

# Reopening and Resuming Operations

---

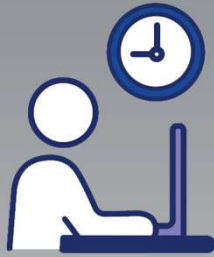


## Our Roots

- Delivering excellence since 1982
- Evolved from an EAP company to a global behavioral and crisis management solutions firm
- Subject matter experts in crisis response and family/survivor assistance
- On average, respond to over one crisis event per day, for the organization we serve
- Serve over 2,000+ organizations worldwide



# Key Crisis Management Services



Incident Response  
Contact Center



Critical Incident  
Response



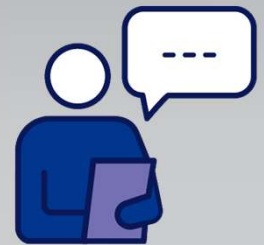
Information  
Management Tool



Survivor & Family  
Assistance

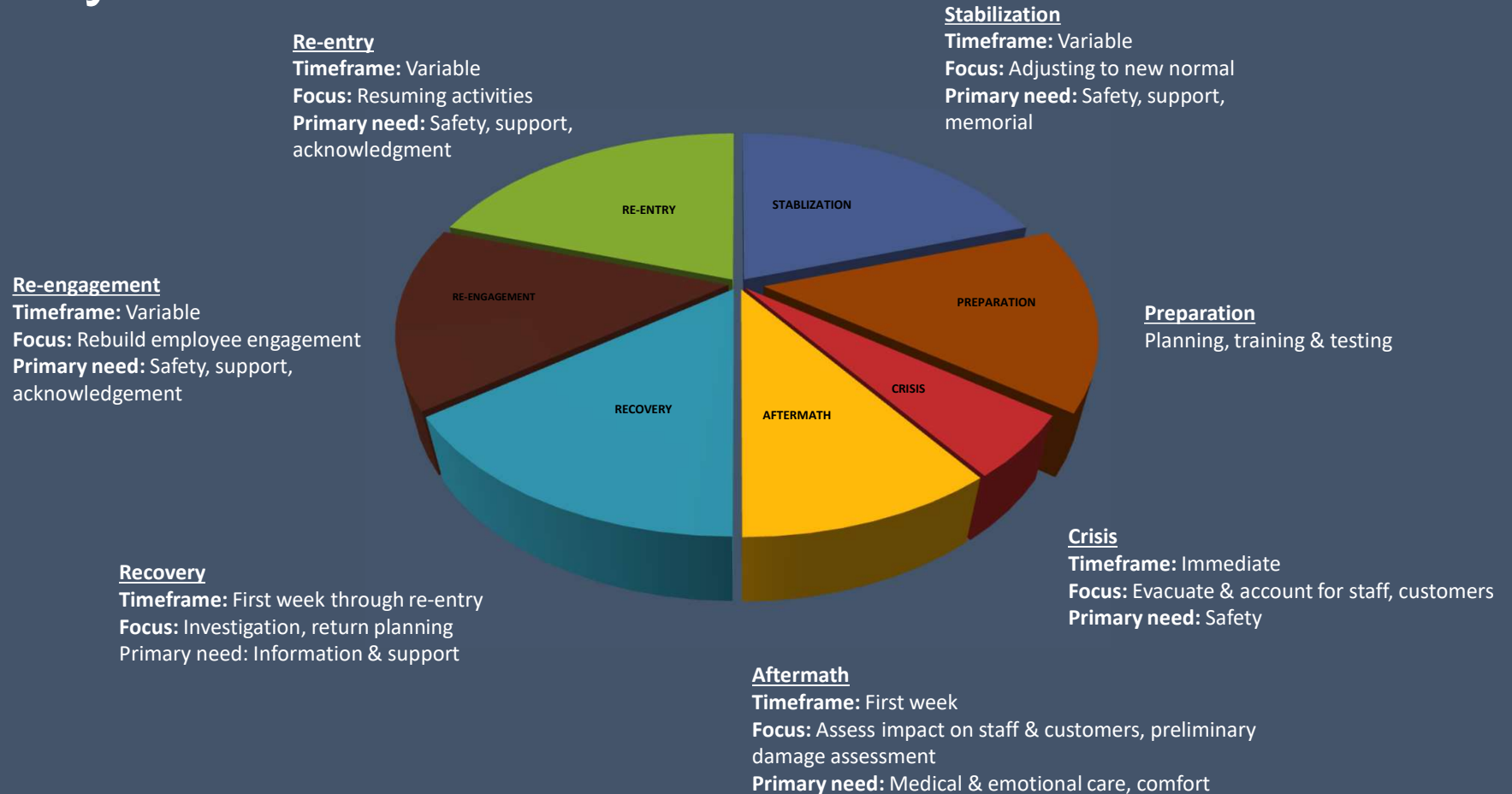


ERP Development  
& Refinement



Training, Exercises  
& Drills

# Resiliency After a Crisis



# Crisis

---

## **Timetable: Immediate**

- Evacuation
- Social media
- Account for people
- Family reunification
- Leadership response
- Access to accurate information
- First responders





# Aftermath

---

## Timetable: First week

- Family assistance
- Hospital visits
- Assess impact on affected individuals
- Community resources
- Return of personal items
- Communication
- Counseling support





# Recovery

---

## **Timetable: First week through re-entry**

- Investigation
- Managing kindness/donations
- Return-to-work/ business planning
- Location of return
- Information and support





---

## Re-engagement

---

### **Timetable: Variable**

- Re-engage staff
- Re-engage with effected customers
- Safety measures
- Communication
- Site visit
- Listen and address concerns





