

**Create a Crisis Management Plan**

What occurs during the first hour of a crisis often provides the best opportunity for control of the situation to minimize injuries, minimize the impact on the market and vendors, and build the market’s credibility as a responsible organization. With that in mind, let’s build your market’s crisis management plan. Complete each question and then combine all into a completed plan that will map out how your market will respond to a crisis. You will turn in both this brainstorming document as well as your completed plan for review.

**Anticipate:**

1. Identify all of the crisis issues that you should watch for within your market, even if you feel there is only a remote possibility of it happening.

a.

b.

c.

d.

e.

f.

g.

h.

1. Identify the members of your crisis management team and the roles they will play in your market.

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| --- | --- | --- |
| Name | Position | Responsibility |
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1. Prepare a list of first responders and any others that you may need to contact in an emergency. Include their contact information.

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| --- | --- |
| First responder/Name | Contact information |
|  |  |
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**Prepare:**

1. Create a market map that will show all entrances/exits, evacuation route, safe spaces.
2. For EACH crisis identified above, create an action plan for each possible event:
   1. who will make the decisions on response; i.e. evacuation, lock down, etc
   2. who will notify first responders, and which to contact; i.e. fire department, gas company, insurance agent, etc
   3. Who will direct customers/farmers/vendors
   4. who will prepare an incident report
   5. who will respond to media
3. Create an evacuation script to alert market shoppers and vendors of a crisis, giving direction on how to safely, and calmly, evacuate the market.
4. Now that you have created a roadmap of responses to each foreseeable crisis, create a plan to practice various facets of your plan, such as evacuation drills, response to active shooters, etc.

**Communicate:**

1. Prepare a script for talking with media about a crisis at the market. While you cannot create a full script without knowing what the crisis is, you can be prepared with key concepts:
   1. what is the market’s mission/vision
   2. what is the market’s primary message
2. Identify who is responsible for talking with the media and keeping the market’s message consistent and positive. Prepare a statement that others who may be contacted by the media can use to direct the media to the right person.

**Evaluate:**

1. Create an evaluation process for the aftermath of a crisis. What are the key questions to ask on your market’s handling of the crisis?
2. How often will you review and adjust, if necessary, your market’s crisis management plan, other than post crisis?
3. Where will copies of your crisis management plan be kept?

Now that you have contemplated the key components of a crisis management plan, put them together creating a comprehensive plan document for review and approval by the market’s board of directors or management team, as well as key first responder agencies.

Be sure you turn in this planning piece as well as the final crisis management plan you create for your market.

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