

DO YOU KNOW IF YOUR ORGANIZATION IS IN DANGER?

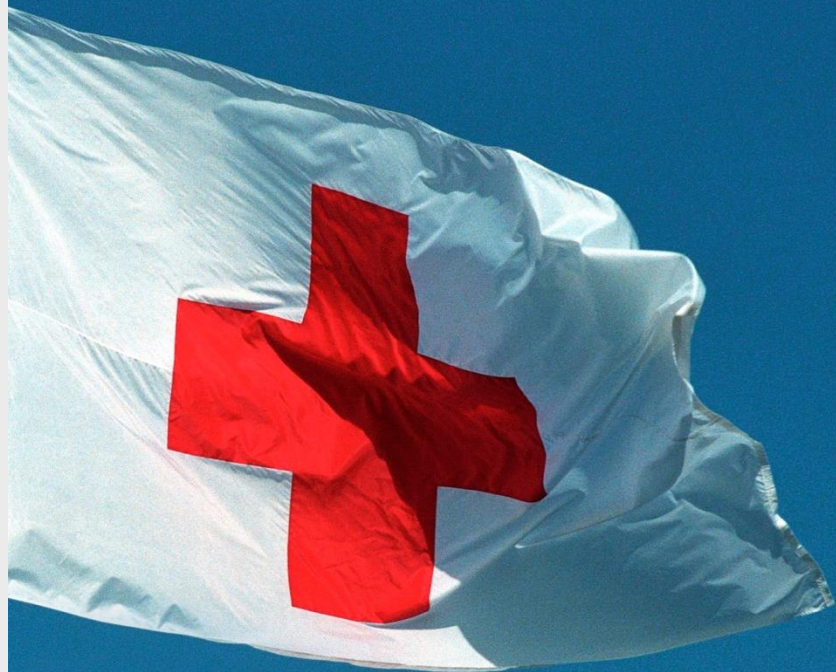
**YOU CAN FIND OUT BY ANSWERING  
THREE SIMPLE QUESTIONS...**

**ANSWER NOW**

# ReadyRating.org

Prepared for Visit Anchorage

21 April 22



## Mission

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.



**American  
Red Cross**





American Red Cross

# Fundamental Principles

Global Red Cross Network



# Our Services

Down the Street. Across the Country. Around the World.®



**Preparedness**



**Disaster Services**



**Service to the  
Armed Forces**



**International**

# What is *Ready Rating*?

A free, online, self-paced, organizational emergency preparedness program that helps organizations prepare appropriately, respond effectively and recover quickly from disasters and other emergencies.

- Measure your organization's current preparedness level
- Help your organization create or improve its emergency action plan
- Provide the tools needed so that staff have the knowledge and skills to respond effectively during disasters.
- Track progress as your organization takes steps to improve its ability to respond safer, smarter, and efficiently during disasters.. .
- Make getting prepared: simple, cost effective, and achievable.

# ***Ready Rating Assessments***

Two choices, based on your needs:

- **ReadyGo** - short, 25-question assessment for fast evaluation that focuses on core functions that affect preparedness
- **ReadyAdvance** – comprehensive, 60-question assessment for deeper look at an organization's response and planning efforts

Completing an assessment generates:

- A score on a scale of 1-100, which measures an organization's current level of preparedness
- A customized *Next Steps* Report, which outlines the recommended steps an organization can take to improve.

# ***Ready Rating Resource Center***

- The *Next Steps Report* recommends specific tools in the *Ready Rating Resource Center* to help improve your score.
- The *Resource Center* contains over 70 “actionable” resources that help members achieve their preparedness goals, including the following resources:
  - Videos on topics of emergency preparedness given by experts
  - Emergency Action Plan templates
  - Job Descriptions
  - Reports
  - Checklists
  - Sample Forms
  - Presentation Decks
  - Whitepapers



# Emergency Action Plan Templates

- Use *Ready Rating's* **Emergency Action Plan Template Tool** to easily create a customized **Emergency Action Plan** that fits your organization's needs.
- Select from two template options:
  - EAPGo Template: Standardized topics that address minimum OSHA requirements
  - EAPAdvance Template: Choose up to 70 additional topics that allow you to go into greater detail
- Both templates can be exported to your computer for customization.
- Rating helps your organization meet and exceed the minimum requirements for emergency action plans set by OSHA.



# Action Items

1. Join *Ready Rating*
  - Go to *ReadyRating.org*
  - Register in (1 minute)
2. Measure your preparedness level (choose 1)
  - ReadyGo Assessment (< 30 minutes)
  - ReadyAdvance Assessment (~1 hour)
3. Start improving using your *Next Steps* Report
4. Protect your Organization, Staff, Clients and Community!



