



Day 5: What To Do If A Crisis Occurs

BE PREPARED:

1. Know the contents of your existing "Red Book".

IN THE EVENT OF A CRISIS, DO...

1. Ensure your safety and the safety of our Guests and Associates.
2. Escalate the event by informing your immediate supervisor and your local manager.
3. Report the event to the Crisis Reporting Line at **855-552-5976**.
4. Call 911 for any instances that require response from local fire, police or EMT services.
5. Only act upon confirmed facts regarding the situation
6. Inform/Work with local authorities, such as police and fire departments.
7. Quickly forward all media inquiries to Sharron Saunders at: 301.500.5737 or ssaunders@oakwood.com.
8. Use approved messaging to assure guests and Associates that we are aware of the situation and working to resolve it.

DO NOT:

1. Make assumptions regarding the incident.
2. Allow media or camera crews inside our facilities, which are private property, without prior permission.
3. Make any statements to the media. Instead direct them to your manager who can take the appropriate next steps.
4. Post details of the situation on Twitter, Facebook or other social media.
5. Pass along unconfirmed details to customers, guests, suppliers or vendors.

WHAT IS A CRISIS?

Oakwood defines a crisis as an event or sequence of events that may lead to serious consequences with negative impact on our Associates, Customers, Guests, properties, supply chain, revenue and/or reputation. A crisis is a situation that falls outside predefined business, security and/or emergency response processes.



**Our Crisis Reporting Line goes live today, February 1st.
855-552-5976**