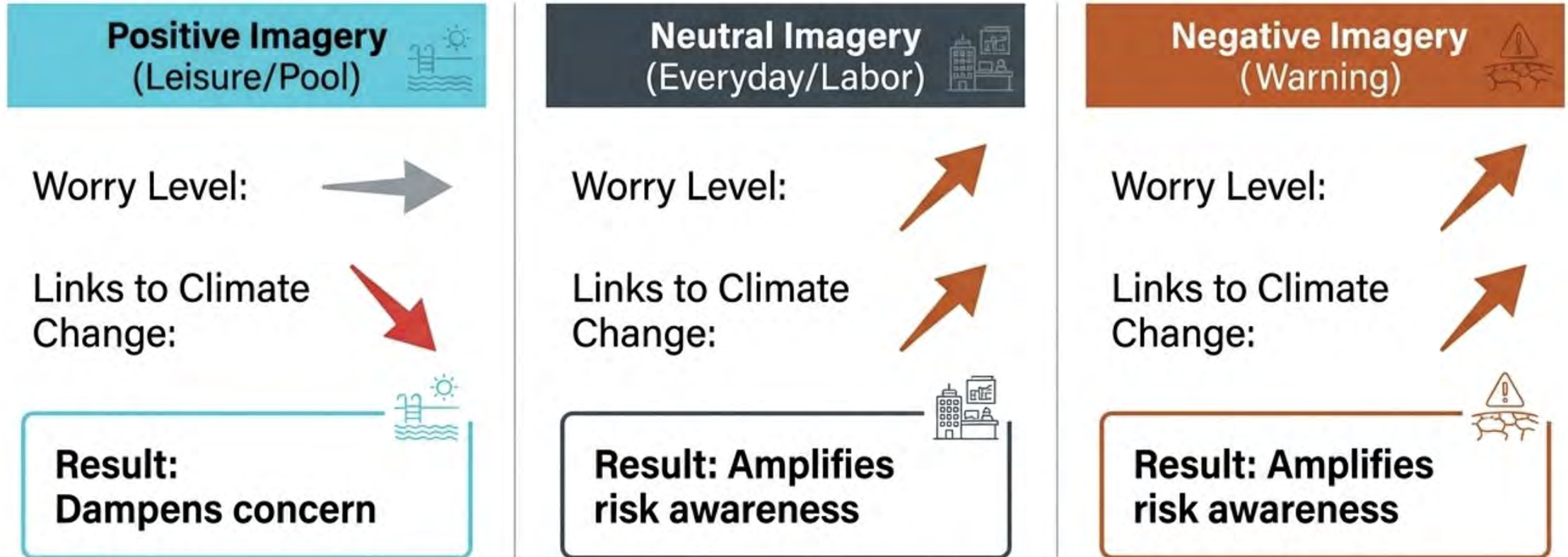
The heat can be deadly for anyone who spends time in spaces without air conditioning. But it is especially dangerous for high-risk takers, including:

- 👶 Little children
- 👴 Older people
- 👨‍⚕️ People with health problems

[View insights](#) [Boost post](#)

7 likes
July 3, 2024

The Science of Visual Valence



Note: Willingness to share the post on social media remained completely unaffected by image type. Focus on the message impact, not the virality.

The Experience Gap

Audience Dashboard Visualization

The Experienced Audience



Has experienced a heatwave in the past year.



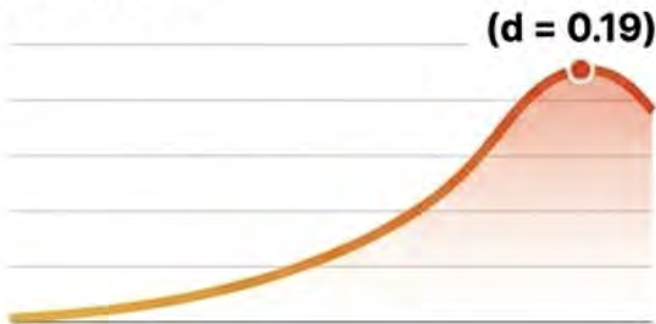
Insight:

They already know the risk. Their lived experience overrides the visual framing.

The Unexposed Audience



No recent direct exposure to extreme heat.






Insight:

The visual is their reality. Image choices matter exponentially more for unexposed audiences relying entirely on media for risk assessment.

Your visual choices are the vital bridge for reaching your most unaware demographics.

The Communicator's Checklist

The Goal	Visual Choice	The 'Why'
Drive Urgency & Awareness	<p>DO Negative Imagery (Danger signs, exhaustion, heat impact).</p> 	Triggers the surveillance system; forces deep processing of the text.
Convey Reality Without Panic	<p>DO Neutral Imagery (Laborers in sun, reliance on fans, shade-seeking).</p> 	Elicits visceral empathy and physical understanding of heat without overt fear.
Public Health Warnings	<p>DON'T Positive / Leisure Imagery (Pools, beaches, 'fun in the sun').</p> 	Dilutes the warning, creates false optimism, and causes cognitive disjuncture.

