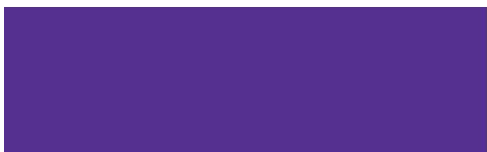
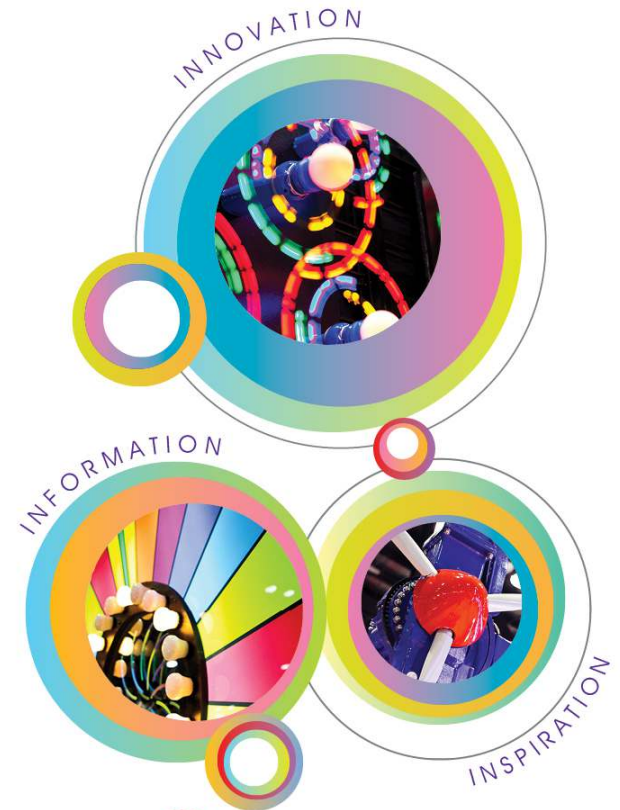


Response to Recovery: Managing an Emergency at Your Facility

Regina Phelps
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November 21, 2013



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Agenda

- Why plan?
- What plans do you need?
- Where to begin?
- Five areas of planning
- Training and Exercises
- Time to Do Something!



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Why Plan?

- How can you not?
- Let me count the ways...
 - Legal
 - Moral
 - Fiduciary responsibilities
 - Audit
 - Your Board of Directors
 - Your community
 - Your employees



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What Do You Need?

Incident Management

Emergency
Response

Disaster
Recovery

Business
Continuity
Planning

Crisis
Communi-
cations

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Where To Begin?

- First you need to **assess** your situation. This includes:
 - Conduct a hazard assessment of your area
 - Review your building life safety features
 - Conduct a non-structural hazard and safety walkthrough.



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Risk Assessment

- Before planning a response, you must first assess your risks:
 - Natural hazards.
 - Your neighbors.
 - Human risks.
 - Environmental risks.
 - Political/country risks.
 - Your building: Life safety, security.
- Determine likelihood of risk and plan accordingly.

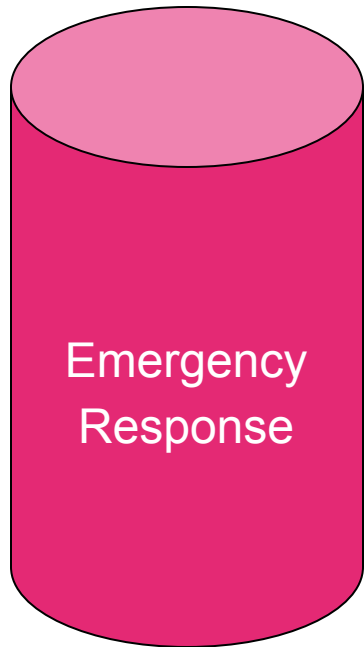


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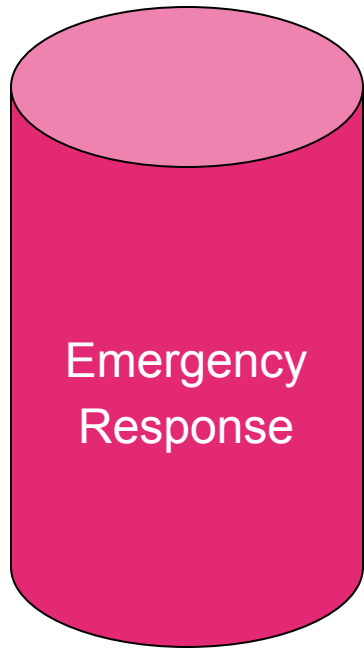
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- What should be included in a solid emergency response program:
 - Basic emergency procedures for all staff.
 - Employee training and/or materials.
 - Basic first aid supplies.
 - Floor warden/emergency response teams (ERT).
 - Written procedures for ERT.
 - Training for ERT based on their role.





- More emergency response activities(cont'd):
 - Drills: Fire, earthquake, other events.
 - More specialized disaster-type supplies.
 - Company emergency responder team (sometimes called a Site Emergency Response Team SERT).
 - Detailed emergency procedures for all company responders, including building-specific information.
 - Training.
 - Emergency exercise to test teams and procedures.





