

## Crisis Management Pseudo Plan

### **Proactive**

The first steps we took happened before the girls even arrived for camp. We organized a “trial run” in all of the water areas to make sure there were not any animals, leeches, poisonous bug, snakes, debris, et cetera. We are striving to make safety a priority, for our campers and our staff. We consulted with our insurance carriers, for all possible scenarios: leeches, infections, cuts, open wounds, confrontation-related injuries, broken bones, et cetera. We also have consulted our industry standards and our risk management team on protocols we have to any disasters, what everyone’s role will be and what action to take for each through planning.

### **Strategic**

We have leeches. Our plan for that is to take care of the girls first – they are our first priority. We will have each of the girls checked out by our camp doctor and will try to get in touch with the nearest city doctor as well. We will make sure each girl is unharmed and not traumatized. Next, we will notify the parents of the girls who were leeches. We will also notify our upper management (if any) simultaneously. We will also assign duties for each staffer at the camp. There will be lifeguards at each water spot and extra first aid equipment brought in from the nearest city. We will then notify the media. We will issue a statement explaining our situation.

### **Reactive**

We will remind the parents that leeches are not believed to cause long-term health problems and will report any diagnosis that the doctor(s) have given their daughter(s) – all of the girls involved are healthy and suffering no ill effects and that we had our staffers swim in the water before, with no leeches found. We will also be creating a website with information about what to do in order to prevent any marks or infections from leech bites. We will also tell the parents, that although the camp has never had this problem before, nor does it plan to have this problem ever again, they are going to be able to meet a staff member with their daughter(s) if they feel they need to pick them up.

Media statement: The girls that were involved are healthy, we had an outside doctor come in as well; the staffers swam in the water before the campers arrived and no one was leeches; we have acquired more first aid equipment; we are gathering information in order to create a website for “leech mark/bite after care” and the parents are going to be allowed to pick up their daughter(s).

### **Recovery**

We are going to take steps to keep our camp a viable option for our clients. We will continue to pre-swim the water, guard against injury and have a risk management plan in place. We will move forward in our process and in our jobs, but we will also be checking in with the parents to check on the girls to insure there were no long-lasting effects or traumas. We will learn from this and take extra steps to prevent leeches even further for our next group of camper and for every group of campers after that.