

2017 Crisis Management and Communication

Definitions

Crisis

A "Crisis" is an emergency situation resulting in a fatality, a serious, life-threatening injury, a serious injury where the chapter desires additional support, or a catastrophic loss to the Society (threat or actual loss of substantial property, assets, or reputation), or other incidents of significant proportions directly impacting chapter operations, including situations when police or other authorities are involved. Always err on the side of calling the crisis line (or the crisis team lead) to determine if the crisis team should be activated.

Incident

An "incident" is an accident resulting in minor to moderate injury that can be swiftly and readily addressed by staff and volunteers onsite.

Examples

Crisis

Fatality
Injury requiring flight for life
Serious head trauma
Serious accident involving numerous individuals
Accident resulting in police investigation
Situation where there may be Society liability
Weather-related route evacuation
Robbery, significant theft or vandalism

Incident

Accident resulting in minor injuries
Weather-related delays or cancellations

Crisis Support

- In the event of a crisis, immediately contact the Crisis Team at **844-4-HELP-44 (844.443.5744)**. **Please note this is a new number as of 1/1/16. Please update all event support documents.** Your call will be answered by an answering service, who will then contact the lead on call for the weekend.
 - Please note this number should be used in the event of a crisis situation as noted above. For all other occurrences, please submit an accident report through RiskConsole the next business day.
- This emergency number will connect you directly to "AnswerServiceCare", an emergency answering service retained to provide on call emergency answering service. This service will facilitate access to home office staff (Crisis Team) 24/7 to provide immediate support in the event of a crisis situation.
 - This team is composed of representatives from risk management/legal, marketing and development, Leadership and Organizational Development, and Programs (counseling support) departments.
- The on-call crisis team leader will call the chapter staff member once contacted by the answering service at the number provided to assess the situation. Depending on the needs of the chapter, the crisis team will provide the appropriate support in response.
 - The team is prepared to provide whatever assistance a chapter might need to support the crisis at hand.
 - Telephone support will be available immediately.
 - An appropriate staff member will be deployed within 24 hours of the incident, if needed.