

# SYTA SUMMIT 2017

## Risk Management and Crises Communications

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# CASE STUDY

**Student suffers serious allergic reaction,  
while at a national chain restaurant during  
scheduled tour.**

**Student's family sues the tour operator  
and restaurant.**

# Pre-Trip Management with Group Leader/School/Parents

- ✓ **Emergency Contact List – Vendors**
- ✓ **Emergency Contact List – Parents**
- ✓ **Medical Information – Participants**
- ✓ **Allergy Information (medical, food and other) – Description of allergy and forms signed by parents**
- ✓ **Medications – Participants**
- ✓ **Contracts with Terms and Conditions – checked by Insurance and Legal**
- ✓ **General Liability Insurance and Professional Liability Insurance (errors and omissions)**

# Terms and Conditions

## Contracts/Forms with Terms and Conditions

Terms and conditions should specifically reference that while Tour Operator has communicated dietary restriction to meal providers, and that Tour Operator only utilized reputable providers for meal services, they cannot guarantee, how any meal will be prepared or ultimately what ingredients will be provided within the meal. It should also indicate, while all allergy information will be provided to scheduled meal providers, the tour operator cannot take responsibility for items purchased or procured by the student, outside of the meals provided through the tour operator.

Tour Operator has solid Terms and Conditions, disclaiming liability for the negligent acts of independent suppliers of services.

# Pre-Trip Management with Group Leader/School/Parents

- ✓ Establish dialogue and written communication with the restaurant in advance regarding student allergies and confirmation that restaurant can accommodate specific requirements. Also restaurant should share (tour operator should document) how they will meet those needs onsite.
- ✓ Keep records and documentation memorializing efforts by tour operator to assure restaurant was able to provide food to accommodate student's diet/allergies.
- ✓ Develop protocol in advance and document how tour operator and /or group leader will communicate with restaurant staff onsite to assure that prearranged requirements for student with allergy are executed.
- ✓ Tour operator should establish a point person, preferably manager-on-duty responsible for ensuring that student will receive special meal. Tour operator should communicate this restaurant point person to the group leader/chaperones in advance.

# Restaurant Overview

Restaurant does not accept medical forms – responsibility of Tour Operator

We have a strong recommendation that the Sales Managers & Operations team work very closely.

***Draft Statement with legal department to include in Group Menu Agreements:***

“The attached allergy information should be considered directional only. All dishes are prepared in our kitchens on shared equipment where there is a possibility of cross contamination with other allergens. Please ask for a manager when you arrive and discuss your specific needs”

# On Site at Restaurant

Student eats at restaurant and becomes violently ill requiring hospitalization.

## *Tour Operator and Restaurant*

Demonstrate (show proof/evidence) that there was communication between tour operator and group leaders/chaperones with point person or manager-on-duty upon arrival at the restaurant that there was a student with allergy and prearranged details/food.



# Crisis Management Response to Allergic Reaction On Site

## *Guidelines and role of the Tour/Group Leader*

Get immediate help. No matter what the emergency may be the Tour Director must call 911 to get professional assistance.

Send adult with medical information to hospital with student

Contact the company. As soon as the authorities have been contacted and secured the young people, he will notify your company.

Assign individual responsibilities. Have adults/chaperones/teachers watch the group or continue with tour

Allay concerns. The Tour Director must remain calm and address the group's fears. A nervous and uncertain Tour Director will create panicked travelers.

Develop contingencies. The Tour Director in coordination with staff must quickly create back-up plans. This may include changing the itinerary or securing alternate plans

Begin to notify all impacted parties including, but not limited to, senior leadership of your company, legal counsel, insurance provider, public relations counsel, other third parties vendors who may be involved, schools.



# Crisis Management Response to Allergic Reaction On Site

*Crisis response team convenes and follows Crisis Communications Plan.*

Response will depend on nature of incident. Critical that team meets frequently, e.g. every 1-2 hours, to adapt to evolution of incident, e.g. medical condition worsening, posts by students on social media, CNN calling etc.

Update. The Tour Director should contact you regularly (at least every 30 minutes) updating you about the situation, the group, and new

Contact counseling services, which will be needed in event of death, which will be traumatic for fellow students, teachers AND staff!

# Post Trip Actions

- **Complete Incident Report Forms**
- Proper documentation of incidents is critical during a trip.
- Capturing the **facts** surrounding an incident when it happens provides important information for preventing future accidents. Also the information can be beneficial later if an incident escalates or a complaint is filed. Only include factual information.
- It is **not appropriate** to include opinions or conjecture of what happened.
- Remember, any report can be used in court if the incident escalates to that level.
- A report should address at least the following areas and document basic information relevant to the incident.

# Incident Report

- Date, time and location of incident.
- Names of all people or agencies involved.
- Names and signed statements of all witnesses to the incident.
- Pictures of the incident if appropriate of the situation.
- A section where the individual involved can describe what happened in her/his own words.
- A separate report for each person involved.
- A signature line for the person completing the form to sign verifying the information is accurate to the best of her/his knowledge.

# Questions and Answers

Thank you for attending the session. The ppt will be available on basecamp for Summit Attendees after the Summit.

# SYTA Safety and Crisis Management Plan Coming Spring 2017