

# **Planning Today for a Crisis Tomorrow:**

*Tips for managing the first 60 minutes of a crisis*

# What we'll cover:

- Anticipating the worst
- Plans, policies, procedures
- What to consider in the first hour
- Training for success



# There's been a natural disaster....

How confident are you that you know what to do first?



# Anticipating the worst

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# What's a crisis?

Any issue or event outside the 'normal' scope of your day-to-day work that requires thoughtful decision-making to mitigate potentially negative outcomes.

# Anticipating the worst

- Success *during* a crisis begins *before* a crisis ever happens
- You know your community
  - Natural hazards
  - Manmade hazards
- Historic events
- Vulnerabilities
  - Who/what could be impacted?



Bethany Baker @PhotogChameleon · 15 May 2016

Two protesters lay on tracks in Break-Free PNW protest. 52 arrested Sunday as tracks were cleared. #photojournalism pic.twitter.com/...



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# Research may already exist

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**THIRA** - Threat and Hazard Identification and Risk Assessment

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**HVA** - Hazard Vulnerability Analysis/Assessment

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**CEMP** - Comprehensive Emergency Management Plan

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**NHMP** – Natural Hazard Mitigation Plan

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**COOP** – Continuity of Operations Plan

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Previous emergency communications from your agency



# Plans, policies and procedures

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# Plans, policies and procedures

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- There is no magic formula
- Know your plans
- Know what questions to ask
- Know your team
- Know how to implement the plan



# Get to know your plans

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Is it a general communications plan or a crisis communications plan?

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When was it last updated?

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What's my role? My department's role?

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How are we communicating?

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Who approves our messaging?

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When do we use the plan?

# Get to know your policies, procedures

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Who's on your communications team?

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Who's in your PIO network?

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Who has access to social media/alerting platforms?

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What's our primary communications method?

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How do we share information externally? Internally?

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# What to include *(if it's not already there)*

- Roles & Responsibilities
- Access
- Records retention
- Approval processes



# What to consider in the first hour

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# A first-hour checklist

- Who to contact
- What to ask
- When to report up
- Where to research
- Where to post information
- Where and how to listen

## FIRST-HOUR EMERGENCY CHECKLIST

Customize the following checklist to align with your agency plans and procedures for emergency communication.

### Emergency Contact Phone Numbers

Even if this information is in your work phone, make sure staff have a printed updated copy of this checklist (in case of power outage) and a digital version for reference.

**Supervisor name:** Supervisor phone number

**911 dispatch center:** Phone number

**Emergency manager name:** Phone number (cell and work)

**Duty officer:** Phone number (cell and work)

**Fire Chief name:** phone number (cell and work)

**Police Chief name:** Phone number (cell and work)

**Sheriff name:** Phone number (cell and work)

### 0 to 15 minutes after the event

#### 1a. Research the incident – Internal

When notified of an emergency, confirm verified information about what happened. Contact [Identify specific individuals from the list above here: 911 dispatch center, emergency manager, fire chief, police chief, sheriff] and ask the following questions:

- What happened?
- When did it happen/Is it still happening?
- Where is it happening?
- Is it in one location or multiple locations? Is the incident moving (e.g. a flood)?
- What first responders are on scene or headed to the scene? What is their ETA for arrival?
- What agency or agency is/will be in charge?
- What are the current known impacts? (Road closure, injured people, etc.)
- What are first responders' next steps?
- Who has been notified? (Internal staff, elected officials, mutual aid, Red Cross, etc.)
- Who is the main point of contact for incident information?
- Is media on scene? If yes, who? If not, is there a safe staging location for media (and where is it)?

# Holding statements

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- Who to contact
- What to ask
- When to report up
- Where to research
- Where to post information
- Where and how to listen

## [AGENCY] EMERGENCY HOLDING STATEMENTS

*Customize the following holding statements based on the common risks or hazards your agency is likely to experience AND based on existing emergency communications plans or procedures. Retain a digital copy on servers and/or shared drives; print a copy in case of power outage or connectivity issues.*

### General

*This is a general holding statement that could apply to any situation. This statement is intended for websites, phone interviews, news releases, or any long-form communication.*

This is [INSERT YOUR NAME] and I'm an INSERT YOUR TITLE with INSERT YOUR AGENCY NAME .I can confirm that [TYPE OF INCIDENT] has occurred. IF APPROPRIATE, PROVIDE VERIFIED DETAILS OF WHAT HAPPENED, WHERE AND WHEN IT HAPPENED, AND WHO/WHAT AGENCIES ARE RESPONDING.

What we need the community to do is INSERT ACTIONS YOU WANT THE PUBLIC TO TAKE OR ACTIONS YOU DON'T WANT THE PUBLIC TO TAKE

We are still gathering information. As we learn more, we will share that information TELL PEOPLE WHERE YOU'LL POST UPDATES.

