



**girl scouts**  
north carolina  
coastal pines



Girl Scouts – North Carolina Coastal Pines  
6901 Pinecrest Road  
Raleigh, North Carolina 27613  
919-782-3021 or 800-284-4475  
Fax: 919-782-2083



## DISTRIBUTION:

- ◆ The Crisis Management Team
- ◆ Council Employees
- ◆ Council Volunteers:
  - ✓ Service Unit Managers/Team
  - ✓ Learning Facilitators
  - ✓ Event Directors
  - ✓ Area Product Sales Managers
  - ✓ Troop Leaders
  - ✓ Media Coordinators

# Council Crisis Management and Communications

## What is a Crisis?

A circumstance or serious incident which has the capability to threaten the well-being of its members; cause an adverse reaction from the community or have a damaging impact on the Girl Scouts – North Carolina Coastal Pines organization's name or financial status.

Although traumatic events cannot be completely prevented, the impact on the organization and its staff and volunteers can be minimized. Much can be gained or lost by the way that a crisis situation is handled. It is our sincere hope that the Council is not faced with a crisis situation, but it is essential that in the event of a crisis each of us understands and complies with the established guidelines in this crisis management plan.

For minor incidents that are not a crisis, please refer to instructions on the emergency wallet card issued to all leaders, co-leaders, and staff.

## What to do in a crisis situation

When an incident occurs, it is of vital importance that the person in charge follows all procedures on the red emergency procedures card, and the person at the scene follows these steps IN ORDER:

1. Give priority attention to the care of the injured.
2. Secure needed assistance...doctor, ambulance, fire.
3. Ensure safety of others...troop members, campers, volunteers.
4. Contact the appropriate Council staff person. *See the Council Crisis Communication Network in this document or the Council's Emergency Wallet Card. Continue calling emergency contacts listed until you are able to reach someone.*
5. Leave a responsible person at the scene. Do NOT disturb the victim or surroundings until assistance arrives.
6. Make NO statement of ANY KIND (this includes email) to the media or anyone except the Crisis Management Team or designated key staff. Do not give out any names or information. Ask them to call the Council office at 800-284-4475. *See section on public communications on page 7.*
7. Keep your copies of all permission and health history forms to turn in to the Council office.

## How to be prepared for a crisis

Proper training and good judgment help us to be prepared in the event of a crisis. Every position in Girl Scouts has training, and every training has a crisis preparedness component. Consult *Volunteer Essentials* and appropriate *Safety Activity Checkpoints* for specific trainings you can take to be prepared to act in a crisis.

Accidents and incidents (near misses) are more likely to happen when safety precautions are overlooked. Both adults and girls should develop a safety consciousness. Safety instruction, good supervision, maintenance of safe surroundings, and good planning can prevent accidents and incidents. Skill, good judgment, and quick action are important aspects of safety.

Key factors to consider to be prepared to deal with a crisis are:

- Recruiting, educating, and evaluating adults qualified for their position
- Ensuring that all safety and health standards are being met in troop meetings, troop trips, camping, and events
- Ensuring that all permissions are documented
- Collecting and reviewing all Health History forms when required
- Knowing specific evacuation plans and emergency plans for events and camps
- Reviewing *Safety Activity Checkpoints* during the planning phase for all activities, trips, and events

## Types of incidents and unexpected events to prepare for:

**Natural Disasters** – tornadoes, hurricanes, floods, earthquakes, severe storms, lightning strikes

**Acts of Violence** – sexual assault, threats/bomb threats, robbery/theft, physical assault, kidnapping, suicide, homicide

**Health Problems** – Heart Attacks, allergic reactions, strokes/seizures, loss of consciousness, pandemics

**Organizational Incidents** –

- accidents
- acts of vandalism
- chemical spills
- criminal indictments of an employee or key volunteer
- death of a key employee or key volunteer
- fatalities
- fires
- terrorism
- transportation accidents
- workplace violence
- pandemic

## The Crisis Management Plan

Outlined below are the general guidelines that our Council will follow in the event of a crisis situation.

1. The **Crisis Management Team** is in place to help manage and communicate about the crisis. **These are the only individuals authorized to make decisions relating to an incident.** Other responsibilities of the team include providing guidance to the staff and volunteers, issuing public statements and other communications, obtaining the services of outside consultants, and maintaining key records pertaining to the incident.

<b>CRISIS MANAGEMENT TEAM CONTACT INFORMATION</b>				
Team Member	Title	Work Tel#	Home Tel#	Cell #
Rusine Mitchell Sinclair	Chief Executive Officer	919-600-6333	919-518-1053	919-455-5888
Bernadette Spong	Chair	919-784-3245	919-562-1292	
Nancy Voiland	Comm. & Marketing Director	919-600-6327	919-376-9287	919-455-5230

2. **Key Staff Members** who may have responsibilities involving the incident are listed below. The Chief Executive Officer will designate the appropriate staff members based on the facts and circumstances of the situation.

