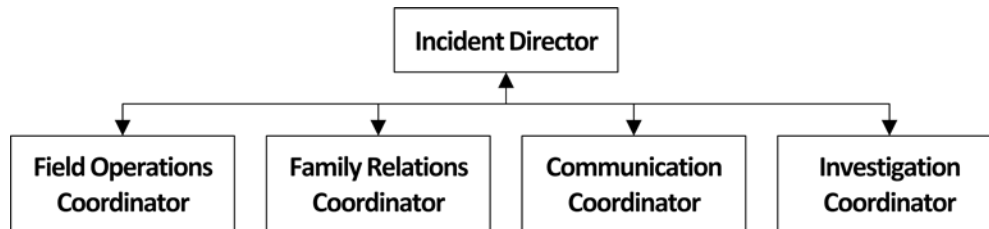


...HANDLE CRISES



THE CRISES

Crisis are serious incidents that can overwhelm an organization's available staff and resources and/or impact their ability to operate in the short or long term. Examples of a crisis might include: multiple injury incident, fatality, facility fire, significant vehicle accident, civil unrest, or environmental event (wildfire, tornado, flood).

A CRISIS PLAN

A crisis plan provides guidance regarding tasks and functions and provides a baseline for decision-making so that decisions that need to be made in the heat of the moment have been thought about in advance. Many things need to happen simultaneously, and the crisis plan helps prioritize tasks. It can be used regardless of which personnel are managing the crisis. A crisis plan might include:

- organizational incident leadership model,
- prioritized task list for the incident director and others in leadership roles,
- methods to notify key personnel ,
- means to assemble a management team,
- guidance for how to support people "on the ground" who are directly involved in a crisis,
- ways to notify emergency contacts or next of kin and to maintain family relations,
- guidelines for supporting families of other participants who may be impacted,
- Communication for staff/public audiences,
- thoughts on handling psychological stress ,
- incident review or investigation procedures,
- media response strategies and tactics, and
- long-term follow up considerations.

MANAGEMENT TEAM

The diagram above shows the minimum five roles necessary to manage crises. Ideally, staff can take one role each. In less ideal situations, roles could be combined or divided as needed.

The **Incident Director** oversees crisis response, networks the coordinators, and provides relief. The **Field Operations Coordinator** supervises staff and crisis management on site. The **Family Relations Coordinator** informs and supports any family associated with participants. The **Communication Coordinator** updates staff and trustees, while is the only person who should be releasing information to the media or public. The **Investigation Coordinator** examines any accidents and enables a review of the incidents.

OTHER CONCERNS

Involve the insurance carrier in crisis management planning, so expectations or requirements between the organization and carrier are aligned. Media planning can include developing message points, identifying spokespersons, social media management, and preparing for interviews. Can media management be handled by the organization or is a public relations consultant necessary? Organization spokespersons will need training and practice. Every crisis situation will be different, but a crisis management plan written in advance will help the organization respond in an expedient, compassionate, and supportive manner for all involved.

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FURTHER RESOURCES

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