We understand that you have questions about this incident, and we are working quickly to gather more details that we can share. We expect to provide another update INSERT TIME OF NEXT UPDATE.

### Social Media General

*This section is for social media holding statements that could apply to any situation. These statements are intended for all social media platforms and short-form communication.*

We can confirm that [insert type of incident] has occurred. [If appropriate, provide information about what happened, where and when it happened, and who/what agency/agencies are responding]. Please follow [insert social handle and/or websites] for updated information.

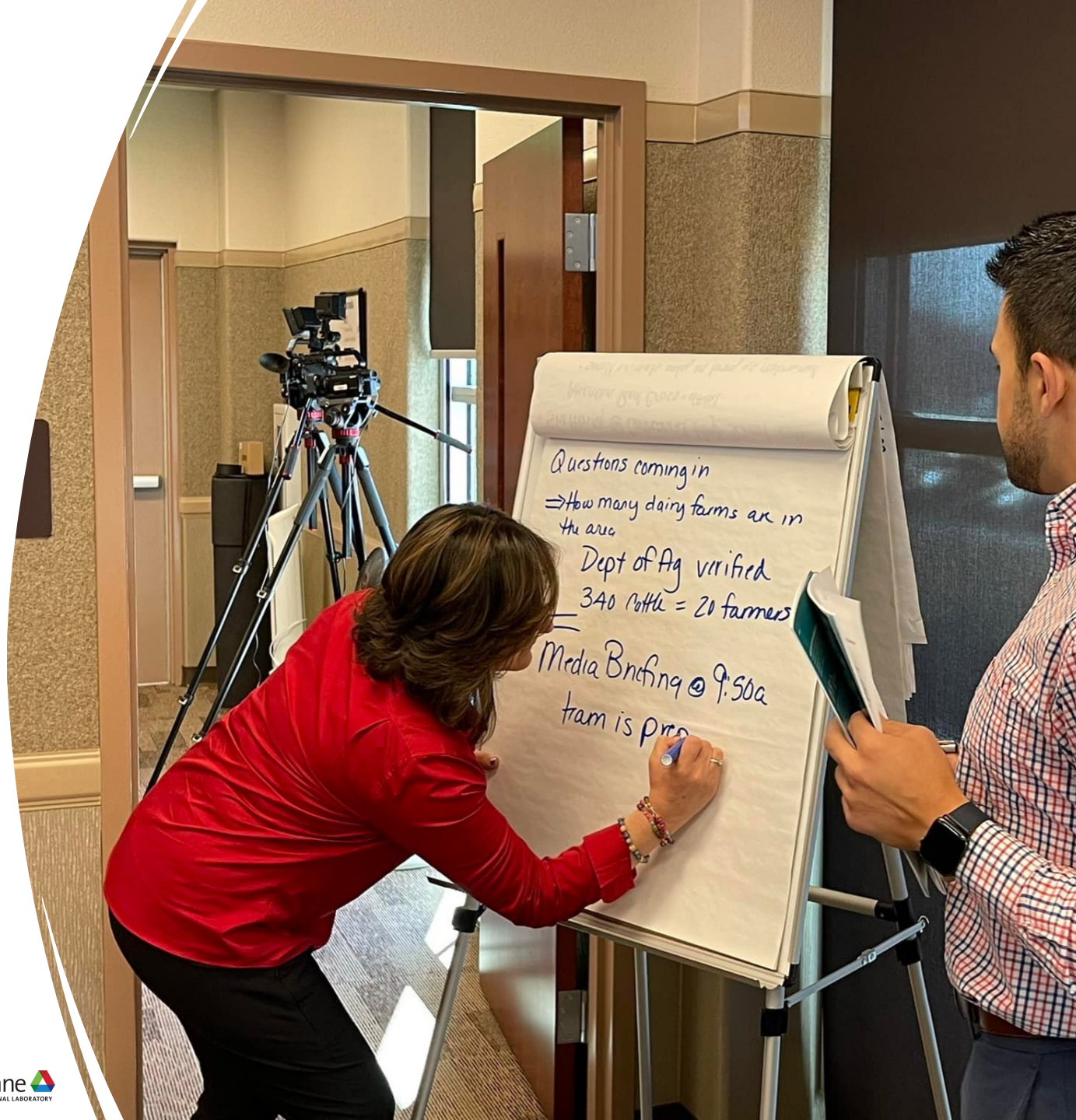
# Training for success

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# Training is important!

- Argonne National Lab's PAST Fusion Academy
- FEMA
- National Disaster Preparedness Training Center
- Stay current on crises



# Advocate for more training

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- Existing agency training
- Partner agency training
- State or regional exercises
- Just do it yourself

# There's been a natural disaster....

NOW how confident are you that you know what to do first?



# Questions?

**PAST** | **FUSION  
ACADEMY**  
AT ARGONNE NATIONAL LABORATORY

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