---

## Re-entry

---

### **Timetable: Variable**

- Resume business
- Secure business environment
- Daily debriefings
- Support

# Stabilization

---

## **Timetable: Variable**

- Adapting to new normal
- Site restoration/re-design/rebuild
- Training/safety
- Ongoing support
- Memorials/anniversaries



---

## Preparation

---

- Account for people
- Information line
- Family assistance center
- Return of personal items
- Donations
- Memorials
- Community relationships
- Identify those struggling emotionally





Trauma-  
Informed  
Care: It's All  
About  
Connection





# Trauma-Informed Care (TIC)

- Six TIC principles: Safety; Trustworthiness & Transparency; Peer Support; Collaboration and Mutuality; Empowerment Voice & Choice; Cultural, Historical & Gender Issues
  - TIC is about creating a culture of wellness and resiliency – better able to bounce back from adversity
  - Requires constant attention, awareness, and sensitivity to create cultural change
-



# Personal Effects



# *The Creation of a Legacy*

*a conversation about memorializing grief*



## Memorializing Grief

### Memorialization

- Preserving memories of people or event
- It can be temporary or a permanent marker
- It can be physical or digital

### Grief

- death or life event



# How | Internal

## Incident drives response

### Planning points

- Memoriam
  - *condolence collections*
- Monuments
- Newsletters
- Websites
- Service
- Anniversary's
- Responder recognition

*Hold space for individuality*



# How | External

## Incident drives response

### Planning points

- Memorials
  - *Spontaneous*
  - *Services*
- Monuments
  - *Burials*
  - *Crash site*
- Anniversaries

*What is the organization's role?*



VIRGINIA TECH, VIRGINIA  
16 April 2007 | 32 Souls

Hours after the event

- Student-driven volunteer organization Hokies United placed 32 Hokie Stones on the Drillfield
- The semi-circle of stones became a place to gather, to mourn, and to reflect, and the poignant **display inspired today's memorial**
- 32 engraved Hokie Stones replaced the temporary memorial





# Spontaneous Memorials/Shrines

## Incident drives response

### Planning points

- Local rules/exceptions for gatherings
  - *Logistics and safety*
    - *Local planning*
- Educational Institutions
  - *Primary school discourage gatherings/remembrance events*

*Think outside of the box.*





## Sandy Hook Elementary School Newtown, CT |

The disparate material management and preservation efforts in Newtown, Connecticut, following the Sandy Hook School shooting in 2012, involving the influx of more than 500,000 letters, 65,000 teddy bears, and tens of thousands of other gifts and temporary memorial items.



*65k teddy bears regifted*



## The Emotional Toll of Archiving Grief

- The psychological impact of working with the spontaneous memorial material over a sustained period **without preparation for its emotional burden was compared to a soldier going to war with no training**
- A curator of the 9/11 incident highlighted long conversations with participants and donors “often included a lot of crying—us included. It is difficult dealing with death and **frankly none of us were prepared for the task**. At times each one of us was ready to throw in the towel but the support and pressure of the others kept us going”



Good for People. Great in Crisis.

Crisis Management  
Services by Empathia

# Our Podcast – OnTopic with Empathia



## OnTopic with Empathia

Empathia (Author)

### About the podcast

Welcome to OnTopic by Empathia, a podcast dedicated to overcoming challenges in times of uncertainty. We'll be talking to industry experts from a wide variety of fields to explore the issues of the day and steps individuals and organizations can take to become more resilient. Whether it is delivering a high-value employee assistance program or responding to a crisis in your organization or community, OnTopic brings competence, compassion and commitment to those who need it most. Find out more about Empathia at [www.empathia.com](http://www.empathia.com).



Audible  
\$0.00

Amazon Music  
\$0.00

audible  Free

Listen Now

- No membership required
- Tens of thousands of podcasts
- Listen in the app or on any Alexa device

Follow

By clicking "Follow" this podcast is added to your Audible library.

Don't have an app? [Download Audible app](#)

# Our Webinars



EMPATHIA

Services Industries Approach Resources Contact

## CRITICAL INCIDENT RESPONSE: LEVERAGING THE POWER OF THE GROUP

EMPATHIA  
Good for People. Good for Business.

Live Webinar!









### Critical Incident Response: Leveraging the Power of the Group

Please join us for this free live webinar provided by Empathia and Bob VandePol.

Effective Critical Incident Response often includes management consultation, private 1:1 conversations, large group briefings, and focused interactive groups. This training will address best practices for leading groups that build supportive cohesion, facilitate safe processing, normalize reactions, and structure healthy next steps. Suggestions for management of common challenging situations will be offered.

During the virtual session we will be breaking out into groups which will allow opportunity for greater discussion as well as to share different ideas/experiences with one another. Please note that participation is highly encouraged and this offers a great opportunity to network and learn from each other.

#### Latest Blogs

-  Structuring Your Team
-  Critical Incident Response: Leveraging the Power of the Group
-  Empathia Healthcare and First Responders Webinar
-  Empathia Forms New Black Swan Solutions Advisory Council
-  Empathia, Inc. Announces New Partnership With Help Texts
-  The Creation of a Legacy

#### Categories

- White Papers (3)
- COVID-19 (39)
- Case Studies (3)
- Blogs (323)
- Press Releases & Announcements (38)
- In the News (17)
- Webinars (16)





# Questions?

To learn more  
about Crisis Solutions,  
scan here:





Rick Hoaglund  
Director Crisis  
Management Services

[rhoaglund@empathia.com](mailto:rhoaglund@empathia.com)