



marketing toolkit

disaster planning (structural & health)

structural

Emergency Supplies: When preparing for emergency situations, it's best to think first about the basics of survival: fresh water, food, clean air and warmth. Encourage everyone to have a portable kit customized to meet personal needs, such as essential medications. Talk to your co-workers about what emergency supplies the company can feasibly provide, if any, and which supplies individuals should consider keeping on hand. Recommended emergency supplies include both a battery-powered commercial radio and a NOAA weather radio with an alert function. Include extra batteries, a flashlight, water, food, First Aid kit, whistle to signal for help, dust or filter masks, moist towelettes for sanitation, wrench or pliers to turn off utilities, plastic sheeting and duct tape to "seal the room," and garbage bags and plastic ties for personal sanitation.

Planning to Stay or Go: Depending on your circumstances and the nature of the disaster, the first important decision after an incident occurs is whether to shelter-in-place or evacuate. You should understand and plan for both possibilities in advance by developing clear, well thought out plans. If you are specifically told to evacuate, shelter-in-place or seek medical treatment, do so immediately. In any emergency, local authorities may or may not immediately be able to provide information on what is happening and what you should do. However, you should monitor TV or radio news reports for information or official instructions as they become available. Use common sense and available information to determine if there is immediate danger. For example, if your building is damaged you will typically want to evacuate.

Make an Evacuation Plan: Some disasters will require employees to leave the workplace quickly. The ability to evacuate workers, customers and visitors effectively can save lives.

Make a Shelter-in-Place Plan: There may be situations when it's best to stay where you are to avoid any uncertainty outside. There are other circumstances, such as a chemical incident or during a tornado when specifically, how and where you take shelter is a matter of survival. You should understand the different threats and plan for all possibilities.

Prepare for Medical Emergencies: Workplace medical emergencies vary greatly depending on the disaster, type of job and the worksite. However, there are steps that can give you the upper hand in responding to a medical emergency. Encourage employees to take basic First Aid and CPR training. If it is feasible, offer on-site classes for your co-workers. You should also keep First Aid supplies in stock and easily accessible. Finally, encourage employees to talk about medical conditions that may require support or special care in an emergency.

Check List

- Identify hazards and potential disruptions
- Identify and prioritize critical business functions
- Consider cyber security measures
- Create a communications strategy, including a media toolkit to communicate with the public and/or key stakeholders and consumers
- Take steps to mitigate risks to equipment, buildings, facilities, inventory and employees
- Meet with an insurance agent to discuss what type of coverage your business needs
- Back up and store vital records and data so they can be accessed off-site
- Create an Emergency Preparedness Plan
- Exercise, test and update your plan at least annually

More planning information at this [FEMA link](#).

health

Closing office/business:

- Signs on doors
- Phone message
- Website messaging (hours, temporary closure etc.)
- Email messaging to customers and vendors
- Postage pickup arrangements
- Connect with Travel Salem, Chamber, SEDCOR etc. to inform them of your closing

Staff Communications

- Be clear about expectations (i.e., work from home, access to computer & internet, timeline of ongoing communications, layoffs, furloughing staff, contact people for questions)

Financial

- Rent forgiveness/discounting
- Apply for local, state and federal relief funding
- Share employee relief packages and options with current & past staff
- Communicate with your bank immediately
- Communicate with all vendors regarding payments, postponement of shipping etc.

Recovery Planning

- Create plan for recovery and reopening
- Communicate plan with staff

Direct questions to:

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