<b>KEY STAFF CONTACT INFORMATION</b>				
Team Member	Title	Work Tel#	Home Tel#	Cell #
Leslie Flood	Chief Business Officer	919-600-6340	919-820-4448	919-820-4448
Tracy Sternberg	Chief Development Officer	919-600-6309	919-841-8879	919-841-8879
Cathy Stipe	Chief Financial Officer	919-600-6312	919-510-8837	919-809-4711
Cindy Kelley Deaton	Chief Operating Officer	919-600-6337	919-219-6383	919-219-6383
Grazia Mostella	Membership Executive-Region 1	919-432-6123	919-734-5161	919-344-3248
Shawna Peaks	Membership Executive-Region 2	919-600-6328	919-251-9953	919-806-6119
Meta Trombley	Membership Executive-Region 3	910-437-9900	910-486-7017	910-850-8168
Keli Diewald	Membership Executive-Region 4	919-600-6345	540-292-0457	540-292-0457
John Braun	Property & Camp Program Executive	919-600-6305	309-338-7293	919-946-1038
Robin Smith Simonton	Program & Volunteer Services Executive	919-600-6329	919-475-3793	919-475-3793
Ryan Davis	IT Manager	919-600-6321	919-552-8036	919-889-8992
Sherry Williams	Site Ranger – Camp Graham	252-492-1478		252-213-0161
Lon Everett	Site Ranger – Camp Hardee	252-946-0492		252-363-1874
Don Perry	Site Ranger – Camp Mary Atkinson	919-965-3586	919-202-9920	919-219-6384
David Auman	Site Ranger – Camp Mu-Sha-Ni	910-652-6245	910-652-3758	910-783-5753
*Contact John Braun*	Site Ranger – Camp Pretty Pond	910-845-8955		910-980-8084

## CORPORATE OFFICE & RALEIGH SERVICE CENTER TELEPHONE NUMBERS

Business Hours: 919-782-3021 or 800-284-4475

Evening and Weekends: Refer to numbers listed above if no one answers council lines.

## FAYETTEVILLE SERVICE CENTER TELEPHONE NUMBERS

919-782-3021 or 800-284-4475

## GOLDSBORO SERVICE CENTER TELEPHONE NUMBERS

919-782-3021 or 800-284-4475

3. The Corporate Office and **Raleigh Service Center** at 6901 Pinecrest Road, Raleigh, NC 27613 will be the base for the Crisis Team for meetings and official statements unless designated elsewhere.
4. A **Crisis File** with contacts, fact sheets, and other pertinent information will be located in a clearly marked place in the Chief Executive Officer's Office. It will be regularly updated by the CEO to ensure that the information is accurate and current.
5. A **designated spokesperson** from the Crisis Management Team will be **the only person authorized to speak to the media**. Only the Chief Executive Officer or her designee shall communicate with the media to address any situation of a serious or controversial nature that could impact the reputation or image of Girl Scouting. This communication is the official "Council Statement." The designated spokesperson will be responsible for **all** communications to the media, including telephone calls, emails, and interviews. Any communication to the media by anyone else is unauthorized.
6. The **Official Statement** to the public from any persons except the designated spokesperson, (including staff, Board members, and all volunteers) is as follows:

**I don't have all of the facts, and I am not in a position to answer any questions. Thank you for sharing your concern, and please call the Chief Executive Officer or the designated spokesperson at 800-284-4475.**

This language must be strictly adhered to and should be kept readily available.

7. **Briefings** will be made periodically to the staff and Board members by a designated member of the Crisis Team. It is important for briefings to be made to ensure that consistent and factual information is regularly communicated to them. Also it should minimize gossip and conflicting information being passed around between families, friends, volunteers, and the public.
8. **Required Documentation** – Be sure to record all information with regard to an accident or incident:
  - **Form CP115 – Accident/Incident Report** is a record of all the facts surrounding the accident/incident as well as contact information for the injured party. This should be completed for each injured person.
  - **Form CP116 – Accident or Incident Log** is a chronological record of all events and communications relating to the accident. This should be completed by any staff person or volunteer directly involved in the accident.
  - **In order for the Crisis Team to act quickly and effectively, it is extremely important for there to be accurate documentation about the crisis. It is also critical from both a legal and insurance standpoint.**
  - Please keep extra copies of these forms in several places, like your car and at home, and maintain the completed copies in a safe location. They are downloadable from the Girl Scouts – North Carolina Coastal Pines website. Upon logging into your volunteer profile from [www.nccoastalpines.org](http://www.nccoastalpines.org), you will access the Council Crisis Management Guide under the Girl Scout Volunteer Resources heading.

