



Critical Incident Response Protocol

In the event of any incident that takes place in or about your school/college centre or during an outing, or a complaint that is made/where you have been advised the media will be contacted - CETB and its Crisis Management Agency Hopkins Communications will need to know everything surrounding the incident immediately.

Why?

This is so that the agency can prepare holding statements/activate an Issue/Crisis Management Plan etc. and either limit or prevent any media coverage relating to the school on the incident.

This is to protect you, your students, staff, families as well as Cork ETB's brand.

The idea here is that no individual from your school/college/service has to be interviewed by the media and that the messaging can be controlled on this side rather than on the media's side.

Crisis definition:

- Crisis is an event of a nature or magnitude that has the potential to:
- Threaten the reputation of company/country.
- Disrupt normal business operations.
- Damage company's performance or inhibit its business goals.

Cork ETB Critical Incident / Crisis Contacts

Email – communications@corketb.ie

Phone – Clare Creedon - mobile 086 381 6662

Sarah Flynn – mobile 086 4183518

Suzanne Mullins – mobile 086 3509467

Potential incidents could include but are not limited to the below.:

- Death/injury of a student/staff member
- Death/injury of anyone on the school/college/centre's grounds
- Assaults on staff/students
- Any garda issues
- Any allegations towards staff/students
- Data breaches
- Disease outbreaks
- Bomb scares
- Weapons
- Thefts
- Delays on school buildings/extensions/developments/waiting lists
- Planning permission issues
- Bullying or graffiti in schools relating to students
- Unsatisfactory conditions of the school
- Limited access to school entrances for drop-off/pick-up etc
- Financial issues
- Archaeological finds
- Any issues that may arise as a result of a student not graduating/being allowed graduate
- Anything anyone has told you they will approach the media with
- Anything else you feel may have a media backlash

In the event of an incident, please undertake the following steps immediately:

- No one is to comment, issue statements or any form of communication on the incident whatsoever including to media, general public/parents/students/staff etc.
- Immediately contact communications@corketb.ie and advise of the details of the incident (see page 3 and 4 for guide to help you with providing the information).
Contacts: Clare Creedon - mobile 086 381 6662, Sarah Flynn – mobile 086 4183518, Suzanne Mullins – mobile 086 3509467
- Advise reception and staff that if any media contact the school, take details and advise communications@corketb.ie
- Immediately email communications@corketb.ie with:
 - See page 3 and 4 for you to fill out to help you with providing the information.
 - A breakdown of every detail possible pertaining to the incident - what time/day it happened, who was involved, how did it happen, how long it happened for, when was the issue diffused and by whom, what agencies are involved (i.e. HSE/Tusla/Gardaí), what did the school do to rectify the issue?
 - Provide the relevant contact details for the key point of contact at the school (ideally the Principal's email, mobile and full

- name). This person must be available to take a call/respond to an email at any stage in the days during and after the incident.
- Provide name, number and email of the person you were dealing with in the relevant authorities where relevant i.e. gardai/HSE/HEA/Tusla/Parents Association/DES etc. or any other entity involved with/dealing with the incident. If they have given you a statement send that through also.
 - Advise what media (name of media house and person from that media house) have already been in touch and what has been said/sent to them.
 - Provide any coverage that may have already appeared.
 - Where relevant, check CCTV coverage and speak to your security staff for a full report on what happened and who was involved. Send this information to HQ.
 - Task someone to monitor the school's social media, email, phones for any comments/queries from the public or media on same.
 - Send any of these comments/queries and await direction on whether or not to respond and/or how to respond.

Fill out the below and email to communications@corketb.ie

Confirmed Incident/Situation Details

- Source of Information:
- Phone:
- Email Address:
- Time and date of incident:
- Type of incident:
- Provide appropriate background information
- What happened?
- Where did it happen?
- How did it happen?
- Are there fatalities or injuries?
- Is there a threat to people/property/environment? If so, what is it?
- What is the situation now?
- What actions are you taking in response?
- State concerns (e.g. the safety of our students, employees---our contractors...etc)
- Other confirmed information:
- Is on-site communication assistant required?
- Any media present? If yes, who?
- Next update date/time - How/When/Where will you provide updated information?
- Information taken by:

Note: use only confirmed information in this statement. Although you may not have all the facts, it is critical to communicate your primary concerns and what actions you are taking to respond to the situation.

Your most important audience are the people directly impacted by the incident. Address their needs and concerns in this statement which Hopkins Communications will then edit if needed and send to CETB for signoff before issuing.