

July

SOBELUTIONS

2013

NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS!

ARE YOUR STAFF AND CAMPERS READY TO RESPOND TO AN EMERGENCY?

PREDICT.PLAN.PERFORM.®...

Camp season has started and we know your campers are enjoying their experiences.

Unfortunately one of our camps has already had a lightning strike. **Sobel & Firestorm recommend testing your weather plans now.**

Lightning and storms can strike at any time. Are you ready? Are you sure? How do you know?

- ✂ Review your plans. **NOW!**
- ✂ Remind your staff and counselors of their key response actions.
- ✂ Verify your monitoring plan and who is responsible for monitoring.
- ✂ Test your alarm signals.
- ✂ Run a drill with all campers that involves the need to respond and move to safety. (e.g. lightning warning- sound signal, move to safety)
- ✂ Analyze: *How did the word get communicated? Did everyone respond? How long did it take? Lightning can strike in seconds.*
- ✂ Update your crisis communications and crisis PR strategies. *Do you have Message Maps? How you respond to the parents and media can create a second crisis.*

If you have an event, notify Sobel Affiliates immediately at 516-745-0000. If you need assistance in validating or upgrading your existing plans, call Firestorm at 770-643-1114.

SOBEL AFFILIATES – The SOLUTION for your Camp Insurance needs!



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