



SET THE TONE DURING AN EMERGENCY

As a leader, your workers will be counting on you for clear and simple instructions during a crisis. Respond quickly and confidently during a crisis—whether to evacuate, stay put, or wait for further instructions. Having a well-organized and efficient communication strategy in place will help make sure you're prepared.

DEVELOP A CRISIS COMMUNICATION PLAN

A communication strategy is an integral part of your [Emergency Action Plan](#). Explain how you will quickly deliver simple, clear, and direct messages during a crisis. Brainstorm with your fellow managers and department heads to develop your strategy and assign roles in advance. Identify leaders, spokespersons, and administrators to ensure information flows efficiently and accurately to workers. Choose tools that are effective for your specific organization and its unique needs. Your plan should include:



- 1 A communication method:** Decide how you will share important updates – whether through tools, such as intercoms, apps, text messages, emails, or phone trees.
- 2 Pre-prepared messages:** Think through the different types of emergencies that might arise. Prepare specific, succinct messages for each scenario so they are ready to use when needed.
- 3 Tracking strategies:** Department heads play a key role in coordinating evacuation and notification efforts. Have them develop methods to track message delivery and account for workers. For example, use checklists to confirm who is present, off-site, or missing during an evacuation.

DOWNLOAD YOUR CHALLENGE COIN

Share your coin with workers and showcase it on your website, intranet, social media, or newsletter. Use **#CrisisCommunication** and **#SafeAndSoundAtWork** to demonstrate your commitment to fostering a culture of safety and preparedness in your workplace.

Take it a step further—include your workers in your Emergency Response Plan by taking the [Response Ready Challenge](#).

OSHA provides resources (e.g., guidelines, training materials, and best practices) that you can use to build an effective crisis communication plan. You can find these resources at [Emergency Preparedness and Response: Getting Started](#).

