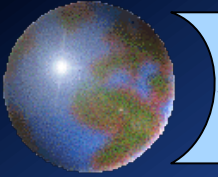


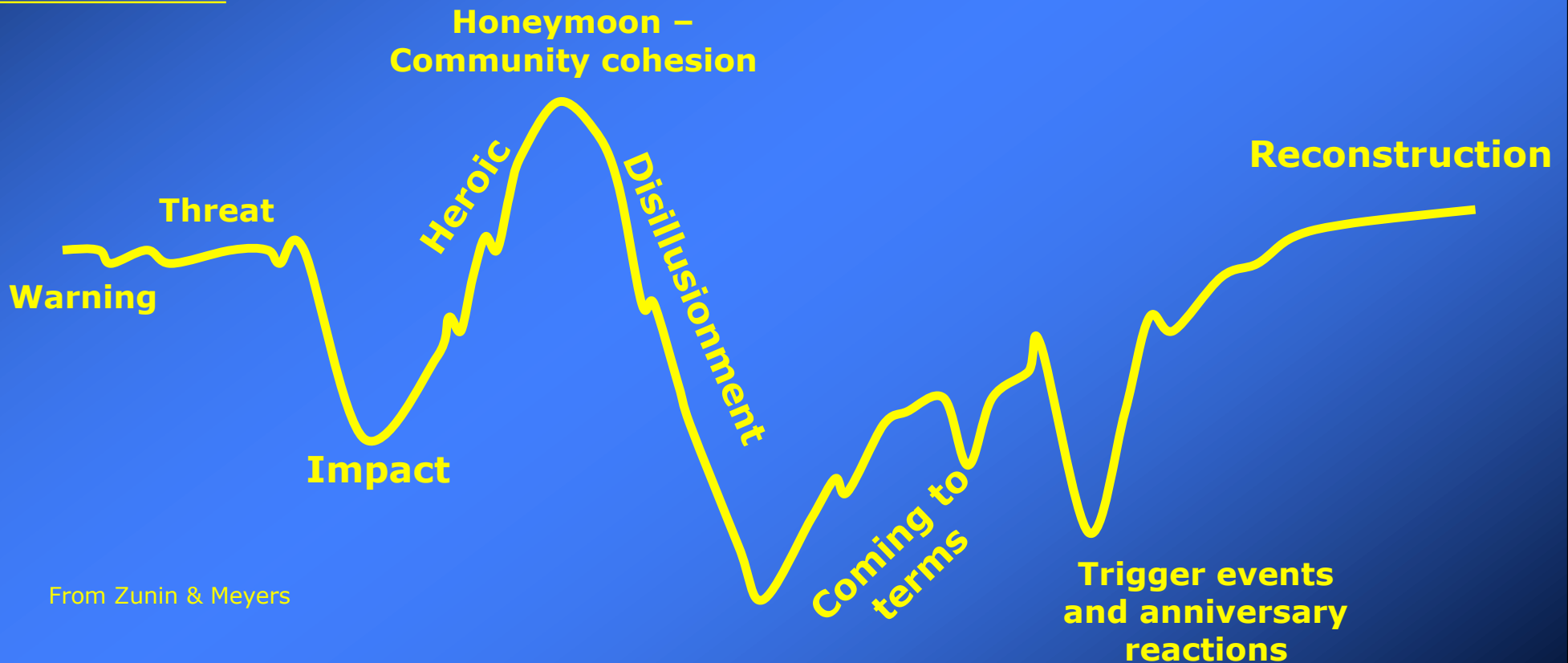
Characteristics of Disasters

- ✓ Natural vs. human-caused
- ✓ Degree of personal impact
- ✓ Size and scope
- ✓ Ongoing sensory impact
- ✓ Probability of recurrence



Timeline of Disasters

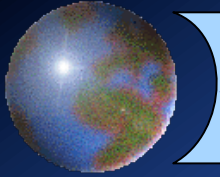
Pre-disaster



From Zunin & Meyers

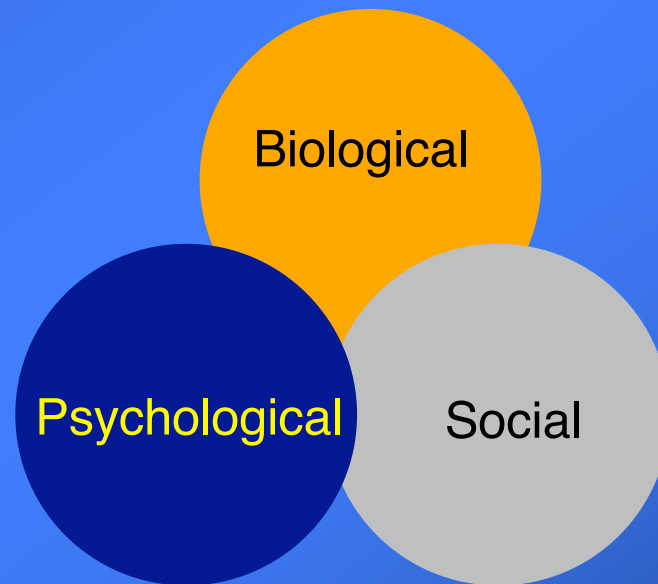
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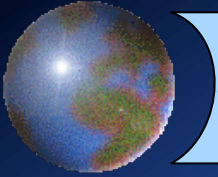
Reaction to Traumatic Incidents

