

5-Steps of Crises Management – Based on Jim Simmons recommendation for the Alameda County Fair

The Following 5 step method is designed to be followed in priority order. However, depending upon the size of the crisis, multiple steps may be accomplished simultaneously.

1. **Stop what is causing the CRISIS**, Put out the fire, shut off the water, evacuate the facility, etc.
2. **ATTEND to the VICTIMS** – Make sure that medical assistance is being administered as necessary, provide transportation as appropriate, contact and comfort relatives.
3. **ATTEND to your EMPLOYEES** – Attend to the needs of your employees. Provide timely and accurate information to your employees regarding the crisis.
4. **ATTEND to Involuntary PATICIPANTS** – Provide timely and accurate information to Management, Board Members, appropriate regional and local officials, regulatory and investigating officials, immediate neighbors, etc.
5. **ATTEND to the PRESS/MEDIA** -In addressing the media you are to spell out where you are in accomplishing steps 1, 2, 3, &4. This is your vest opportunity to take control of the incident and to provide accurate and timely information. Clearly and concisely describe to the press the actions you have taken in Steps 1-4. This initial response on your part will form the framework for public opinion. In short, by describing the your actions in Steps 1-4 you will have answered the majority of the public's questions about what happened, what you are doing about it, who you are working with etc.