



The First Ten Plays

INTELLIGENCE GATHERING FOR DISASTERS*

- **Before taking any specific action define very clearly exactly what the organization wants you to find out in as much detail as possible. This keeps the results focused and more likely to be used.**
- **Identify the sources you will use to gather data. Discount any that cannot be verified. Gather facts; not opinions, beliefs or assumptions.**
- **Complete verification.**
- **Test for relevance.**
- **Inspect for value.**
- **Categorize the processed data which is now “information.”**
- **Define who should get the information to be used as intelligence.**
- **Develop schemes for timely and effective distribution. This includes qualifying if the intelligence can be released for public information.**
- **Correct errors immediately if data is found to be false or misleading.**
- **Invest in the time to explain to all emergency staff that they should not hold onto information, but rather bring it as soon as possible to the intelligence processing group.**

** These are not listed in order of importance but as a group of materials that will increase the possibility of positive outcomes.*