



WHAT IS AN *IPA* AND *IMA* MANAGEMENT SYSTEM?

A plans management system manages both the **Incident Action Plans (IAP)** and **Incident Media Assets (IMA)** which complement the IAP in electronic repositories and provides a consistent approach to the creation, ownership, review frequency and access.

An **Incident Action Plan (IAP)** formally documents incident goals, operational period objectives and the response strategy defined by incident command during response planning. It contains general tactics to achieve goals and objectives within the overall incident management strategy.

Equally important, the IAP facilitates dissemination of critical information, because it contains actions and tasks to be performed by the response team members. Because incident parameters evolve, action plans must be revised on a regular basis (at least once per operational period) to maintain consistent, up-to-date guidance.

Incident Media Assets (IMA) are supporting multimedia assets that complement the IAP. Today people consume information in different ways. They prefer to watch a short instructional video, or use pictures (which overcome language barriers) instead of reading lengthy documents. For those with visual impairment a sound recording can be a better alternative.



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