Workplace Safety and Crisis Communications

DRJ FALL 2019

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AGENDA

- PRESENTER INTRODUCTION

- THREAT BACKGROUND

- INCIDENT MANAGEMENT LIFE CYCLE

- CRISIS COMMUNICATIONS

- BEST PRACTICES

- SITUATIONAL AWARENESS TOOLS

- QUESTION AND ANSWER

MY BACKGROUND

- **20 YEARS EXPERIENCE IN PUBLIC SAFETY AND RESILIENCE**

- **FORMER:**
  - CORRECTIONS OFFICER, SWORN DEPUTY SHERIFF
  - DIRECTOR, EMERGENCY MANAGEMENT - CHICOPEE, MA
  - PROGRAM MANAGER - MA EMERGENCY MANAGEMENT AGENCY
  - EMERGENCY MANAGEMENT ADMINISTRATOR - MIT
  - SENIOR DIRECTOR/HEAD OF RESILIENCE AND GLOBAL OPERATIONS - MASSMUTUAL

- **CURRENT:**
  - LEAD, EMERGENCY MANAGEMENT AND BUSINESS CONTINUITY - ISO NEW ENGLAND
  - FIRE COMMISSIONER - HOLYOKE, MA

- **CERTIFICATIONS:**
  - CERTIFIED EMERGENCY MANAGER
  - CERTIFIED BUSINESS CONTINUITY LEAD AUDITOR
  - MASTER BUSINESS CONTINUITY PROFESSIONAL

WORKPLACE SAFETY

FACTS (FROM THE BLS):

- HOMICIDES ACCOUNTED FOR **10 PERCENT** OF ALL FATAL OCCUPATIONAL INJURIES IN THE UNITED STATES IN 2016.

- THERE WERE OVER **500** WORKPLACE HOMICIDES IN 2016, AN INCREASE OF **83** CASES FROM 2015.

- **RELATIVES OR DOMESTIC PARTNERS** WERE THE MOST FREQUENT ASSAILANT IN WORK-RELATED HOMICIDES OF WOMEN (40 PERCENT) BUT ACCOUNTED FOR 2 PERCENT OF ASSAILANTS IN HOMICIDES OF MEN.

- **ROBBERS** WERE THE MOST COMMON ASSAILANT IN WORK-RELATED HOMICIDES OF MEN (33 PERCENT, COMPARED WITH 16 PERCENT IN HOMICIDES OF WOMEN).
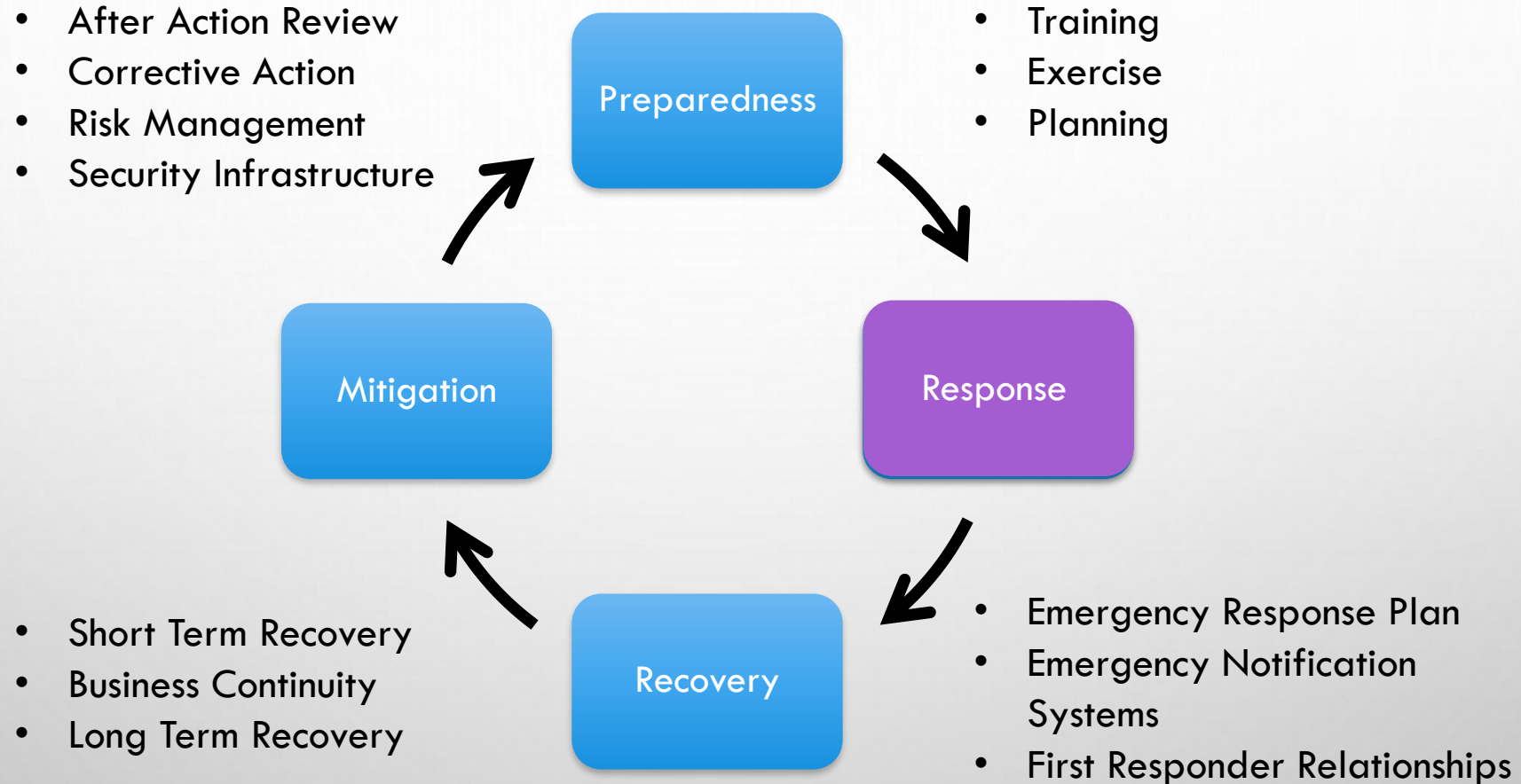
FACTS (FROM THE BLS):