Bio Psycho Social Model



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Common Responses

Biological Responses:

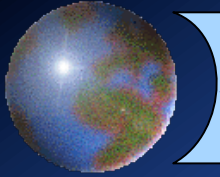
- ✓ Physical / medical complaints (gastrointestinal, headaches, back pain)
- ✓ Hyper-arousal: “wired”, “on edge”
- ✓ Hyper-vigilant: “jumpy”, “paranoid”

Psychological Responses:

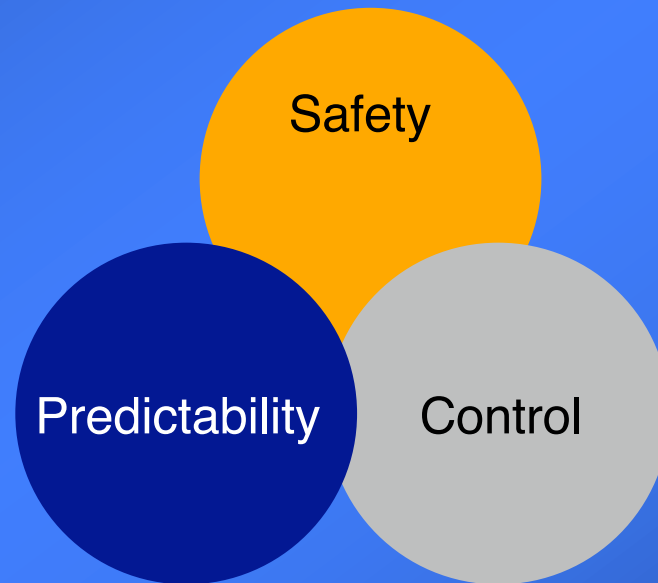
- ✓ Confusion and difficulty making decisions
- ✓ Avoiding reminders of the event
- ✓ Anger, anxiety and depression

Social Responses:

- ✓ Social withdrawal
- ✓ “Acting out”: not going to work, picking fights
- ✓ Becoming overly dependent

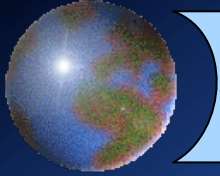


Principles of Intervention



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Leadership During a Crisis

Key Characteristics of Effective Leadership:

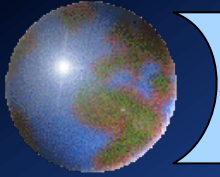
Emotional Intelligence

Rational Intelligence

Moral Intelligence

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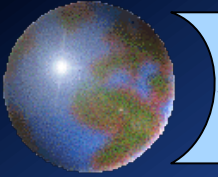
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Communication During a Crisis

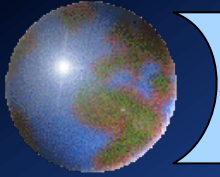
Principles to consider...

- WHO -- delivers the info?
- HOW -- is the info delivered?
- WHAT -- is the content?
- WHEN -- to deliver (timing)?
- To WHOM? -- who is the audience?



Key Crisis Communication points to remember:

- Knowledge is Power
- Communicate early, often and accurately
- Crisis Communication: It's ***not*** business as usual



Organizational Continuity

**Emergency
Management**

**Business
Continuity/
Continuity of
operations**

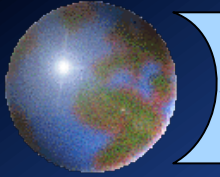
**Crisis
Communication**

Security

**Human
Impact
Preparedness**

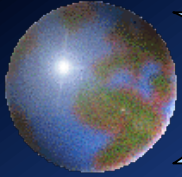
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Human Impact Preparedness



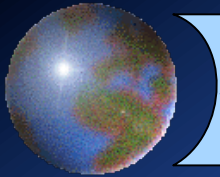


Human Impact Planning™



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Developing a Human Impact Preparedness Program

Assessment >

Planning >

Exercising

Human Impact Analysis

- Evaluate present state of readiness
- Review current policies and procedures
- Interviews with management/employees
- Evaluate internal and external resources

Deliverable

- Comprehensive report and presentation to stakeholders outlining strengths, vulnerabilities and recommendations

Human Impact Planning

- Creation of Human Impact Planning Team
- Identification of roles/responsibilities, thresholds and infrastructure of program
- Cross department planning based on assessment results
- Presentation to identified executives
- Review and revise as needed

Deliverable

- Comprehensive document detailing policies and procedures

Tests and Simulations

- Established timelines for exercises, simulations and full scale drills
- Initial exercise for gap identification

Deliverable

- Document outlining a structured protocol and timetable for exercises and simulations
- Post-simulation analysis protocol

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