- What should be in a Disaster Recovery (DR)?
 - The plan should be commensurate with your recovery time objectives and meet your risk profile.
 - Comprehensive DR plan.
 - It goes without saying that the bare minimum DR plan is nightly back up with tapes stored off site.
 - Small firms may simply do back up nightly and a staff person takes the tapes off site.
 - Moderate size may have a document storage company take them off site to a warehouse.
 - Large firm may have a contract with a “hot-site” restoration vendor.





- What is in a business continuity program (BCP):
 - Business impact analysis.
 - Clearly identified mission-critical functions that are time-sensitive.
 - Individuals assigned to a BCP role in each mission-critical department.
 - Detailed work area recovery plans.



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- Business continuity programs (BCP) also include:
 - Departmental plans that support the timely recovery of those identified time-sensitive mission-critical functions. Plans identify:
 - Staff.
 - Equipment.
 - Technology and data required.
 - Work area recovery strategy.
 - Employee communication.
 - Vendor communication.
 - Critical operating procedures for time-sensitive functions.
 - Regular exercises of the plan.



- What should be in a Crisis Communications plan:
 - Communication strategies that reduce the likelihood of an internal business issue going public, or minimize the reaction if disclosure of the crisis cannot be avoided.



The Plan should include:

- The crisis communication team members.
- Positioning.
- Designated spokespersons.
- Media policies and procedures.
- Identified key audiences.
- Draft communications (templates) including media, employee, investors and other key stakeholders.
- Collateral materials.
- Contact log.
- Guidelines for speakers presentations and handling media interviews.
- Social media guidelines and templates.



How Do They Coordinate?

Emergency
Response

Disaster
Recovery

Business
Continuity
Planning

Crisis
Comm.

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Incident Management

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What is Incident Management?

- Organized and centralized team approach that allows for:
 - Command.
 - Control.
 - Coordination.
 - Communication.
 - Collaboration.
 - Consistency.
- Look for industry best practices:
 - We strongly encourage the use of the Incident Command System (ICS).



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Incident Command System History

- The Incident Command System (ICS) was developed in response to a series of fires in Southern California in the early 1970s.
 - ICS is widely adopted in the U.S. at all levels of government.
 - Used worldwide.
- It's a team-based methodology built upon eight basic hallmarks.



AP / Ringo H.W. Chiu



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Eight Hallmarks of ICS

1. Manageable span of control.
2. Common terminology.
3. Modular/Scalable organization.
4. Integrated communications.
5. Unified command structure.
6. Consolidated action plans.
7. Pre-designated command centers.
8. Comprehensive resource management.



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Special Appendix Plans

- Pandemic Plan
- Animal Husbandry Plan
- Others?



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Training and Exercises

- Once all employees have been trained on the plan, there are only two ways to know if the plan works:
 1. Have a disaster.
 2. Do at least one exercise per year.
- We recommend #2.
 - It's less stressful and more productive.



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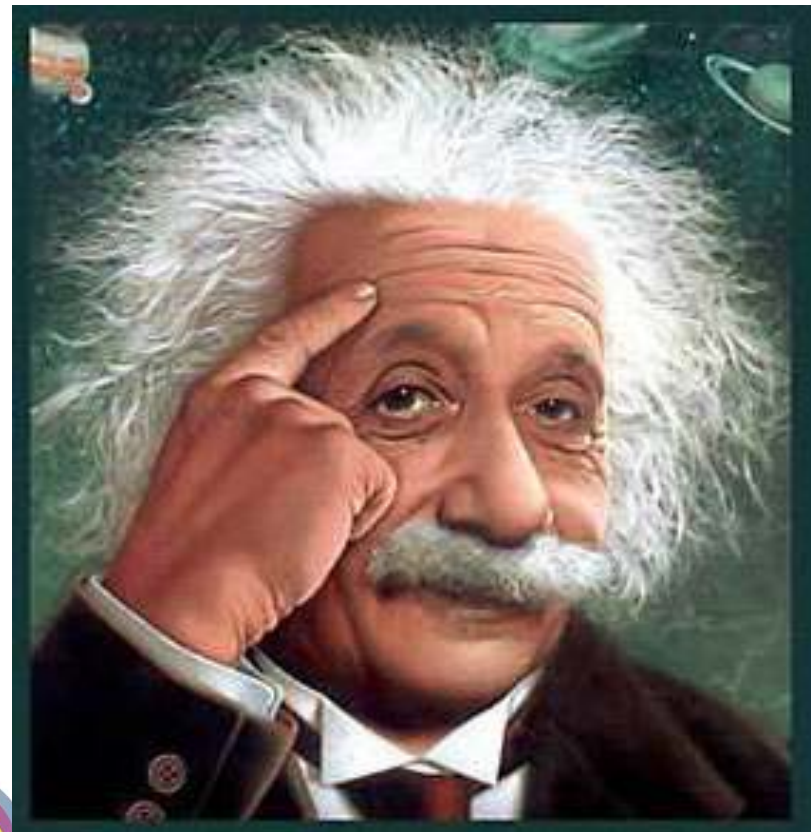


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Time to Do Something!

- History tends to repeat itself. We need to learn from the mistakes of the past.
- Remember the words often attributed to Albert Einstein:
 - *“Insanity is doing the same thing over and over again and expecting different results.”*



Thank you

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