- **SHOOTINGS** ACCOUNTED FOR 394 WORKPLACE HOMICIDES IN 2016 (79 PERCENT OF THE TOTAL).

- **STABBING, CUTTING, SLASHING, AND PIERCING** INCIDENTS ACCOUNTED FOR ANOTHER 38 HOMICIDES (8 PERCENT OF THE TOTAL).

- **HITTING, KICKING, BEATING, SHOVING** ACCOUNTED FOR 35 WORKPLACE HOMICIDES IN 2016 (7 PERCENT OF THE TOTAL).

WARNING SIGNS

SOME PEOPLE COMMIT VIOLENCE BECAUSE OF **REVENGE, ROBBERY OR IDEOLOGY** – WITH OR WITHOUT A COMPONENT OF **MENTAL ILLNESS.** WHILE THERE IS NO WAY TO PREDICT AN ATTACK, YOU CAN BE AWARE OF BEHAVIORS IN COWORKERS THAT MIGHT SIGNAL FUTURE VIOLENCE:

- ❑ EXCESSIVE USE OF ALCOHOL OR DRUGS
- ❑ UNEXPLAINED ABSENTEEISM, CHANGE IN BEHAVIOR OR DECLINE IN JOB PERFORMANCE
- ❑ DEPRESSION, WITHDRAWAL OR SUICIDAL COMMENTS
- ❑ RESISTANCE TO CHANGES AT WORK OR PERSISTENT COMPLAINING ABOUT UNFAIR TREATMENT
- ❑ VIOLATION OF COMPANY POLICIES
- ❑ EMOTIONAL RESPONSES TO CRITICISM, MOOD SWINGS
- ❑ PARANOIA

WORKPLACE SAFETY INCIDENT MANAGEMENT LIFE CYCLE

- After Action Review
- Corrective Action
- Risk Management
- Security Infrastructure

Preparedness

- Training
- Exercise
- Planning

Mitigation

Response

- Short Term Recovery
- Business Continuity
- Long Term Recovery

Recovery

- Emergency Response Plan
- Emergency Notification Systems
- First Responder Relationships

MITIGATION

ELIMINATION OR REDUCING EXPOSURE TO RISK:

- ❑ TECHNIQUES FOR HARDENING THE EXTERIOR OF THE FACILITY
- ❑ BEST PRACTICES FOR VISITOR MANAGEMENT
- ❑ BACKGROUND SCREENING FOR ALL EMPLOYEES

PREPAREDNESS

PREPARING THE ORGANIZATION FOR RISK THAT CANNOT BE ELIMINATED OR MITIGATED:

- ❑ TRAINING PROGRAMS FOR MANAGERS AND EMPLOYEES ON HOW TO SPOT AN EMERGING THREAT
- ❑ DEVELOPMENT OF A THREAT ESCALATION PROCESS FOR IDENTIFIED THREATS
- ❑ DEVELOPMENT OF AN EMERGING THREAT HANDLING PROCESS FOR MANAGERS AND HUMAN RESOURCE EMPLOYEES
- ❑ SCALABILITY OF EMPLOYEE ASSISTANCE PROGRAM (EAP) BENEFITS
- ❑ EMERGENCY NOTIFICATION SYSTEM (ENS) BEST PRACTICES
- ❑ RESPONSE TRAINING, EX. DEPARTMENT OF HOMELAND SECURITY RUN, HIDE, FIGHT METHODOLOGY.

RESPONSE

TIMELY, EFFECTIVE, AND EFFICIENT RESPONSE TO WORKPLACE SAFETY INCIDENTS:

❑ HOW TO RECOGNIZE AN ACTIVE WORKPLACE VIOLENCE SITUATION

❑ WAYS TO STAY CALM DURING STRESSFUL SITUATIONS

❑ DHS RUN, HIDE, FIGHT RESPONSE

❑ BASIC SELF-DEFENSE TECHNIQUES

RESPONSE

TIMELY, EFFECTIVE, AND EFFICIENT RESPONSE TO WORKPLACE SAFETY INCIDENTS:

- ❑ ORGANIZATIONAL INCIDENT COMMANDER
- ❑ HOW TO INTERACT WITH FIRST RESPONDERS
- ❑ COMMAND POST SETUP
- ❑ EMERGENCY OPERATIONS CENTER ACTIVATION
- ❑ ACTIVATION OF BUSINESS CONTINUITY PLANS
- ❑ CRISIS COMMUNICATIONS
- ❑ MANAGEMENT OF MEDIA
- ❑ REUNIFICATION SITE

SHORT AND LONG TERM RECOVERY

ACHIEVEMENT OF SHORT TERM RECOVERY OF CRITICAL FUNCTIONS:

- ❑ SITE EVACUATION AND REUNIFICATION
- ❑ EMPLOYEE ASSISTANCE PROGRAMS
- ❑ COMMUNICATIONS PLAN
- ❑ INVESTIGATORY NEXT STEPS
- ❑ LONG TERM RECOVERY STRATEGIES
- ❑ CLOSURE ACTIVITIES

TASKS BY ORGANIZATIONAL ROLE

- ❑ **Senior Leadership**
- ❑ **Facilities**
- ❑ **Security**
- ❑ **Emergency Management**
- ❑ **Business Continuity**
- ❑ **Human Resources**
- ❑ **External Affairs**
- ❑ **Corporate Communications**

- ❑ **Enterprise Workforce Development**
- ❑ **Enterprise Risk**
- ❑ **Organization Business and Corporate Units**
- ❑ **Employees**
- ❑ **Managers**
- ❑ **External Agencies**

CRISIS COMMUNICATIONS

OVERVIEW

EMERGENCY COMMUNICATIONS AND ALERT STRATEGIES

- WHEN AN EMERGENCY STRIKES, **EVERY SECOND MATTERS.** PROTECTING YOUR PEOPLE REQUIRES RAPID NOTIFICATION AND REAL-TIME COMMUNICATION THAT REACHES EVERYONE IN YOUR ORGANIZATION.

- THIS **COMMUNICATIONS PLANNING IS A KEY PART OF YOUR EMERGENCY PREPAREDNESS PLAN.** THINK OF THIS PLAN AS YOUR TOOLKIT. BY HAVING ALL OF THE RIGHT TOOLS AT YOUR DISPOSAL IN THIS TOOLKIT, YOU'LL BE BETTER PREPARED FOR ANY SITUATIONS YOU FACE.

