

Policy # 9.01	Refer to Policy #
4-H Alberta Crisis Management Policy The Crisis Management Plan is a process for 4-H partners in Alberta to follow where there is a high profile situation that requires immediate action. As each crisis is different, this plan is a framework that will allow for appropriate flexibility in dealing with any serious event.	
	Approved
	September 2015
	Review Date
	July 2017

Examples of a crisis include:

- The death or serious injury of a 4-H member, leader or volunteer at a 4-H function.
- Any issue that might be reported in the media that will reflect negatively on the 4-H program.
- A situation where there might be an inappropriate use of funds.
- Any situation that requires an incident report form to be completed and filed promptly due to above circumstances.

When a crisis happens:

- Contact the 4-H Council of Alberta, Executive Director, OR 4-H Foundation of Alberta CEO, OR 4-H Section, Director at the first reasonable opportunity.
- Provide details of the incident, any action taken, and if appropriate a copy of any media coverage.
- Complete an incident report form as soon as possible and maintain documentation of all related actions.
- Refer any media calls to the 4-H Alberta designate.

The 4-H Alberta Operations Committee has the role of:

- Being the first point of contact for the department, media, staff, and council.
- Identifying a Crisis Manager.
- Creating a Crisis Team.
- Implementing a Crisis Strategy.

Definitions: The **Crisis Manager** may be the 4-H Alberta Operations Committee designate, a department official, a staff member, volunteer, or professional in the field of crisis management.

The **Crisis Team** will consist of a small group who will assist the Crisis Manager in developing and implementing the crisis strategy. The size and individuals on the team will vary according to the type of situation and may involve third party individuals. The 4-H Section Director and 4-H Council of Alberta, Executive Director and 4-H Foundation of Alberta, CEO will always be included on this team. The team members will gather facts, develop a strategy and implement the plan under the direction of the Crisis Manager.

In a crisis, it is important to provide a consistent and clear message that is not defensive. The 4-H Alberta Operations Committee or designate will be the **ONLY** person to contact the media, share information with

partners and staff, and inform others as required. In all cases, staff, and councils should not talk to the media, but direct them to the 4-H Alberta designate for a response. Depending on the situation and the strategy developed, the appropriate individuals and media will be contacted as soon as necessary and as often as required.

All crisis situations must be documented and reported using the incident report form plus documentation using the headings: Situation, Key Messages, Recommendations and Contacts. Any correspondence and media releases will be kept on file.

Crisis Communication Procedure

Step 1 – Contact the 4-H Alberta Operations Committee or designate

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Leah Jones, 4-H Foundation of Alberta, CEO
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Step 2 – Get the facts

- Write them down. Prepare the accident and incident report form to be submitted to the 4-H Council of Alberta
- 4-H Section will inform departmental officials as necessary by preparing a briefing note for the minister.
- Advise insurance companies if appropriate.

Step 3 – Develop a strategy

- Identify the different groups involved.
- Be as proactive as possible.
- Place the crisis in context.
- If you are wrong, admit it and start making the necessary changes.
- Use third party resources.

Step 4 – Develop Key messages

- Keep them clear, simple and short.

- Acknowledge the issue and admit short comings.
- Respond to the questions and actions.
- Emphasize improvements and actions.
- Be open and honest, not defensive or defiant.
- Avoid jargon.
- Be concerned with privacy, confidentiality and liability.
- Keep to the facts.

Step 5 – Develop a Communications Plan.

Step 6 – Review and Revise the Crisis Strategy until the situation has been resolved.

Step 7– Summarize the situation and make recommendations on the handling of similar situations.

Step 8 – Collect and file all written documents.