

Employee Accident

EMPLOYEE ACCIDENT

Three probable accident scenarios involving company personnel would trigger the company crisis communications response:

- Employee(s) injury that impacts company operations,
- Multiple employee injuries from same or separate incidents simultaneously; and
- Employee(s) death on company campus

In all of these scenarios, the number of customers/stakeholder and employees that are impacted by the accident/ death and impact on overall company operations becomes a communications concern.

Key Audiences Include:

- Media
- Customers
- Employees and their families
- Local, state and federal officials
- Community leaders
- Investors
- Board of Directors
- Union representatives

Response Team

- CEO/COO
- Public Relations Director
- Security Director
- Attorney
- Facilities Supervisor
- Outside Crisis Communications Advisor

Goals of Effective Communications Response:

- To assure the community that the company is prepared for this type of situation and is doing everything they can to fulfill customer needs.
- The company open and is serving customers despite the incident.
- The company is conducting an investigation into the accident and reviewing all procedures.
- Redirecting customers for services to other areas of the facility if it must close for the investigation.