Sign-Up At:  
***ReadyRating.org***



**American  
Red Cross**

**Become a Volunteer**



American Red Cross

# More Volunteer Opportunities

- Disaster Cycle Services
- Fundraising
- Communications
- Volunteer Management
- Community Outreach
- Office administration
- Board members







American Red Cross

# Contact us

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# Expect the Unexpected: Crisis Management

# Thompson & Co. PR



Bri Kelly  
Senior Account Manager



Ashleigh Ebert  
Account Manager

# What is a crisis?



An emotionally significant event or a radical change in an organization's normal operations



An event that affects an organization's operations/business, the public and those communities in which it operates



An event that results in significant news coverage



# Rewind to 2020

## Coronavirus: the week the world shut down

Walls have been raised and societies quarantined as people enter a new reality

● [Coronavirus - latest updates](#)

● [See all our coronavirus coverage](#)

by [Michael Safi](#)

**I**t should not have come as a surprise. Life had already been upended in China. Iran and **Italy** have been reeling for a month. And yet it still felt sudden, this week, when walls were raised across the world, entire societies were quarantined and billions of people realised they had crossed a dividing line: from life before coronavirus to after.

- Have you used lessons learned from the pandemic to get your crisis plan in place?
- Think about how social media has changed since then.
- What are the crises that could impact you this summer?

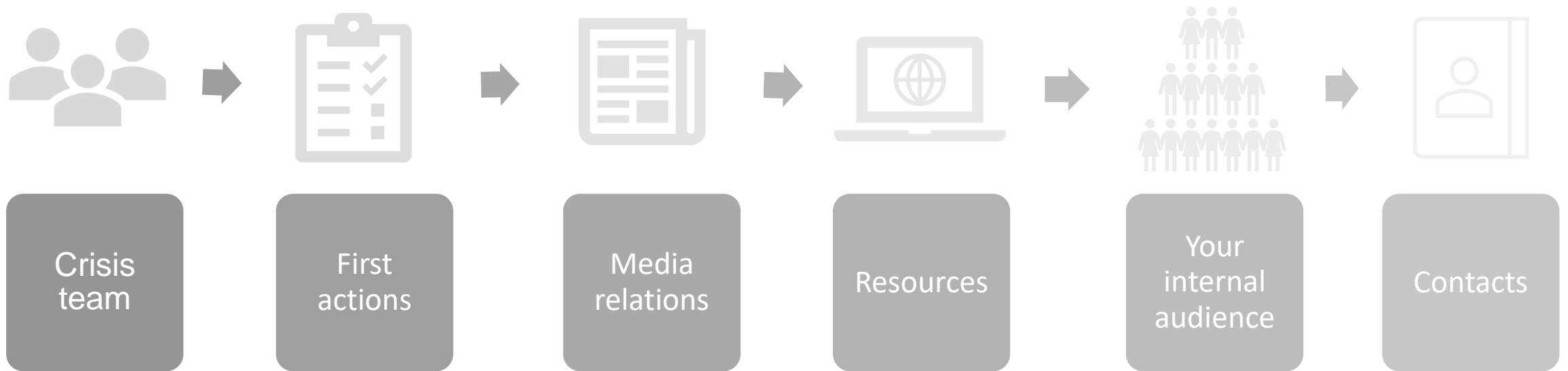
# Why you need a crisis communications plan

- “A guardrail at the top of the hill is better than an ambulance at the bottom.”
- You’ll be able to predict 90 percent of the crises; since you can predict them, you can plan for them.
- Drill it – practice makes perfect.



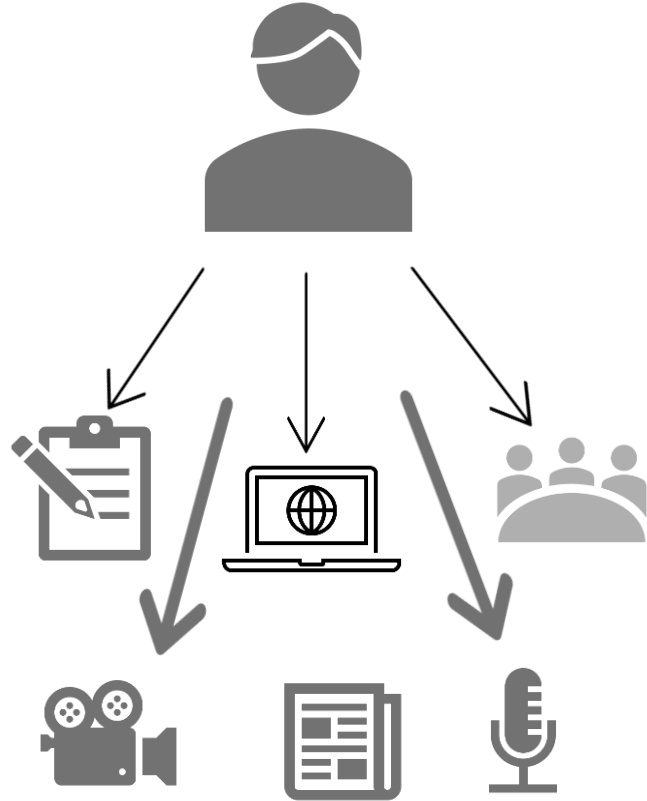
**What would reasonable people appropriately expect a responsible organization to do in this situation?**

