Emergency Management

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A lot of incidents can be handled and addressed locally and, in such cases, it is not always necessary to involve an emergency manager.  When an incident expands and starts falling into multiple jurisdictions and requires multiple resources an emergency manager usually gets involved.  Emergency managers can help coordinate the multiple resources that are being allocated and help coordinate relief as well. When a situation comes to emergency managers’ attention, they are required to do three things right off the bat: getting the name and contact information of the highest decision-maker where emergency situation arises. Besides, they need a brief and comprehensive rundown of what happened and what is going on in response. The third and most important attribute of an emergency manager is to collect whole information regarding the situation (Kowalski & Vaught, 2003).

After the emergency manager collects all the necessary information, he should engage with the decision-maker – of the organization he works with – to discuss the situation one-on-one. This engagement between emergency manager and the decision-maker is necessary as it accelerates the process of crafting a strategy to handle the situation and respond online (Kowalski & Vaught, 2003). Following the strategy that the key decision-maker and emergency manager agreed upon, emergency manager should hold a call with all the authorities who may help him implement the plan.

A typical practice is to breakdown the response into aspects such as legal and personal aspects of the whole plan. By cycling through these aspects on a regular schedule he can create trust with the public and show that progress is being made. Additionally, it provides him and the company he works with to release additional information as it comes to light (Kowalski & Vaught, 2003).  Eventually, the crisis itself is resolved and this is communicated to the public. Following that point, it's a matter of clean-up which most traditional marketing and public relations folks can handle as part of their normal responsibilities.

# References

Kowalski, M., & Vaught, C. (2003). Judgment and decision making under stress: an overview for emergency managers. *CDC Stacks: Public Health Publications*, 1-12.