



Red Cross Emergency Preparedness Tool Kit For Small to Medium-Sized Organizations

The American Red Cross of the National Capital Area and the Homeland Security & Defense Business Council have published an Emergency Preparedness Tool Kit for Small to Medium-Sized Organizations. Following are excerpts from this tool kit.

Getting [and Staying] Prepared – Emergency Communications Coordinator

Organizations with more than 25 or 30 people may choose to have someone other than the Emergency Response Director focus exclusively on emergency communications. The duties of this Emergency Communications Coordinator include:

- The top priority should be to notify and maintain contact, through the best combination of telephone, cell phone, hand radios, the Internet, and television, with those who can give immediate assistance for the particular type of emergency. Online alert systems, such as Stargazer, can help you communicate with your employees and keep track of people materials in an emergency, using computers and Web-enabled mobile devices, e.g., Blackberry. For more information, go to: www.Stargazer.org.
- The second priority would be to notify neighboring businesses, employees' family members, and off-site or off-duty management and staff, insurance providers, utilities, suppliers, bank, and customers.
- The Communications Coordinator serves as official media spokesperson during the emergency.

Business Continuity Planning – Communications

Online contingency notification procedures to keep employees, customers, suppliers, distributors, and others informed about operations and recovery. Distribute the procedures and keep a copy of procedures and all contact information off-site. Consider using a Web-based alert system, such as Stargazer, to communicate with employees and keep track of people and materials, using computers and Web-enabled devices, e.g., Blackberry. Service is accessible 24/7 via the Web. For more information, go to: www.Stargazer.org.

For further information, send an email to: info@Stargazer.org