

	<b><i>Crisis Management Plan</i></b>
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**Overview**

This document is for exclusive use by MSLA.

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## TABLE OF CONTENTS      ¡Error! Marcador no definido.

<b>Introduction .....</b>	<b>3</b>
<b>Purpose .....</b>	<b>3</b>
<b>Types of emergencies.....</b>	<b>3</b>
<b>The plan for crisis communication .....</b>	<b>4</b>
<b>MSLA public relations policy statement .....</b>	<b>4</b>
<b>Public relations responsibilities.....</b>	<b>4</b>
<b>EMERGENCY PROCEDURES .....</b>	<b>5</b>
In Case of Emergency.....	5
EXTERNAL ALERT (Emergency Help) .....	5
<b>EMERGENCY MATERIALS.....</b>	<b>¡Error! Marcador no definido.</b>
NEWS RELEASE.....	5
BACKGROUND STATEMENT .....	6
Employees: .....	6
<b>EMERGENCY PROCEDURES DETAILED: .....</b>	<b>7</b>
MEDICAL/PSYCHOLOGICAL EMERGENCIES .....	7
ASSAULT AND/OR BATTERY .....	7
EARTHQUAKE .....	8
UTILITY FAILURE .....	8
BOMB THREAT .....	9
Bomb Threat Checklist.....	9
TERRORISM.....	11

## Introduction

MSLA International Crisis Response Plan identifies natural and man-made emergencies or crises that may impact the company. It details the response procedures that company officials should follow in case of an emergency.

All departments within the company should become familiar with this plan. As appropriate, they should formulate their own action plans or emergency operations checklist to complement this plan, and submit a copy to MSLA Crisis Management Committee for review and approval.

Any exception to these procedures will be conducted by, or with the approval of MSLA's administrators directing and/or coordinating the emergency operations.

## Purpose

The basic emergency procedures outlined in this guide are to protect life and property through effective use of MSLA resources, and to provide for the physical and emotional well being of the members of our company during and immediately following an emergency.

This document describes an integrated plan for responding to a company emergency. Whenever an emergency affecting the Company reaches proportions that cannot be handled by routine measures, the CEO, or his designee, may declare a state of emergency and implement the Emergency Management Plan. It is recognized that the specific actions implemented will be dependent on the nature and severity of the situation. Since an emergency may be sudden and without warning, these procedures are designed to be flexible in order to accommodate contingencies of various types and magnitudes.

## Types of emergencies

The following list identifies those that would pose the greatest need for a response:

- Fire
- Natural disaster
- Violent or criminal behavior
- Utility failure
- Bomb
- Medical/Psychological (epidemic, poisoning, threats of harm to self, others)

## The plan for crisis communication

All unit heads of MSLA International will have a copy of this written plan to handle communications in crisis situations.

This crisis plan covers two types of events:

- Emergencies are any situation that causes or threatens to cause loss of life or physical property, or threatens the general safety and welfare of individuals working in or around MSLA. (e.g. fires, explosions, accidents, vehicular mishaps, or severe weather)
- Non-emergencies - any unforeseen situation that threatens the reputation or stature of MSLA that pose legal ramifications and that do not pose direct physical threat to either employees or property at the company (e.g. public disclosures of scandal or malfeasance by officials, certain resignations of officials).

The MSLA policy in crisis situations is to provide disclosure of all factual information as quickly as possible, with regard for individual privacy and legal responsibility.

The following plan is a specific blueprint for the MSLA Administration and Staff. It provides a procedural guide as well as contact information for key individuals in time of crisis.

## MSLA public relations policy statement

The policy of MSLA International is to respond quickly, accurately, and fully to all legitimate requests for information about any crisis that affects the company, its employees and its public image with full regard for individual privacy and legal responsibility.

## Public relations responsibilities

In any emergency, a limited number of individuals are authorized to speak officially on behalf of MSLA International. The following individuals are authorized to serve as spokespersons for the duration of an emergency; no other employees may disseminate information about the emergency to the media unless they are authorized to do so by the CEO or designee. All employees will refer questions about the emergency to the Office of Public Relations.

### CEO

The Company CEO, or his/her designee, is responsible for the overall direction of emergency operations in the declaration of an emergency.

### MANAGERS AND DEPARTMENT HEADS

Administrators and department heads, where appropriate, should prepare and submit for review and approval by the Crisis Management Committee, in consultation with the Company's attorney, an emergency response plan that addresses the unique characteristics of their units within the context of this umbrella plan.



## Background statement

### **Include:**

- Brief factual summary of events
- Guidelines for employees' discussion of event with external audiences
- Name of contact in Office of Public Relations for more information

## Post-emergency follow-up

Responsibility for communication with key audiences does not end with the crisis. It may be necessary to update those audiences for days, weeks, even months after a crisis, depending upon its severity.

