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AIHA Crisis Communication Plans

Approved April 2018, Revised February 2020

INTERVIEW REQUESTS DURING AN EMERGENCY



MEDIA REQUESTS TO AIHA

All media requests during emergency situations are to be directed to AIHA PR point of contact. AIHA PR will determine if the appropriate response should come from an internal or external contact:

- Internal contacts: AIHA Volunteer, AIHA Member, AIHA President/Board, AIHA CEO/ Executive Staff
- External contact: Organizational partner, allied partner, affiliate, local section

AIHA PR TO CONTACTS

AIHA PR to reach out to contacts with media request.

- In passing along the request, be sure to note reporter's name, reporter's contact information, name of publication, type of interview requested (phone/face to face)
- Date and length of requested interview and deadline

When contact confirms availability to participate in interview:

- Conduct virtual introduction via reporter and contact
- Ensure that reporter will send along interview write-up prior to publication
- Contact AIHA Exec Staff to notify them of interview and publication date



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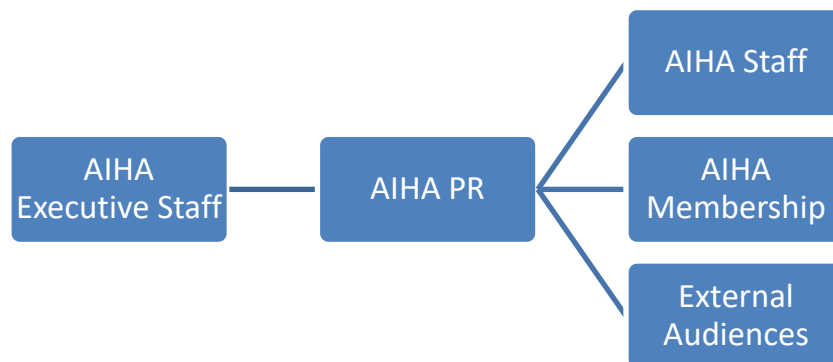
PUBLISHED INTERVIEW

AIHA PR will review interview and related materials when received from media contact:

- AIHA PR will determine if the nature of the interview aligns with the sensitivity of the emergency at hand and if the interview should be distributed from AIHA's social media channels
- Announcement of third-party media interviews should NOT be distributed via e-mail or posted to homepage during crisis situations, as they will distract from important status updates/situational progress

OFFICE CLOSURE

(FOR BOTH EMERGENCY and weather related/non-emergency)



AIHA Executive Operations STAFF (CEO, CFO, HR DIRECTOR)

- Discusses situation and notifies AIHA PR accordingly:
 - Explains appropriate response measures (office closures, etc.)
 - Estimated duration of situation and return to office (if possible)
 - Business continuity action plan and measures for staff (check e-mail, voicemail, etc.)
- Assigns Staff point of contact and Member point of contact (if different)



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NOTIFICATION TO AIHA Staff

- AIHA PR may assist Human Resources in crafting detailed, accurate message to AIHA Staff about the situation, including:
 - Response measures (office closures, etc.)
 - Duration of situation and expected return to office (if known)
 - Business continuity action items (checking e-mail, voicemail, etc.)
 - Cite AIHA company policies, if applicable
 - Point of contact for staff (HR or Exec. Asst.)
 - Notice that message will be sent to members and external stakeholders
- Human Resources sends message to Staff via:
 - Direct e-mail
 - Group Text/Phone Tree

NOTIFICATION TO AIHA MEMBERSHIP

- AIHA PR crafts detailed, accurate message to AIHA Membership about the situation, including:
 - Response measures (office closures, etc.)
 - Duration of situation and expected return to office (if known)
 - Advanced notice of foreseeable delay in business interaction
 - Point of contact for membership (Customer Service)
- AIHA PR sends message sent to Membership via:
 - Direct e-mail
 - Catalyst

NOTIFICATION TO EXTERNAL AUDIENCES

- AIHA PR crafts detailed, accurate message to External Audience about the situation, including:
 - Response measures (office closures, etc.)
 - Duration of situation and expected return to office (if known)
 - Advanced notice of foreseeable delay in business interaction
 - Point of contact for external audience (AIHA PR or designated staff member)



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- AIHA PR sends message via:
 - Direct media message e-mail to press members
 - Post on homepage, then:
 - Link to homepage message delivered via Twitter
 - Link to homepage message delivered via Facebook
 - Link to homepage message delivered via LinkedIn
 - Link to homepage message delivered via Catalyst

All social media channels and website posts should be updated every 24 hours or sooner with progress/status update.

General Guidelines

1. What specific emergency response action items has AIHA been asked to do, and what has it done?
 - a. Response Actions?
 - b. Next Steps?
2. What are the current safety and health risks in the affected area?
3. What threats/risks/hazards will the future hold? Think through airborne contaminants, biological, medical, chemical, physical, and radiological factors, as well as occurrence of natural disasters.
4. In which areas of the response will industrial hygienists be needed?
5. Do you see the AIHA's involvement in this rescue mission as signaling a new role for associations?



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Appendix

EXAMPLE OF AIHA'S ROLE:

As an organization focused on worker health and safety, it is our goal to provide the appropriate resources and assist in relief efforts within our capacity. Following major flooding events, we have donated \$10,000 to the American Red Cross for hurricane relief effort. We have called upon PPE manufacturers and partners with requests for safety supplies for local assistance, and we are extremely grateful for their expedited and significant response. Our organization serves to keep the public informed of the health and safety risks present in the aftermath of a storm of this caliber. Our emergency and natural disaster response resources have been collated and distributed to many public health and safety organizations who are working collectively to assist in relief efforts.

EXAMPLE OF GUIDELINES/RECOMMEND TIPS FOR FLOOD EVENT:

- a. Floodwater often contains infectious organisms, including intestinal bacteria and viruses.
- b. Most cases of sickness associated with flood conditions are brought about by ingesting contaminated food or water. Tetanus, however, can be acquired from contaminated soil or water entering broken areas of the skin, such as cuts, abrasions, or puncture wounds.
- c. Floodwaters also may be contaminated by agricultural or industrial chemicals or by hazardous agents present at flooded hazardous waste sites. Flood cleanup crew workers who must work near flooded industrial sites also may be exposed to chemically contaminated floodwater. Use extreme caution with potential chemical and electrical hazards.
- d. Pools of standing or stagnant water become breeding grounds for mosquitoes, increasing the risk of encephalitis, West Nile Virus or other mosquito-borne diseases.
- e. After a major flood, it is often difficult to maintain good hygiene during cleanup operations. To avoid waterborne disease, it is important to wash your hands with soap and clean, running water, especially before work, breaks, meal breaks, and at the end of the work shift. Workers should assume that any water in flooded or surrounding areas is not safe unless the local or state authorities have specifically declared it to be safe. If no safe water supply is



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available for washing, use bottled water, water that has been boiled for at least 10 minutes, or chemically disinfected water.

- f. Before working in flooded areas, be sure your tetanus shot is current (given within the last 10 years). Wounds that are associated with a flood should be evaluated for risk; a physician may recommend a tetanus immunization.
- g. Consider all water unsafe until local authorities announce that the public water supply is safe. Do not use contaminated water to wash and prepare food, brush your teeth, wash dishes, or make ice. Keep an adequate supply of safe water available for washing and potable water for drinking.
- h. If the safety of a food or beverage is questionable, throw it out.