- EMERGENCIES CAUSE CHAOS AND PANIC, WHETHER IT'S A WORKPLACE SAFETY EVENT, A NATURAL DISASTER OR ANOTHER CRISIS. THAT'S WHY **YOUR ORGANIZATION NEEDS A CLEARLY-DEFINED PLAN, CREATED WITH THE INPUT OF THE RIGHT STAKEHOLDERS.**

BUILDING YOUR COMMUNICATION STRATEGY AND EMERGENCY ALERT TOOLKIT

STAKEHOLDER ENGAGEMENT

❑ WHEN STARTING YOUR EMERGENCY PREPAREDNESS PLANNING PROCESS, **BRING TOGETHER ALL OF THE RIGHT STAKEHOLDERS.** THIS SHOULD INCLUDE YOUR EMERGENCY MANAGEMENT TEAM, COMMUNICATIONS TEAM AND ANY OTHER RELEVANT PEOPLE IN YOUR ORGANIZATION. DEPENDING ON THE HAZARDS YOU FACE, THIS COULD INCLUDE FACILITIES MANAGEMENT, IT OR OTHER DEPARTMENTS.

❑ YOUR **HUMAN RESOURCES (HR) DEPARTMENT SHOULD HAVE A KEY ROLE IN PLANNING** BECAUSE THEY PLAY A CRITICAL ROLE WHEN DEALING WITH THE AFTERMATH OF AN EMERGENCY.

❑ FOR EXAMPLE, WHICH EMPLOYEES WILL BE ASKED TO WORK FROM HOME? WHICH ONES WILL NEED ADDITIONAL SUPPORT AFTER THE EMERGENCY? PERHAPS MOST IMPORTANTLY, EMERGENCY MANAGEMENT TEAMS MAY NEED ACCESS TO CONTACT INFORMATION FOR EMPLOYEES AND THEIR FAMILIES IN THE EVENT OF A DEATH. MOST EMERGENCY MANAGEMENT PROGRAMS DON'T HAVE THIS INFORMATION, BUT HR DOES.

STAKEHOLDER ENGAGEMENT

❑ WHEN BUILDING YOUR TOOLKIT, REMIND HR ABOUT THE IMPORTANCE OF REGULARLY COLLECTING CONTACT INFORMATION AND OTHER CRITICAL DATA FROM EMPLOYEES OR USE AN EMERGENCY NOTIFICATION SYSTEM THAT AUTOMATICALLY UPDATES IT FOR YOU. **KEEPING THE EMPLOYEE DATABASE UP-TO-DATE HELPS YOU PROVIDE REAL-TIME NOTIFICATIONS TO EVERY EMPLOYEE DURING AN EMERGENCY AND MANAGE THE AFTERMATH.**

❑ AS YOU'RE PLANNING, ALWAYS REMEMBER THAT **EMERGENCY PREPAREDNESS PLANNING WON'T WORK IN A VACUUM.** YOU HAVE TO ENGAGE ALL OF YOUR STAKEHOLDERS TO BUILD A COMPREHENSIVE TOOLKIT AND AVOID ANY GAPS IN YOUR EMERGENCY RESPONSE. **THE MIDDLE OF AN EMERGENCY IS NOT THE TIME TO FIND YOU DON'T HAVE THE RIGHT CONTACTS OR INFORMATION** TO MOVE FORWARD.

HOW AND WHEN TO COMMUNICATE

❑ WITH YOUR GROUP OF STAKEHOLDERS, DO A **THREAT ASSESSMENT** TO DETERMINE WHAT THREATS AND HAZARDS THE ORGANIZATION FACES. THEN START TO DEVELOP POTENTIAL MESSAGES THAT COULD ADDRESS EACH SPECIFIC RISK.