### ***Employees:***

- Distribute to home addresses at least one news update (from the CEO) on progress toward restoration of normal operations.

### **Evaluation:**

- As soon as possible after the event, assess the plan, how it was implemented, the outcomes, and make recommendations to revise the plan accordingly, if appropriate.

The success of this plan necessitates that the Company maintain a constant state of readiness to assure the efficient and orderly transition from routine activities to those associated with emergency situations. This is accomplished through a carefully planned and a continuous program of training, drills, and exercises.

## Training objectives

- To respond effectively to the actual occurrence of an emergency.
- To provide for recovery in the aftermath of any emergency involving extensive damage or other debilitating influence on the normal pattern of life within the Company.
- To validate plans and assure preparedness.

## Emergency procedures detailed:

### Medical/psychological emergencies

#### MEDICAL EMERGENCIES

- Administer first aid if needed (open airway, control bleeding).
- Contact Administration to call ambulance, if needed
- Attend to emotional needs of the individual(s). Offer reassurance and keep person informed of help being provided.
- Provide the individual(s) space from others who may add confusion and unnecessary stress.

#### PSYCHOLOGICAL CRISIS

A psychological crisis exists when an individual threatens harm to himself/herself or to others, or is out of touch with reality due to severe drug reactions manifested by hallucinations or uncontrollable behavior.

#### If a psychological crisis occurs:

Never try to handle a situation you feel is dangerous on your own. Use a calm and rational approach: tell the person who you are, and attempt to engage the person in very basic conversation. Move to a quiet area out of public eye when possible if you sense no danger to yourself.

### Assault and/or battery

**ASSAULT** is an unlawful attempt or threat to harm another person. **BATTERY** is any willful and lawful use of force or violence upon another person.

**Immediate response** is to utilize health service if possible. Assess the situation and determine whether physical or emotional needs are first priority. If there is any evidence of medical emergency, follow procedures for **MEDICAL EMERGENCY**. Issues of legal action will come later. Even if no medical emergency exists, emotional impact can be severe.

### Fire

In all cases of fire, Fire Department must be notified immediately by calling 116. Observe the following procedures:

- Know the location of fire extinguishers, where fire exists, and alarm systems in your area and know how to use them. Then promptly direct the charge of the fire extinguisher toward the base of the flame. If you are not alone, have one person make the emergency call while another uses the fire extinguisher.
- If an emergency exists, activate the building alarm. You must report the fire by phone.
- On large fires that do not appear controllable, evacuate all offices closing all doors to confine the fire and reduce oxygen and immediately notify the Fire Department and police. Do not lock doors.
- When the building evacuation alarm is sounded, an emergency exists. Walk quickly to the nearest marked exit and alert others to do the same.
- Assist the handicapped in exiting the building. Do not use the elevators during a fire. Smoke is the greatest danger in a fire, so stay near the floor where the air will be less toxic.
- Once outside, move to a clear area at least 500 feet away from the affected building. Keep streets, fire lanes, hydrants and walkways clear for emergency vehicles and crews. In an

evacuation, report to your designated building assembly location. Stay there until an accurate headcount is taken.

- If requested, assist emergency crews as necessary.

**Note:** If you become trapped in a building during a fire and a window is available, place an article of clothing (shirt, coat, etc.) outside the window as a marker for rescue crews. If there is no window, stay near the floor where the air will be less toxic. Shout at regular intervals to alert emergency crews of your location. Do not panic.

## Earthquake

- During an earthquake, remain calm and quickly follow the steps outlined below.
- If indoors, seek refuge in a doorway or under a desk or table. Stay away from glass windows, shelves, and heavy equipment.
- If outdoors, move quickly away from buildings, utility poles and other structures. Caution: Always avoid power or utility lines as they may be energized. Know your assembly locations.
- If in an automobile, stop in the safest place available, preferably away from power lines and trees. Stop as quickly as safety permits, but stay in the vehicle for the shelter it offers.
- After the initial shock, evaluate the situation and if emergency help is necessary call the Fire Department. Protect yourself at all times and be prepared for after shock.
- If an emergency exists, activate the building alarm.
- When the building evacuation alarm is sounded, walk to the nearest marked exit and ask others to do the same.
- Assist the handicapped in exiting the building. Remember that elevators are reserved for the handicapped to use. Do not use elevators in case of earthquake or fire. Do not panic.
- Once outside, move to a clear area at least 500 feet away from the affected buildings. Keep streets, fire lanes, hydrants, and walkways clear for emergency vehicles and crews.
- If requested, assist emergency crews as necessary.

## Utility failure

In the event of a major utility failure occurring during regular working hours, immediately notify the Building Help Desk.

Follow the standard evacuation procedures if a building emergency exists.

## Bomb threat

Anyone who receives a bomb threat should adhere to the following procedures in the order shown.