# Basic elements of a crisis plan





# The first 24 hours



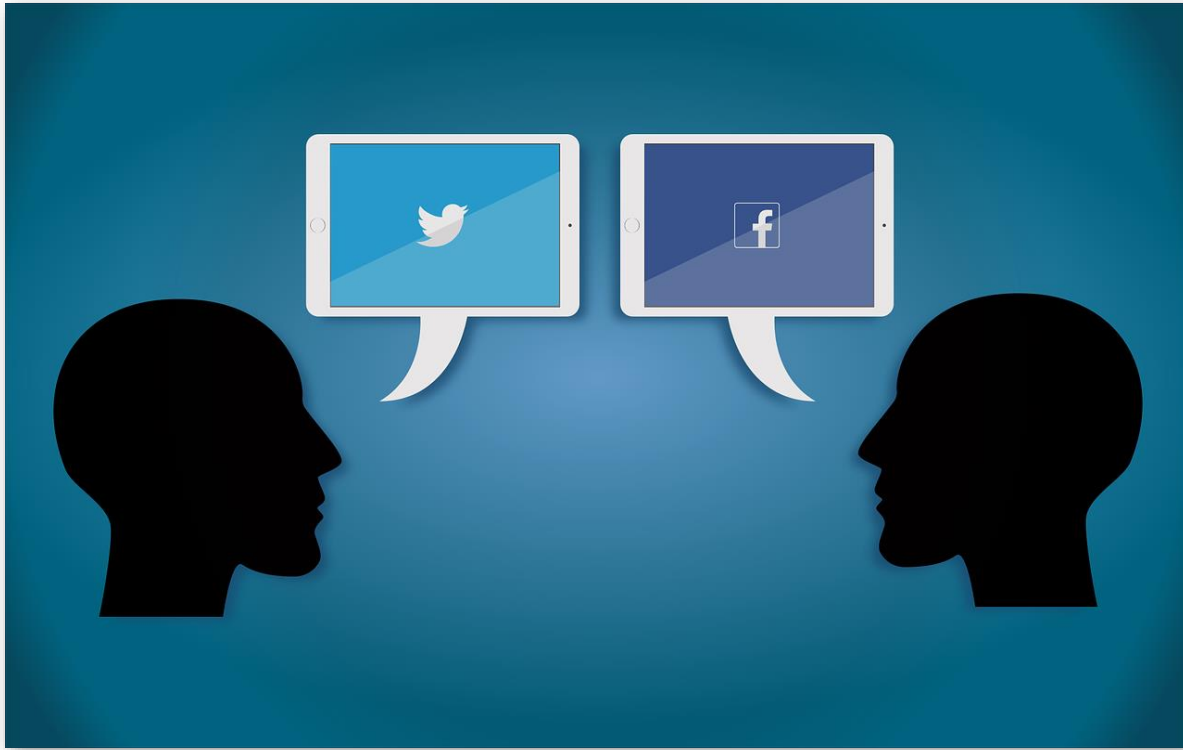
- Identify a spokesperson or media liaison
- Gather all the information you can
- Address your internal audience
- Make decisions on what to say on website, social media sites, etc.
- Coordinate incoming media inquiries + onsite media crews

# Working with the media

- Determine a plan for how you'll answer media calls, emails, etc.
- Establish what you can and cannot say legally
- Prepare a release or statement that you can provide to media



# Internet & social media



- Post updates on your website and social media, as appropriate
- Cancel any scheduled posts not related to the incident
- The media will use social media for newsgathering– ideally it should be part of your monitoring

# Good PR starts at home



- Your internal audience is probably your most important audience
- Designate one key employee to communicate with staff
- Make sure they understand who can talk to the news media or post on social media



# The rest of the story

- Depending on severity of crisis, the communications inquiries can last several weeks
- Keep updating information and sending out statements or press releases as appropriate



# Tide Pod Challenge example

**Forbes**

## **Four PR Lessons To Learn From The Tide Pod Challenge**

The Tide Pod Challenge was about as unexpected as it gets, as no one in their right mind could have predicted that teens would suddenly decide eating Tide Pods was a fun way to pass the time.

# Tide's response



## Poison control calls 'spike' due to online laundry pod challenge

In a statement from Tide's parent company, Procter & Gamble, representative Petra Renck wrote, "Nothing is more important to us than the safety of people who use our products. We are deeply concerned about conversations related to intentional and improper use of liquid laundry pacs and have been working with leading social media networks to remove harmful content that is not consistent with their policies."

# Tide's response



Initial Tweet



Follow-up Tweet



# Final thoughts



Being prepared will help you through the process



Relationships are important – employees, media and the community; support will come from places you least expect it



Perception is reality – tell your story or someone else will tell it for you

# Thank you!

Reach out if you have any questions!

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