

Crisis Communication Policy, version 2.3		
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Document Owner:	Emily Rohrer	
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CRISIS COMMUNICATION POLICY

Purpose

This policy provides the definition of a crisis at Lifeworks and gives direction to staff as to when, how, and to whom they should communicate in the event of a crisis.

Scope

This policy applies to all Lifeworks core staff members.

Policy

A crisis is any situation that threatens the integrity or reputation of Lifeworks.

Examples of crisis situations for Lifeworks include:

- Injury or death of a person served or staff person
- Missing person served
- Accusation of neglect, financial exploitation, or abuse
- Act of violence
- Accusation of fraud, waste, mismanagement, or embezzlement
- Natural disaster or fire
- Outbreak of disease

A crisis can also be a situation where in the eyes of our government partners, constituents, the general public, or the media, Lifeworks did not react to one of the above situations in the appropriate manner.

These examples are not all encompassing, but rather are designed to give you an idea for the types of situations where you may need to follow this policy.

Responsibilities

Employees

After ensuring the safety of the people we serve and staff, involved employees should immediately notify their supervisor. The supervisor or staff should inform the Crisis Communication Team of the crisis by calling 651-365-3745.

Employees should not speak to the media during a crisis at Lifeworks. If the media calls, simply state: "I do not have that information, but I am happy to put you in contact with the appropriate person that may be able to assist you regarding your inquiry. What is your deadline? Please give me your name and number and a Lifeworks' representative will contact you as soon as possible." We will respect the media's deadline. Employees should keep a log of reporters who call, identifying the media outlet, the reporter's contact information, and his or her deadline.

Crisis Communication Team

The Crisis Communication Team will identify what communication actions should be taken. The team is led by the President & CEO and is comprised of the CFO, VP of Sales & Marketing, and individuals who are directly involved in the situation that has brought about the crisis. Additional members could include the Executive Leadership Team, agency counsel, Board Chair, media/public relations consultant, and employees who might be able to provide information on the situation.

The Crisis Communication Team will gather all available information, contact key members of the team, develop key messages, monitor progress, and keep the Board of Directors and the Executive Leadership Team informed. As needed, the Crisis Communication Team will identify a member of the Executive Leadership Team to be at the location of the crisis. If necessary, the Crisis Communication Team will gather at a central location.

The Crisis Communication Team will also be responsible for communicating with employees. It is critical to get the same information to employees immediately, including

key messages and all pertinent facts. Each team will then communicate with other critical internal audiences.

Crisis Communication Team Contact Information:

Gertrude Matemba-Mutasa, President & CEO	651-802-3080	
Laura Purfeerst, CFO	612-986-9445	715-222-3863 (personal cell)
Emily Rohrer, VP of Sales & Marketing	651-332-6822	651-263-3424 (personal cell)

Emergency Escalation Procedure

Who	What	When to Escalate
Direct Service Professionals: Service Specialists, Service Facilitators, Team Leads, Career Navigation Counselors; Program Managers, and Music Therapists	<ul style="list-style-type: none"> • Immediate response including basic first aid, CPR, deescalate behavior/situation • If driving, pull over in adverse conditions – either weather or vehicle accident/breakdown • Make judgement on how long you can address situation by yourself before escalating and/or asking for help 	<ul style="list-style-type: none"> • If you have or need to call 911 • If you need assistance in addressing the situation <p>Escalate as soon as you are available, after you have addressed immediate concerns.</p>

Who	What	When to Escalate
<p>Point Person at licensed sites OR supervisor</p>	<ul style="list-style-type: none"> Assess information of situation, decide to activate crisis communication team and second level supervisor 	<ul style="list-style-type: none"> If a person served or staff person is missing and cannot be contacted <i>(use your judgement on timing – does the person have alone time? Are they in imminent danger?)</i> If a person served or staff person is taken to the hospital or is arrested during business hours In the event of a natural disaster or outbreak of disease Accusation of mistreatment or abuse Act of violence Accusation of mismanagement or embezzlement <p>Escalate as you as you are able based on Incident reporting policies, processes and procedures and the Crisis Communication Policy.</p>

Who	What	When to Escalate
Crisis Communication Team OR second level supervisor	<ul style="list-style-type: none"> Identify what communications actions should be taken and how quickly the situation needs to be addressed Assemble Crisis Communication Team Inform CEO 	<ul style="list-style-type: none"> If situation requires widespread response/action that may affect the broader Lifeworks community If situation compromises the Lifeworks brand If the situation could be picked up by the media
President & CEO	<ul style="list-style-type: none"> Informs Board of Directors, Chief Financial Officer, Compliance Manager, and Legal Counsel 	<ul style="list-style-type: none"> If situation could jeopardize Lifeworks' reputation, licenses, finances

Version History

Version	Modified Date	Approved Date	Author	Reason/Comments
2.1	7/1/2022	7/14/2022	E. Rohrer	New leadership, change in ELT membership, add requirement for ELT member to arrive onsite, updated template
2.2	7/18/2023	7/18/2023	E. Rohrer	Change in ELT leadership, title changes
2.3	2/27/2024	2/27/2024	E. Rohrer	Add CFO to primary Team