**Important:** Do not touch any suspicious object or potential bomb.

1. The person receiving a threat should remain calm and attempt to obtain as much information as possible from the caller by using the following checklist. (Please note that this checklist can be adapted for any threat.)
2. Contact the company Administrator, give your name, location, and telephone number. Inform them of the situation; reporting the exact words of the threat, including information you may have as to the location of the threat, time of the threat, and time you received the call.
3. Do not evacuate the building and do not sound the alarm; but wait for further instructions. Police and other authorities will be responsible for necessary evacuations.
4. Immediately cease the use of all wireless transmission equipment (cellular phones, 2-way radios).
5. Record the conversation if at all possible.
6. If the building is evacuated, move as far from the building as possible. Keep the street, fire lanes and hydrants, and walkways clear for emergency vehicles and crews.
7. Do not return to the building until told to do so by police.

### Bomb Threat Checklist

Fill out completely, immediately after or during threat

Date \_\_\_\_\_ Time \_\_\_\_\_

\_\_\_\_\_ am/pm Questions to

ask:

- 1 When is the bomb going to explode?
- 2 Where is it right now?
- 3 What does it look like?
- 4 What kind of bomb is it?
- 5 What will cause it to explode?
- 6 Did you place the bomb?
- 7 Why?
- 8 What is your address?
- 9 What is your name?
- 10 Where are you now?

Sex of caller \_\_\_\_\_ Age \_\_\_\_\_ Race \_\_\_\_\_ Length of call \_\_\_\_\_

local call \_\_\_\_\_ long distance \_\_\_\_\_

Did the caller appear familiar with the premises? Y or N

(circle one) Callers Voice: Circle best description(s):

accent	distinct lisp	angry	distinguished	loud	calm
excited	slow	slurred	clearing throat	ragged	nasal
soft	cracking	rapid	stutter	crying	
raspy	deep breathing	deep voice	laughing	voice familiar	

If familiar, whom did it sound like?

Background Sounds: Circle applicable sounds

animal sounds	house noises	office machines	motor	booth
sounds PA system	crockery (dishes)	static	street noise	factory
noisesmusic	voices	other	_____	

Threat Language: Circle best descriptions

foul	well spoken (Spanish)taped	message read by threat maker
incoherent	irrational	

Other remarks: \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_ Phone \_\_\_\_\_

## Terrorism

### Preparing for the Unexpected

Terrorism refers to the political use of violence or intimidation. Devastating acts, such as terrorist attacks (bombings, explosions, chemical/biological attacks, mass destruction, etc.) may raise uncertainty about what might happen next, increasing stress levels. Nevertheless, there are things you can do in preparation for the unexpected in order to reduce stress levels now and in the event of an emergency.

#### What could happen as a result of a terrorist attack?

The following things can happen after a terrorist attack:

- There can be significant numbers of casualties and/or damage to buildings and the infrastructure. Therefore, employees need to update information about any medical needs you may have and on how to contact your designated beneficiaries.
- Heavy law enforcement involvement at local, state and federal levels follows a terrorist attack due to the event's criminal nature.
- Health and mental resources in the affected communities can be strained or even overwhelmed.
- Extensive media coverage, strong public fears and international implications and consequences can continue for extended time periods.
- Workplaces and schools may be closed, and there may be restrictions on domestic and international travel.
- You and your co-workers or family may have to evacuate an area, avoiding roads blocked for your safety.
- Cellular phone systems will go out due to the overloading of the system and the resultant crash of the network.
- Regular phones may be disrupted and the state emergency may result in 1/3 of your region's lines being turned off for periods of time so that the system doesn't overload. This is similar to rotating blackouts, only on the phone lines.
- Gas stations may be ordered to shut down in terrorist situations.
- Stores can not process credit card/ATM transactions in situations of power failure.
- Clean up may take several months.

#### SUGGESTIONS FOR EARLY PREPARATION

- Ensure that you frequently refuel your vehicles and that they are always full with gasoline.
- Always carry cash and lower dollar bills; stash some cash in a secret spot in the car you use most often.
- Keep enough freshly bottled water on hand for one week. Municipal water systems may be at risk.
- Have your pantry stocked with one week's supply of simple foods that doesn't require cooking.
- Have a portable emergency kit in a large duffel bag obtaining the above items, should you ever need to be evacuated.
- You should include a week's supply of the following essential items in the duffel bag:
  - Medicines
  - Toilet paper
  - Toothbrushes and Toothpaste
  - Hand sanitizer,
  - Water/food
  - Flashlights
  - Portable radios
  - Plenty of batteries

- Pen and paper
- Whistle
- Rope
- Duct tape
- Blankets
- General toiletries
- Anything else you think you need for one week

All the above items can fit into one large duffel bag for a regular sized family.

- Make sure you have the appropriate carriers for your pets and plan for extra water and food for them. It is a good idea to buy a small bag of food for them and store it with that emergency duffel bag.
- Also, store leashes/collars, and extra water.