

	POLICY & PROCEDURE	PROCEDURE NUMBER: 880
	Subject: CRISIS MANAGEMENT & COMMUNICATION PLAN	EFFECTIVE DATE: 9-16-2015

ABSTRACT

The Crisis Management and Communication Plan will be implemented when any incident requires communication with the public on behalf of Arizona Swimming. Only the individuals designated in the plan are authorized to make any statements on behalf of Arizona Swimming.

Note: *A current listing of individuals who, in accordance with the below policy, are authorized to disseminate information on behalf of Arizona Swimming will be updated annually and send via email to all Arizona Swimming clubs (President and Contact for Club) and other interested parties.*

I. THE INCIDENT:

- A. The Public Spokesperson will be the then General Chair or another person designated by the General Chair for such purpose. Only these individuals shall be authorized to speak to the news media, public, membership, and Stakeholders during such incident.
- B. If appointed, an Information Officer is charged with conducting the preliminary investigation of the crisis situation and gathering information from all relevant sources. The Information Officer is the person appointed by the General Chair in consultation with the Arizona Swimming Board of Directors.
- C. The Crisis Management Team must be constantly accessible any time of the day or night.
 - a. Primary Team: General Chair, Information Officer, USA Swimming Representative, and Legal Counsel.
 - b. Secondary Team: Remaining members of the Arizona Swimming Board of Directors.
 - c. Situational Team: Additional individuals who may be identified as needed by the General Chair and Information Officer to serve on the communication team based on their expertise and/or relationship to the particular situation including legal counsel as needed.
 - d. The Stakeholders are groups or individuals who have a vested interested in Arizona Swimming, including but not limited to:
 - i. USA Swimming
 - ii. Arizona Swimming Board of Directors and Staff

- iii. Arizona Swimming Members – Clubs, Coaches, Athletes, Non-Athletes
- iv. Parents of Arizona Swimming member athletes
- v. Media and general public

II. PROCESS

- A. The General Chair shall be notified immediately at the onset of any crisis that may require dissemination of information to Stakeholder(s).
 - a. Depending on the situation, the General Chair will include others on the Crisis Management Team, as appropriate.
 - b. The Information Officer, under the direction of the General Chair, will notify the Primary and/or Secondary Crisis Management Team.
 - c. The Crisis Management team will be alerted by a phone call or in-person meeting. The Information Officer provides up-to-date contact information for all member of the Crisis Management Team.
- B. The General Chair and Information Officer shall gather and confirm all the available information from relevant sources:
 - a. Determine what happened, when, and where,
 - b. Determine who and how Arizona Swimming is affected,
 - c. Identify the cause of the crisis,
 - d. Determine reaction to the incident and possible repercussions to Arizona Swimming,
 - e. Determine when there will be more information available,
 - f. Continue to monitor the situation and provide appropriate reports,
 - g. Take needed action until the Crisis Management Team is officially deactivated, and
 - h. Report to the Board of Directors on all aspects of the situation
- C. The Crisis Management Team, in collaboration with the General Chair and Information Officer, will determine the appropriate response to the crisis and develop a plan and a timetable.
 - a. Determine what needs to be done and when it needs to be done.
 - b. Determine what to say, who will say it, to whom it will be said, when it will be said , and by what means it will be said.
- D. Continually evaluate the effectiveness of the dispersed information as the situation progresses. The Information Officer shall inform the appropriate Stakeholders of the situation and of the Arizona Swimming response, including but not limited to:
 - a. Description of the situation and the response are communicated to all interested stakeholders according to the established timetable.
 - b. After meeting with the Information Officer, the Public Spokesperson should make any public statements to media and direct meetings as necessary and appropriate.
 - c. Update the Arizona Swimming website as needed.
 - d. Stakeholders are given contact information for the Information Officer and other Team members as appropriate.

III. TYPES OF INCIDENTS

The following is a list of how to handle an incident that required calling an emergency response team. This list is not all inclusive but is presented for informational purpose only.

A. Pool/Facility Incident

- a. The Meet Director or designee shall immediately consult the Response Procedure Manual for the facility and follow those procedures
- b. In the absence of a pool facility crisis plan, the Meet Director or designee shall:
 - i. Contact the lifeguard on duty, if lifeguards are on duty
 - ii. Call for emergency help if more than a lifeguard is needed or no lifeguard on duty,
 1. Know the address of the facility and entrance door to be used, and
 2. Assign a person to meet the emergency response team and take them to incident site, and
 3. Assign a person to clear the area and a path for the emergency response team
- c. Contact the Crisis Management Spokesperson and/or General Chair, and
 - i. Establish a crisis control center:
 1. Identify witnesses and obtain names, addresses, telephone numbers and relationship to victim, and
 2. Record details of incident, including date, time and location of that incident, and
 3. Complete Report of Occurrence and submit to appropriate personnel, including USA Swimming, and
 4. Refer any and all inquiries to General Chair and/or Crisis Management Spokesperson

B. Other Incidents

- a. Notify the General Chair (Admin Vice Chair if incident involves General Chair) and/or Crisis Management Spokesperson
 - i. Refer all inquiries to the General Chair and/or Crisis Management Spokesperson
 - ii. Crisis Management Spokesperson, in consultation with the General Chair, shall arrange the release of any and all information with the advise and consent of the Board of Directors

Suggested Best Practices:

- Do not say “No Comment” EVER
- Return phone calls and emails promptly

- Be obsessive about details
- Have only one person designated to talk to the media
- Relate only the facts
- Share information with appropriate Stakeholders and share information with the AZSI House of Delegates at the next scheduled meeting, if appropriate
- Do not “wait it out” or be silent
- Understand AzSI Crisis Management Policy

Updates:

<u>Date</u>	<u>by Whom</u>	<u>Basic Abstract</u>	<u>Sections</u>	<u>Control #</u>
10/30/15	USAS/BOD	USA Model Policy	All	16-003