

Developing Your Crisis Response Plan

Facilitated by:

Michael Bowers

Student Travel Safety Consultant

&

Katy Summers

Sr. Manager of Education & Professional Development, SYTA

CSTO/CSTP Updates

- This class meets standard requirement for both CSTO & CSTP
- CSTO fee changed to \$1500 until 12/31/2021
- CSTO documentation upload time increased to 90 days
- CSTO motorcoach assessment now includes self-assessment option
- CSTO standards 1 & 2
- CSTP classes are being updated on website
- Post-course assessment
- Certification resources on my.SYTA.org

Learning Objectives

1. Understand the CSTO standards related to crisis response planning and requirements
2. Explain what a crisis is in reference to student travel
3. From a leadership perspective, learn how to direct the development of a crisis response plan
4. Identify the three different levels of a crisis
5. Understand how to conduct a simulation exercise using the crisis response plan

Agenda

1. Information about the crisis plan requirement
2. Review of the CSTO Standards
3. Definition of a crisis
4. Objective of a crisis plan
5. Three levels of crisis
6. Format for developing crisis response plan packets
7. Additional support documents
8. Training and practice drills
9. Keeping your response plan up-to-date
10. Questions

Important Information to Start

1. If you have a crisis plan that's great!
2. If you need a plan we offer a format
3. Key components of a plan include:
 - a. Who owns the plan
 - b. Main plan content
 - c. Training outline
 - d. Definitions of roles
 - e. How and when is it updated?

CSTO Mandatory Standard CRP-1

CRP – Crisis Response Plan and Training

The travel organization must have in place a current crisis plan to effectively respond to and manage a critical situation. The travel organization must conduct annual training of all staff, appropriate for their job duties and responsibilities.

CSTO On-Site Validation CRP 1

Written Documentation:

1. Crisis Response Plan listing actions the travel organization would take in the event of a foreseeable emergency or crisis.
2. Training material(s) used for annual training.
Confirmation of annual training to travel organization staff.

On-site Validation Process:

1. Leadership explanation of Crisis Response Plan training.
2. Staff interviews to gauge understanding of plan.
3. Validate training records.
4. Copy of plan to be kept confidential.

CSTO Mandatory Standard CRP-2

CRP – Crisis Response Simulation Training

The travel organization must conduct or participate in an annual desktop simulated crisis response exercise in one year and a full simulation of a crisis response effort in the following year. The pattern of training then repeats continually.

CSTO On-Site Validation CRP 2

Written Documentation:

1. Script for desktop crisis response exercise situation details.
2. Meeting minutes from crisis response exercise simulation.
3. Copy of attendance roster for all event attendees

On-site Validation Process:

1. Leadership explanation of crisis response simulation topic.
2. Sample of staff interviews on knowledge gained from simulation event.
3. Validate training records

Definition of a crisis



Specializing in Student Travel Safety

Definition 1

“Any situation or problem considered as having the potential to damage the health and well-being of travelers and/or the credibility and reputation of the organization.” -Michael J. Bowers

Definition 2

“A critical event or point of decision which, if not handled in an appropriate and timely manner (or not handled at all) may turn into a crisis”. -Princeton University



Main Objective of a Crisis Plan

1. To safeguard the well-being of customers and staff.
2. To minimize the impact of the crisis on the day-to-day running of the business.
3. To ensure the reputation of the business is kept fully intact.



Levels of a Crisis

Level 1

A major incident and/or loss of life, serious injuries to one or more tour members.

Level 2

Serious incident with injuries but no loss of life.

Level 3

No major incident or serious injury has occurred. However, there is a strong possibility of a crisis developing.

How to Build a Plan in 3 Steps

Step 1- Ownership of the Plan

The CRP plan owner should possess the following qualities;

- ✓ Organized
- ✓ Detail oriented
- ✓ Ability to write clearly
- ✓ Effective verbal communication skills
- ✓ Reliable
- ✓ Ability to train or teach
- ✓ Collaborative
- ✓ High level of operational common sense and experience

How to Build a Plan – Step 2

Selecting the Teams to Develop the Plan

First Response Team



Step 3 Building the Response Packets

- ❖ If you combine teams, pay special attention to the order of the response actions listed in the packet as to complete actions in order.
- ❖ Bring all team leads together as a group and clearly explain the goals and process of building the Crisis Response packets.
- ❖ Remind the team leads they are in this role because they are the experts in their area.
- ❖ After the initial meeting, teams go start developing their packet.
- ❖ The CRP owner should meet with each team leader on a regular basis during development for status updates and offer support.

Building the Response Packets *cont.*

Person-in-Charge (PIC) Packet 2

OBJECTIVE

Because you are the first person to respond to this incident, **YOU ARE NOW IN CHARGE OF THIS CRISIS.** You will remain the “**Person-In-Charge**” until relieved by someone with higher authority. **Complete the check list below NOW.**