❑ USING AN EXCEL SPREADSHEET, **CREATE AN OUTLINE FOR YOUR THREAT ASSESSMENT AND THE ASSOCIATED ACTIONS.** LIST YOUR TOP 10-20 RISKS IN THE LEFT-HAND COLUMN, AND ACROSS THE TOP LIST ALL POSSIBLE EMERGENCY MANAGEMENT ACTIONS YOU'LL NEED TO TAKE. FOR EXAMPLE, RISKS MIGHT INCLUDE:

HOW AND WHEN TO COMMUNICATE

For example, risks might include:

- **Active shooter**
- **Hurricanes**
- **Mudslides**
- **Server failure**
- **Power outage**
- **Security Incident**
- **Data Breach**

Your emergency management actions might include:

- **Activate your Emergency Operations Center**
- **Alert the entire organization**
- **Send an alert to senior leadership**
- **Lock down the building**
- **Activate your remote working plan**

HOW AND WHEN TO COMMUNICATE

❑GIVE EACH RISK A SEVERITY LEVEL, AND PUT A CHECKMARK TO DESIGNATE THE RELEVANT ACTION FOR EACH THREAT. YOU CAN USE THIS GRID AS THE FRAMEWORK FOR YOUR EMERGENCY PREPAREDNESS PLANS.

HERE ARE SOME SPECIFIC EXAMPLES OF THREATS AND ACTIONS BY DEPARTMENT:

HOW AND WHEN TO COMMUNICATE

INFORMATION TECHNOLOGY

THREAT: *YOUR EMAIL GOES DOWN AND YOU WANT TO SEND AN OUTAGE NOTIFICATION, BUT IT'S USUALLY DONE VIA EMAIL.*

ACTION: *USE AN EMERGENCY NOTIFICATION SYSTEM THAT PROVIDES MULTI-CHANNEL ALERTS, INCLUDING EMAIL, TEXT, VOICE CALL, FAX AND MOBILE APP PUSH NOTIFICATIONS. IT IS THE LIFEBLOOD OF ANY ORGANIZATION, SO YOU WANT TO HAVE A VARIETY OF COMMUNICATION OPTIONS AND EMERGENCY COMMUNICATIONS STRATEGIES FOR WHEN THE INTERNET GOES DOWN.*

HOW AND WHEN TO COMMUNICATE

FACILITIES

THREAT: YOUR BUILDING EXPERIENCES A FUNCTIONAL PROBLEM, SUCH AS A WATER MAIN BREAK, POWER OUTAGE, CHEMICAL SPILL OR LOSS OF HEAT.

ACTION: SEND AN ALERT TO ALL EMPLOYEES WHO WORK IN THE BUILDING INSTRUCTING THEM TO AVOID THE AREA, LEAVE THE BUILDING OR GO TO ANOTHER FACILITY.

HOW AND WHEN TO COMMUNICATE

CYBERSECURITY

THREAT: *A DATA BREACH TAKES PLACE OR ONE OF YOUR SYSTEMS IS HACKED.*

ACTION: *IMMEDIATELY NOTIFY PEOPLE ABOUT THE BREACH AND ADVISE THEM TO TAKE PROTECTIVE STEPS, SUCH AS LOGGING OUT OF THE SYSTEM.*

SCRIPTING YOUR COMMUNICATIONS

❑ **THE KEY IS TO NOT WAIT UNTIL YOU'RE IN AN EMERGENCY TO CRAFT YOUR ALERTS.** YOUR EMERGENCY MANAGEMENT TEAM SHOULD SCRIPT MESSAGES IN ADVANCE FOR ALL HAZARDS YOU IDENTIFY.

❑ **WHEN SCRIPTING EMERGENCY ALERTS, THINK ABOUT WHETHER YOU CAN INCLUDE A LINK TO A REPUTABLE SITE FOR MORE INFORMATION. FOR WEATHER ALERTS, YOU CAN USE READY.GOV.** MANAGED BY THE DEPARTMENT OF HOMELAND SECURITY, THE SITE WILL TELL PEOPLE WHAT TO DO BEFORE, DURING AND AFTER ANY WEATHER EVENT, AND ALSO CAN PROVIDE MORE INFORMATION TO PREPARE.

❑ **USE THESE LINKS WHEN BUILDING YOUR TEMPLATES OR PRE-SCRIPTED ALERTS.** THIS ENSURES THE INFORMATION ALWAYS STAYS AT THE BOTTOM OF THE MESSAGE.

AS YOU SCRIPT YOUR ALERTS, THINK ABOUT AUDIENCE, MESSAGE AND MODE:

SCRIPTING YOUR COMMUNICATIONS

❑ **AUDIENCE:** WHO IS THE ALERT GOING TO? WITH AN EMERGENCY NOTIFICATION SYSTEM FEATURING IN-APP GPS CHECK-INS, YOU CAN TARGET ONLY THOSE PEOPLE AFFECTED BY A LOCATION-BASED EVENT.