How i think going outside will be...



How it actually is...



Thank you!

afrooz.mosallaei@cinti.org

Portland General Electric

Wildfire Communications Toolkit 2026

Portland General Electric is actively reaching out to customers as wildfire season approaches, sharing preparation information and steps we're taking to be ready. We have packaged messaging and communications collateral for you to share with your audiences.

Please share this information on your website, in newsletters and on your social media channels, as appropriate. If you have any questions about these materials, please contact PGE's communications team: pgecommunications@pgn.com.

NOTE: If we need to call a Public Safety Power Shutoff (PSPS), PGE will share event-specific information across multiple channels including our website, social media, outreach to PIOs, community-based organizations, public safety partners and media.

ONLINE RESOURCES

Portland General Electric

[Wildfire Safety and Prevention](#) contains information relevant to preparedness activities, PGE's Wildfire Mitigation Plan and FAQs about how to prepare for wildfire.

[Wildfire Season: How You Can Prepare](#) is dedicated to information specific to customer preparedness including how to create an emergency plan and a summer outage kit.

[Public Safety Power Shutoffs \(PSPS\)](#) focuses on PSPS-specific information, how it works, what to expect, and why PGE would need to call one.

[PSPS Multi-Language Information](#) is a page where you can find wildfire safety and PSPS information in 15 different languages.

PGE's [Wildfire Safety Media Gallery](#) is a resource available to the public where we have photos, video and b-roll.

State of Oregon

[Oregon's Department of Emergency Management](#) has resources for businesses, including a [checklist](#) to evaluate preparedness steps, what to do during and immediately after a disruptive emergency event and ways to recover. [Be Two Weeks Ready](#) is a resource everyone can use to prepare for emergencies.

Use [ORAlert.gov](#) to sign up for your county's emergency notifications. You can opt-in to receive critical emergency messages via email, phone call, and text during times of disasters. We recommend you sign up for any county you regularly spend time in.

[The Oregon State Fire Marshal](#) is a great resource for ways to prepare your home or business for wildfire season, including [building defensible space](#) to help prevent the spread of wildfire.

Regional and National

The Regional Disaster Preparedness Organization's [Critical Safety Messages](#) page provides over 1,200 messages covering 16 topics in 32 languages. You can use these messages to create social media content, emergency alerts, website information and educational flyers before and during natural disasters and other emergencies.

The Federal Emergency Management Agency provides a [planning guide for businesses](#) that includes a range of planning tools, including power outage toolkits and a [guide specifically designed for healthcare facilities](#). [Ready.gov](#) provides information in multiple languages for individuals to plan and prepare for wildfires.

[Watch Duty](#) is a non-profit organization that shares public safety information in real-time from verified sources.

The American Red Cross provides resources you can use to learn about [wildfire safety](#) and preparedness [toolkits](#) with checklists available in nine languages to support planning.

COLLATERAL

These are documents you can print and share or post on your website. You can find these documents and additional content for download on our [Wildfire Safety and Prevention](#) page.

[Wildfire Safety and Prevention info sheet](#)

This one-pager provides an overview of PGE's year-round focus on wildfire protection and steps customers can take to get prepared.

[Public Safety Power Shutoff \(PSPS\) info sheet](#)

This one-pager provides an overview of what a Public Safety Power Shutoff (PSPS) is, the conditions that would lead to one and where PGE is most likely to shut off power.

[5 Steps of a PSPS](#)

This document highlights the general steps of a Public Safety Power Shutoff (PSPS) to help set expectations and educate customers on how a PSPS works.

[Wildfire preparation brochure](#)

This is a comprehensive brochure with wildfire season preparedness tips and information.

APPROVED COPY

Please feel free to share the messages below with your respective audiences via email, newsletter, social media or your website.

How is PGE preparing for wildfire season?

More extreme weather, including droughts and heat waves that dry out forests and vegetation, is intensifying wildfire risk. Keeping customers and communities safe is one of Portland General Electric's top priorities, which is why they plan and prepare year-round for inclement and extreme weather conditions. PGE works day-in and day-out to prevent wildfires and protect people, property and public spaces. Regardless of the season or time of year, everyone has a part to play when it comes to readiness. Learn more about how [PGE is preparing](#) and ways [you can prepare](#)!

Newsletter copy

The summer months bring an increased risk of wildfire, and extreme weather conditions could lead to a Public Safety Power Shutoff, also known as a PSPS. Everyone has a role to play when it comes to being prepared.

- **Make a plan** to keep your family or business safe during an outage and know where you'll go if you need to relocate. For those with a medical condition which care requires electricity, or if electricity is needed for livestock or crops, it is essential to have a plan in place.
- **Create an outage kit** by gathering what you'll need to keep your family or business safe if power goes out. Make sure everyone knows where to find it.
- **Stay in the know** by updating your email address and phone number with PGE (or your respective utility) so they can stay in touch in the event of an outage.
- Find information and resources at portlandgeneral.com/wildfire.