

Disaster Plan Complete Evacuation Addressing the Media

Section

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POLICY

The Home shall have a plan in place to address the media in the event of disaster resulting in a total evacuation.

Procedure

- The Director of Operations shall be the one to address the media in the event of a disaster which resulted in a total evacuation of the home. In his or her absences the following order shall be his or her designate;
 - Administrator
 - Director of Nursing
 - Department Managers
 - Supervisory staff on duty (Charge Nurse)
- The following steps shall be strictly adhered to;
 - Use local radio, community TV and other forms of media to make announcements to inform the community, obtain staff and volunteers as appropriate.
 - Designate one spokesperson to deal with the media.
 - Media contacts ;
 - Guelph Mercury Tribune - Phone; 519-623-7395 ext. 240 News desk
 - CJOY Radio Station - Phone ; 519-824-7000 ext.457320 Fax; 519-824-4118
- Instruct all staff to maintain complete confidentiality and refer inquiries to designate spokesperson.
- Do not allow unauthorized persons in the building.
- Ensure that factual statements are released to the media periodically, or in one organized press release, only by the designated spokesperson.
- Avoid irrelevant issues.

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 Dahlia Burt-Gerrans Internal Approval	Administrator		
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