



When the Unexpected Happens: Crisis Management 101

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When the unexpected happens at home

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When the unexpected happens abroad

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When a natural parent passes away while a student is on exchange

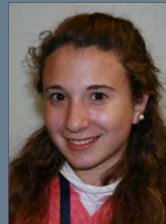
SHOOTING IN PORTLAND: 24 JANUARY 2009



Annelise
Guatemala
Not injured



Davide
France
Not injured



Sophie
Argentina
Not injured



Zbigniew
Ecuador
Not injured



Marine
France
Not injured



Ana
Ecuador
Minor GSW
to the leg



Trista
Taiwan
GSW to
both legs



Gonzalo
Guatemala
Bullet
fragment
lodged in
buttock



Anne Sophie
France
Bullet grazed
thigh



Tika
Peru
Did not survive



Ashley
Outbound to
France or Denmark
Did not survive

CRISIS MANAGEMENT PROCEDURES



Rotary International District 5100
Youth Exchange Committee
Located in Northern Oregon and Southern Washington, USA
"Service Above Self"

Primary Focus of Youth Exchange Crisis Management

1. Safety and medical help for involved students

- a. Immediate response to scene or hospital
- b. Coordinate information on students with hospital and authorities
- c. Notify and coordinate information to District Leadership and Rotary International
- d. Notify and coordinate information to involved students country YE personnel
- e. Notify student's Travel Insurance Agency

2. Isolation – Anonymity of students from media

- a. Appoint one person only, i.e. District Youth Protection Officer, to provide information to media
 - i. This person must be familiar with the laws regarding name release and have good contact with the authorities
 - ii. Everyone on the crisis team must defer comments to the appointed media officer
- b. Appoint one person, i.e. District Youth Exchange Chairman, to provide information about the Rotary Youth Exchange Program

3. In case of death – Proper notification of families/next of kin

- a. Procedures established by law in area of jurisdiction must be followed
- b. Due to modern communication systems, i.e. Internet, cell phones, etc., the normal procedures may be circumvented by involved persons without knowing the consequences of their action
- c. International notification may have to route through a Consulate or State Department Office. This may cause delays that will allow other communication listed above to be the initial notification path
- d. Notify school districts of all program students for preparation of grief counseling for students and friends
- e. Process of repatriation

4. Notification of involved host families

- a. Assign this task to YEO in charge of each country in your system. Larger programs will be able to divide this task among more people
- b. This may be the time to inform international partners of involved student countries

5. Notification of non-involved host families and students

- a. Assign this task to YEO in charge of each country in your system
- b. This is the time to inform all other international partners

6. Notification of outbound families and students

- a. If the incident occurs during the season of student outbound selection, your group to notify will include more students and families
- b. Notify current outbound students and families

7. Notification of all other Rotary partners and friends

- a. Information by now will be released by authorities. News media will have all information they can make news out of
- b. Information about victim funds and memorials will be available
 - i. Try to have at least one general victim assistance fund set up
- c. Public memorial services will be planned for students
 - i. Make plans for a private memorial service for inbound students and host families
- d. Plan group counseling for all students and crisis team

8. Continuing professional care of involved students and families

- a. Arrangements must be made for continuing care for involved students and families
- b. Arrange at least one professional counseling session for each involved student and family

For further information contact D5100 YEC

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Role of Rotary International

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THE ROLE OF RI IN A CRISIS

- Assist with partner district/club communications
- Assist with insurance questions
- Review key issues
 - Are current/future students at risk to similar situations?
 - **Are there any concerns about Rotary's handling of the situation?**
 - Was student safety the highest priority?
 - Does the district need to notify its liability insurer?

MEDIA RELATIONS

- RI Youth Exchange team can help connect you to RI Media Relations staff to:
 - Discuss who DG should appoint as spokesperson
 - Craft media message points
 - Monitor coverage
- Refer to *Media Crisis Handbook*
 - Uploaded to <http://www.yeoresources.org/>

STUDENT TRAVEL INSURANCE

- Minimum coverage amounts in RCOP 41.060.11
- Ensure students have the necessary coverage
 - Contact the Insurance Working Group or RI with any concerns

RESOURCES

- youthexchange@rotary.org
- Rotary Code of Policies (RCOP), 2.100 and 41.060:
<https://www.rotary.org/en/document/622>
- *Media Crisis Handbook:*
<http://www.yeoresources.org/>
- Insurance Working Group
 - Found on page 9 of the YEO Directory



Questions & Discussion



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