## Public Communications

Be prepared to receive communications by email, telephone, or in person from the media, volunteers, friends, family, or other persons in the public. If you receive any communication:

- Let it be known that you want to help and are not withholding information, but only the Chief Executive Officer at the Corporate Office and Raleigh Service Center has the most current and accurate information.
- If you are pressured, use the following statement, and repeat it as often as necessary:

**I don't have all of the facts, and I am not in a position to answer any questions. Thank you for sharing your concern, and please call the Chief Executive Officer or the designated spokesperson at 800-284-4475.**

### DO NOT:

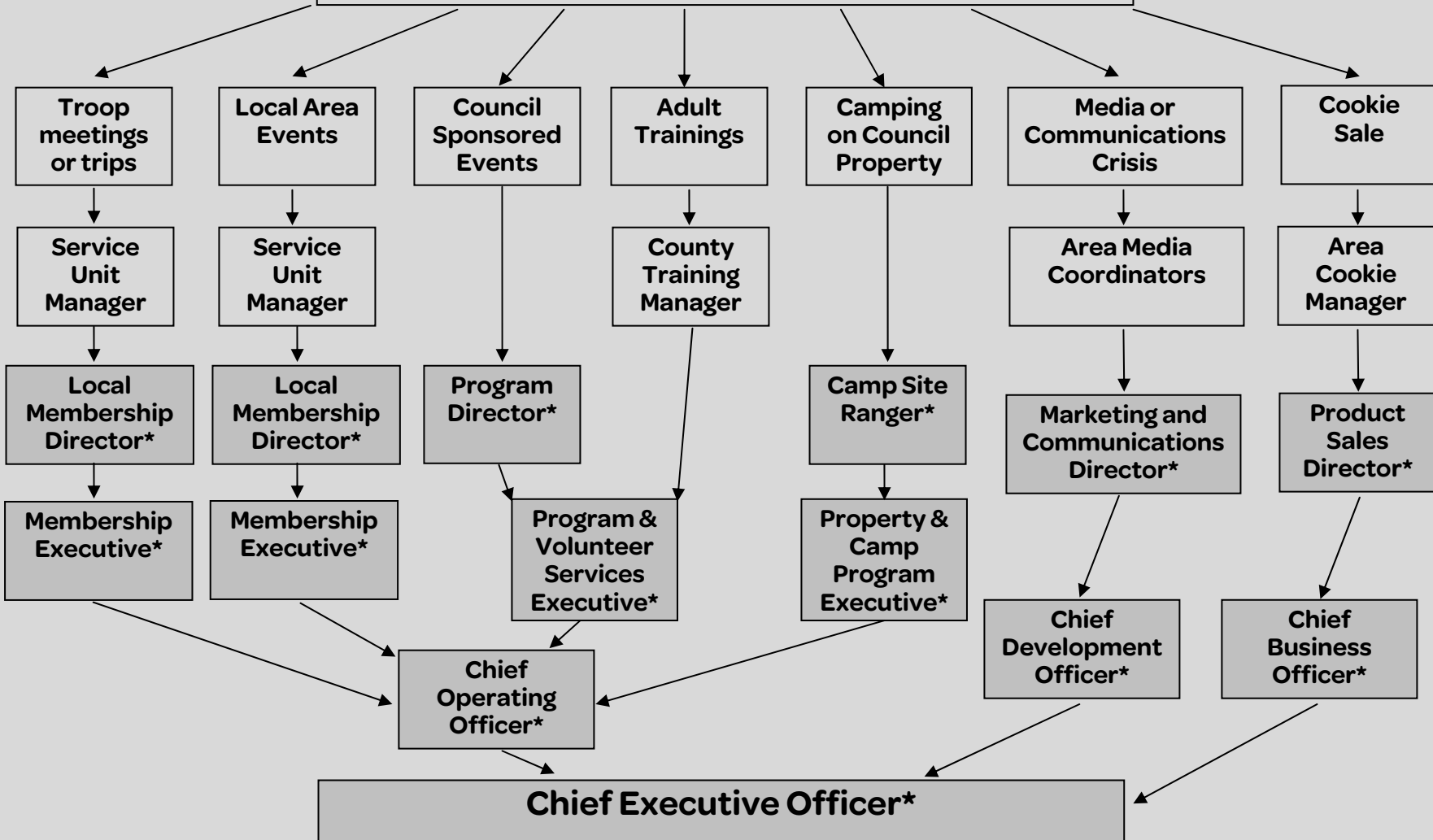
- Respond, forward, or initiate any emails relevant to the incident to anyone outside of the Crisis Team or assigned key staff about the situation – including friends, family, and the media
- Blog or post materials on blogs or other social networking sites
- Talk off the record or provide personal comments or feelings about the situation
- Let the media pressure you
- Place blame or responsibility
- Put yourself in a position to be quoted
- Use language such as “nightmare” or “crisis”