Format for Developing Packets

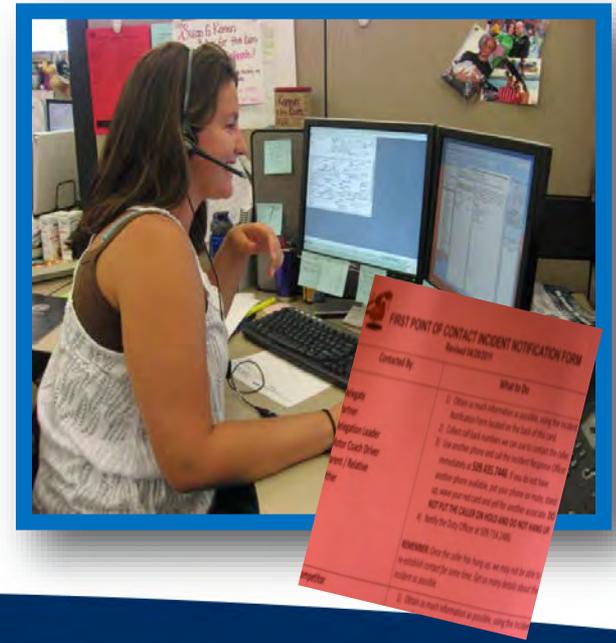
IMMEDIATE ACTION		Assigned to	Date/ Time	Initials
2.1	Acquire information from First Point of Contact – Take <i>completed</i> POC Information Card.			
2.11	Ensure Emergency Medical Services have been contacted. IF NOT, Contact Them.			
2.2	<p>ASK: Has Crisis Response Officer (CRO) been called? If NO, Call Crisis Response Officer now: 000-000-0000</p> <p>Provide information and follow directions given. ASK CRO if you should replace hold music with script? If YES, proceed to 2.2a. If NO, proceed to 2.3</p>			
2.2a	<p>If approved: Turn OFF hold music. Replace with standard holding script. (Provide directions to turn off music or prerecorded messaging on the back of this form)</p>			
2.3	Call Tour Guide/Chaperone phones to validate incident, if necessary.			
2.4	Ensure all staff are aware of crisis and that you will provide updates.			
2.5	Notify service provider(s) of impacted tour group(s).			
2.6	Forward your desk phone to your DO cell phone:			
2.7	Proceed to Designated Command Center for set up.			

First Point of Contact (POC)

Red Card

A call can come in from anyone, anywhere. It could be the Tour Manager, a Teacher leader, a representative of a venue, a student or a parent.

- ✓ POC completes the Red-Card with as much detail as possible.
- ✓ POC verifies that law enforcement or emergency medical service has been called. If not, contact immediately.
- ✓ Calls CRO Response Officer (**List Phone Number**)
- ✓ Give Red-Card information to the Person-In-Charge (PIC)



Talking with the Media

- Only the company spokesperson make statements
- If questioned, do not confirm or deny information presented
- Note any details the reporter may be providing
- Consider a Media Calls Received form

Additional CRP Documents

- Current employee contact list.
- Service provider contact List
- Media phone contact number
- Insurance company information, traveler's insurance and organizational Insurance.
- And important government agency contact numbers.

Important Government Contacts

Center for Disease Control (CDC) <http://www.cdc.gov/CONTACT/>

You can make public inquiries at 1-800-232-4636 or email at cdcinfo@cdc.gov.

American Red Cross <http://www.redcross.org> 1-800-733-2767

Child Welfare Information Gateway-Child abuse reporting gateway.

<http://childwelfare.gov>

(If International Travel)

U.S. Department of State– Bureau of Consular Affairs <http://travel.state.gov>

U.S. Embassies Abroad <http://www.usembassy.gov>

American Citizens Service and Crisis Management (ACS)

http://travel.state.gov/travel/tips/emergencies/emergencies_1212.html 1-888-407-4747

Passport and Visa Information 1-877-487-2778

World Health Organization (WHO) <https://www.who.int>. +41-22-7912111

Family Assistance and Support Standard

CUS – Family Assistance and Support

The travel organization must have a detailed Family Assistance Plan to support tour participants and their families impacted by a crisis on tour. The plan will be adaptable for teacher-led and travel organization-led tours. Annual training will be conducted for all active staff involved with the tour.

Family Assistance and Support Validation

On-Site Validation Process and Self-validation Requirements

- ✓ Copy of family assistance plan.
- ✓ Training material for initial and recurrent training.
- ✓ Annual training of employees and contracted service providers involved in the program.
- ✓ Training attendance records

On-site Validation Process:

- ✓ Standards reviewer to review training material.
- ✓ Standards reviewer to audit training records and crosscheck to random tour roster.

Family Assistance Team

- May escort parents to incident site
- Render all possible compassionate assistance to travelers and their families by meeting short term, practical needs and providing them a connection with long term support.
- Facilitate Command Center, Family Assistance Center and SAFE room
- Be a good listener and provide approved updates to the families



Supporting Roles in Case of a Crisis

During an actual crisis, lack of a coordinated and collaborative response between our organization and our clients could be disastrous. Therefore, in an effort to define these roles we have developed a short questionnaire to determine each organization's responsibility during such an event. We are asking these questions to ensure no misunderstanding in the highly unlikely event a crisis should occur.

Supporting Roles in Case of a Crisis

1. In the unlikely event of a crisis, who will contact the parents of the student travelers?
2. Who would you like to handle all media responses related to the crisis?
3. If the school will be handling all media calls, what is the phone number or email address you would like us to forward media inquiries to?
_____-_____-_____, and/or email.
4. If media is at the incident site and/or contacting our organization, what contact name and number should we provide the media?
5. Would you like us to dispatch a Go-Team to the incident site to support the tour participants, set up hotels for traveler families and manage transportation needs?
6. Who should be responsible for identifying the medical facilities that injured tour participants are transported to?
7. Will you need our go team to establish a family assistance center?
8. What other support would you like from us during a crisis?

Contact Information

Michael J. Bowers

Founder & President

Email: mike@travelsafety.solutions

Direct Contact: 509-280-1040

Katy Summers

**Sr. Manager of Education
& Professional Development**

Email: ksummers@syta.org

Direct Contact: 703-672-8530



NEXT PRESENTATION

A Story of Resiliency

Presented by Scott Whitehair and Local Storytellers

9:15 AM - 10:30 AM