❑ **MESSAGE:** WHAT SHOULD THE ALERT SAY? YOUR MESSAGE IS DESIGNED TO HELP PROTECT PEOPLE, SO IT SHOULD BE SHORT WITH EASY-TO-UNDERSTAND LANGUAGE.

❑ **MODE:** WHAT CHANNELS ARE YOU GOING TO USE? IT'S BEST TO HAVE THE OPTION TO SEND MESSAGES ACROSS MULTIPLE CHANNELS, FROM EMAIL AND TEXT TO MOBILE APP PUSH NOTIFICATIONS AND PAGERS.

SCRIPTING YOUR COMMUNICATIONS

YOU'LL ALSO WANT TO MAKE SURE YOUR ALERTS ARE ANSWERING THESE THREE QUESTIONS:

❑ WHAT IS THE HAZARD?

❑ WHERE IS THE HAZARD LOCATED?

❑ WHAT PROTECTIVE ACTIONS DO YOU WANT PEOPLE TO TAKE?

REVIEWING YOUR COMMUNICATIONS

- ❑ **SIMPLE:** WHEN PRE-SCRIPTING ALERTS, IT'S EASY TO GET CAUGHT UP IN WORRYING ABOUT YOUR ORGANIZATION'S REPUTATION AND IMAGE. THE DESIRE TO CRAFT A MESSAGE IN A PARTICULAR WAY OFTEN LEADS TO MAKING IT TOO COMPLICATED.

- ❑ **PLAIN LANGUAGE:** WRITE ALERTS USING PLAIN LANGUAGE THAT YOUR AUDIENCE WILL UNDERSTAND. AVOID USING JARGON OR TECHNICAL TERMS THAT ONLY PUBLIC SAFETY AND IT OFFICIALS MIGHT UNDERSTAND. YOU WANT TO CLEARLY STATE THE THREAT AND THE ACTIONS YOU'RE ASKING PEOPLE TO TAKE.

- ❑ **BRIEF:** THE BEST ALERTS ARE BRIEF AND STICK TO THE FACTS. REMEMBER, YOUR GOAL IS TO GET THE NECESSARY INFORMATION OUT TO PEOPLE SO THEY CAN REACT QUICKLY AND STAY SAFE.

- ❑ **ACCURATE:** WITH THAT IN MIND, IT'S IMPORTANT TO STRIKE A BALANCE BETWEEN ISSUING AN EMERGENCY ALERT QUICKLY AND MAKING SURE YOU'RE PREPARED WITH THE RIGHT INFORMATION. TAKE A MINUTE TO FULLY UNDERSTAND THE SCOPE OF THE INCIDENT AND GATHER ALL OF THE FACTS. YOU DON'T WANT TO RUSH TO RELEASE AN ALERT AND FURTHER CONFUSE PEOPLE IN AN ALREADY SCARY SITUATION.

BEST PRACTICES AND OTHER ADVICE
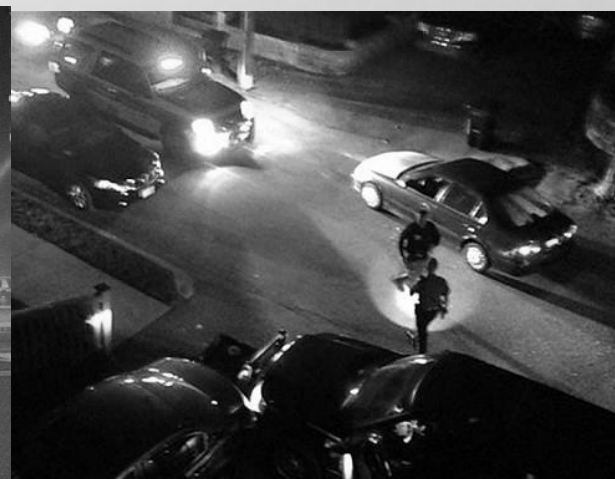
TESTING AND TRAINING

❑ PROPER PREPARATION AND TRAINING HELPS ENSURE THAT EVERYONE IN YOUR ORGANIZATION IS READY TO ACT REFLEXIVELY DURING AN EMERGENCY. FOR EXAMPLE, WHEN DEVELOPING AN WORKPLACE SAFETY PREPAREDNESS PLAN, YOUR TRAINING SHOULD INCLUDE THE HOMELAND SECURITY **RUN, HIDE, FIGHT.**

❑ TRAINING NEEDS TO EXTEND BEYOND WORKPLACE SAFETY SITUATIONS. THINK ABOUT ALL OF THE THREATS YOU IDENTIFIED IN YOUR ORIGINAL THREAT ASSESSMENT AND USE THOSE AREAS TO DO TRAINING.

❑ IT'S ALSO IMPORTANT TO REGULARLY TEST YOUR EMERGENCY NOTIFICATION SYSTEM. A GOOD WAY TO TEST IT IS DURING AN EVACUATION DRILL. YOU'RE ALREADY DISRUPTING THE ORGANIZATION, SO IT'S AN IDEAL TIME TO SEND A TEST ALERT TO EVERYONE.

❑ IF YOUR ORGANIZATION USES AN EMERGENCY MANAGEMENT SYSTEM WITH A NOTIFICATION OPT-IN THAT PEOPLE SIGN UP FOR, THIS IS A GREAT WAY TO BUILD AWARENESS. WHEN SOME PEOPLE GET THE TEST ALERT AND OTHERS DON'T, THOSE IN THE LATTER GROUP WILL WANT TO KNOW WHY THEY DIDN'T RECEIVE AN ALERT. THEN YOU CAN EASILY GET THEM TO SIGN UP FOR EMERGENCY NOTIFICATION SYSTEM.

WORKPLACE SAFETY EXERCISES – THE TAKEAWAY

LIST OF CRITICAL OBSERVATIONS:

❑ DISCUSS AND DOCUMENT THEIR OBSERVATIONS. OBSERVATIONS WILL FORM THE BASIS FOR A LIST OF RECOMMENDED CORRECTIVE ACTIONS.

RECOMMENDED CORRECTIVE ACTIONS:

❑ DOCUMENT A LIST OF RECOMMENDED CORRECTIVE ACTIONS THAT MAY BE IMPLEMENTED BY THE ORGANIZATION IN ORDER TO IMPROVE THEIR ABILITY TO PREPARE FOR, RESPOND TO, AND RECOVER FROM A WORKPLACE SAFETY INCIDENT.

PLAN UPDATES:

❑ THE EXERCISE WILL HELP IDENTIFY COMMON CONSIDERATIONS BY ROLE FOR EACH PHASE OF THE WORKPLACE SAFETY INCIDENT.

UNFORESEEN CHALLENGES

❑ YOU CAN PLAN AND TRAIN, BUT UNTIL AN EMERGENCY SITUATION OCCURS, YOU DON'T KNOW HOW PEOPLE WILL REACT. **EVERYBODY REACTS DIFFERENTLY TO A CRISIS.**

❑ SOME **PEOPLE WILL ALSO FEEL THE EFFECTS LONG AFTER THE EVENT**, SO YOU SHOULD WORK CLOSELY WITH HR DURING PLANNING TO CREATE A LIST OF SUPPORT SERVICES AND ACTIONS.

❑ FOR INSTANCE, FOLLOWING AN ACTIVE SHOOTER EVENT, **MANY PEOPLE DON'T WANT TO RETURN TO THE OFFICE OR BUILDING WHERE THE SHOOTING OCCURRED**. YOU'LL HAVE TO MAKE DECISIONS ABOUT WHETHER TO CLOSE THAT LOCATION OR OFFER PEOPLE THE OPPORTUNITY TO WORK AT A DIFFERENT BUILDING.

❑ AS YOU'RE BUILDING YOUR EMERGENCY PREPAREDNESS PLAN, **DON'T FORGET TO THINK ABOUT WHAT YOU'LL DO AFTER THE EMERGENCY SITUATION IS OVER** - WHETHER IT'S OFFER INDIVIDUAL COUNSELING, REMOTE WORKING OR A TRANSFER TO ANOTHER LOCATION.

BUILDING YOUR TOOL-BOX

❑ BUILDING YOUR TOOL-BOX REQUIRES THINKING CRITICALLY ABOUT YOUR ORGANIZATION AND THE THREATS IT FACES. **EVERYONE WHO IS INVOLVED IN MANAGING THOSE THREATS NEEDS TO HAVE A ROLE IN THE PLANNING PROCESS**.

❑ WITH THE TOOLBOX APPROACH, EACH PERSON AND DEPARTMENT BECOMES A PART OF YOUR EMERGENCY PREPAREDNESS PLAN. WHEN AN EMERGENCY CALLS FOR THEM, THEY'RE AVAILABLE TO HELP YOU AND YOU HAVE ALREADY BUILT A WORKING RELATIONSHIP WITH EACH ONE. WHETHER IT'S FACILITIES, COMPLIANCE, POLICE, FIRE, PUBLIC WORKS OR IT, ALL OF THOSE DIFFERENT RESOURCES ARE IN YOUR TOOLBOX, READY FOR YOU TO DRAW THEM OUT DEPENDING ON THE INCIDENT.

❑ THAT'S WHY YOU WANT TO **BUILD AS MANY RELATIONSHIPS IN ADVANCE OF AN EMERGENCY EVENT AS POSSIBLE.** DOING SO BETTER PREPARES YOU FOR WHEN AN INCIDENT HAPPENS AND HELPS YOU RESPOND MORE EFFECTIVELY.

❑ DURING AN EMERGENCY, YOU DON'T HAVE TIME TO PLAN. YOU NEED TO BE ABLE TO REACT QUICKLY, WHETHER YOU'RE FACING AN IT PROBLEM, A NATURAL DISASTER OR AN ACTIVE SHOOTER EVENT. BUILDING **A COMPREHENSIVE PLAN IN ADVANCE WITH PRE-SCRIPTED ALERTS IS THE BEST WAY TO MAKE SURE YOU'RE READY TO HELP PROTECT YOUR ORGANIZATION.**

SITUATIONAL AWARENESS

❏ NEWS REPORTS

    ❏ LOCAL

    ❏ NATIONAL

    ❏ RADIO

    ❏ TELEVISION

❏ SOCIAL MEDIA

    ❏ FACEBOOK

    ❏ TWITTER

    ❏ INSTAGRAM

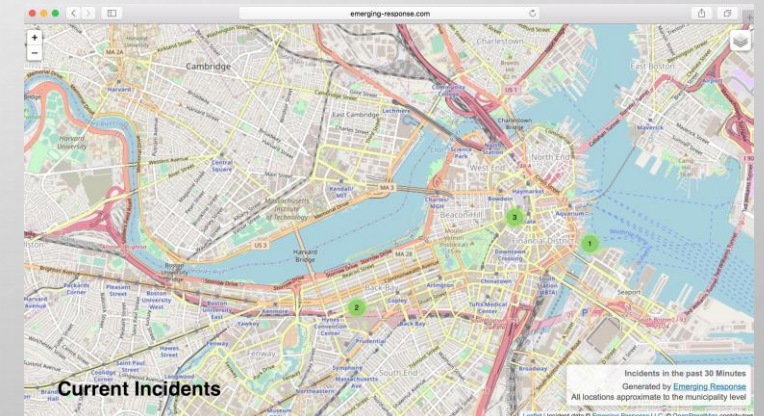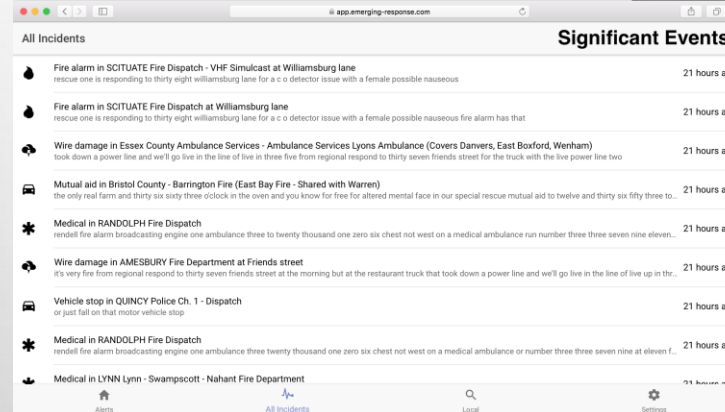❏ SPECIALIZED TOOLS

    ❏ INCIDENTALLY

    ❏ NC4

    ❏ DATAMINER

OTHER BEST PRACTICES

QUESTIONS?

CONTACT INFORMATION

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