### DO:

- Use the official statement listed above
- Complete the initial Form CP115 Accident/Incident Report
- Record all communications regardless of how small on the Form CP116 Accident/Incident Log
- Keep copies of your records
- Communicate with key staff assigned if you have new information

# COUNCIL CRISIS COMMUNICATION NETWORK

**Volunteer: Troop Leader, Media Coordinators, Event Director, Service Unit Team Member reporting a crisis occurring at the following events**



\*Employees of Girl Scouts - North Carolina Coastal Pines

## ACCIDENT/INCIDENT REPORT

*Premises, Facilities and Events*

**PROCEDURES AND COMMUNICATIONS**

- Immediately administer first aid. Call 911 if it is an emergency or life threatening. Be sure to review injured person's Health History form.
- Call injured person's emergency contacts.
- Call Council Staff Person at 800-284-4475. Refer to contact numbers in Crisis Communication (CP111). (ex: Membership Staff, Program Director, Product Sales Director)
- Contact Service Unit Manager.
- Do not share any information about the incident with the media. (newspapers, radio, television reporters, etc.) All media communications must be made by the Council's Communications & Marketing Director.
- Do not send emails regarding the incident to volunteers, families, or friends. For privacy and legal reasons, communications should be made by the Council's Communications and Marketing Director.

**INJURED PERSON**  
If more than one person injured, list other persons in "injuries" section of this report and complete separate report for each.

<b>Name of Injured Person</b>			<b>Name of Parent/Guardian (if minor)</b>		
			Notified By: Phone _____ Other _____ When (time/date) _____		
<b>Address</b>			<b>Parent's Response</b>		
<b>City</b>	<b>State</b>	<b>Zip</b>	<b>Telephone Number</b>	<b>Home – (    )</b>	<b>Cell – (    )</b>

**ACCIDENT/INCIDENT DATE AND LOCATION**

Date of Accident ____/____/____	Time of Accident	a.m. p.m.	Location of Accident (in detail)
Date Reported ____/____/____	Time Reported	a.m. p.m.	

**INJURIES – describe the nature of any apparent injuries**

Injured Person is Girl Volunteer Staff Visitor/Parent Helper Other Registered Member? Yes No _____	Transported by N/A Volunteer Ambulance Parent Other _____
Injury  First Aid administered by  Where? At accident site Hospital Doctor's office N/A	Name(s) of Other Injured Persons (complete separate accident report) 1. _____ 2. _____ 3. _____

Where taken after accident/Released to \_\_\_\_\_

**WITNESSES**

Name	Address	Telephone Number
1. _____	_____	(    ) _____
2. _____	_____	(    ) _____
3. _____	_____	(    ) _____

**ACCIDENT DESCRIPTION**

- What was the injured person doing at the time of the accident?

- Did this occur at a Girl Scout event?

- Describe how the accident occurred.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- What caused the accident?

Draw a diagram of the accident site:

**ACCIDENT/INCIDENT SITE CONDITIONS (if applicable)**

**INDOOR:**

Type of Lighting  
(describe)

Quality of Lighting  
Poor  
Good  
Excellent

Type of Floor  
(describe)

Concrete  
Carpet  
Tile  
Wood  
Other \_\_\_\_\_

Condition of Floor  
(describe)

Dry  
Wet  
Worn/Damaged  
Freshly Waxed  
Other \_\_\_\_\_

**OUTDOOR:**

Weather Conditions  
(describe)

Clear      Snow  
Rain      Sleet  
Other \_\_\_\_\_

Visibility  
(describe)

Daylight      Dark  
Clear      Fog  
Other \_\_\_\_\_

Type of Surface  
(describe)

Concrete/Asphalt  
Grass/Ground  
Curbing  
Stairs/Ramp  
Other

Condition of Surface  
(describe)

Dry  
Wet/Standing Water  
Icy/Snowy  
Hole/Damaged Surface  
Other \_\_\_\_\_

**PERSON COMPLETING THIS REPORT**

Name \_\_\_\_\_ Position \_\_\_\_\_  
(please print)

Telephone Number (\_\_\_\_) \_\_\_\_\_ Date \_\_\_\_\_

Other Comments:



