

Policies & Procedures

Policy Title: Emergency Notification Policy

Policy # 813

Date Issued: March 2014

I. POLICY:

The Southern Poverty Law Center will immediately make notification to staff upon confirmation of an emergency or dangerous situation involving an immediate threat to the health or safety of employees occurring on SPLC property.

II. PURPOSE:

The purpose of this policy is to promote safe and timely notification of emergencies and dangerous situations that have a potential to impact SPLC employees and operations. These may include:

- Approaching tornado, hurricane or other extreme weather conditions
- Terrorist incident
- Gas leak
- Armed intruder
- Detected explosive device
- Civil unrest or rioting
- Explosion
- Chemical or hazardous waste spill

** Emergency notifications may come outside normal working hours and may impact the employees' responsibility to report to work.

III. PROCEDURE:

A. Activation Authority

It is the responsibility of the following authorized persons to confirm an emergency, determine the appropriate employees to receive a notification, determine the content of the message, and initiate the selected communication media within the One Call Now emergency notification system.

These personnel will, without delay and taking into account the safety of the Center, activate the notification system, unless issuing a notification will, in the professional judgment of responsible authorities, compromise efforts to assist a victim or to contain, respond to or otherwise mitigate the emergency.

1. If a significant emergency or dangerous situation exists at the SPLC, one of the following individuals should be notified to initiate the One Call Now Alert system:

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- a. Director of Security
 - b. Deputy Director of Security
 - c. Human Resources Director
2. As practical without jeopardizing life safety, the authorized individuals (or their designees) shall consult the CEO, COO and HR Director prior to the emergency message dissemination. However if an individual is unavailable, or time does not allow for a delayed warning, subsequent approval is not necessary.

B. Confirmation of an Emergency

1. If the person(s) authorized to send a message has not confirmed the emergency first-hand they will contact the senior person on-duty for the Security Department to receive an update about the current situation. If applicable, they also may choose to contact the city or county law enforcement or emergency response agencies for information.
2. If sending a notification of a confirmed emergency or dangerous situation compromises the efforts to: assist a victim, contain the emergency, respond to the emergency, or otherwise mitigate the emergency, a notification is not required to be sent.

C. Determine the Appropriate Segment of the Center to Receive a Notification

1. All offices may be notified when there is at least the potential that a very large segment of the Center will be affected by the situation, or when the situation threatens the operation of SPLC as a whole.
2. If an emergency condition exists, but is isolated to headquarters, notifications may be made to that specific area instead of notifying all offices.
3. As the incident progresses, personnel will continually assess the situation and additional offices may be notified if a situation warrants such action.

D. Available Communication Media

The following is a list of communication media the Center may have at its disposal for the timely dissemination of emergency notification:

1. SPLC's Website
2. Text Messages
3. E-mail
4. Center Cell phones

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5. Center office phones
6. Personal home phones
7. Personal cell phones
8. Personal E-mail
9. Building intercom
10. Fire safety system

This list does not imply that all media will be used for every notification. Every incident is unique; therefore, different communication media will be activated based on their reach, effectiveness and location. The following circumstances are outlined to provide guidance to authorized personnel when selecting communication media, and to provide employees an understanding as to which forms of communication may be used in various scenarios.

Requires Action: If a situation exists that poses an immediate risk to life safety and requires persons to change their behavior (i.e. seek shelter, evacuate, etc.), information may be pushed using disruptive media (i.e. fire sirens, text messages, intercom, etc.).

Public Notification: If a situation exists where persons should be notified about an incident that is not immediately life threatening (i.e. a situations that have already been contained, etc.), media such as the website may be used to communicate the information.

E. Determine the Message Content

1. The persons authorized to send a message have a number of pre-scripted, pre-approved messages from which to choose. However, if there is no pre-approved script for an incident, **as** practical without jeopardizing life safety, the person authorizing the activation should consult the CEO and COO for content consideration.

F. Initiate the Notification System

1. Once the authorized person has confirmed the emergency, selected the employees who need to be notified, chosen the appropriate communication media to use, and determined the content of the message he/she will activate the emergency notification system.
2. They will also call the personnel responsible for physically activating each individual communication medium i.e. intercom system, fire alarm system etc.

G. Disseminating Information to the Larger Community

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If a dangerous situation exists at SPLC that has the potential to affect the surrounding buildings, the Security Director or Senior Officer in Charge will notify the appropriate authority in neighboring buildings dependent on the nature and type of emergency.

IV. GUIDELINES:

Once a mass notification is issued, the person who authorized the notification should contact the SPLC Media office as soon as possible.

The initial notification should be followed by a subsequent message(s) that provides greater detail of the incident and/or protective action recommendations. If the incident requires an extended response time, subsequent information releases should be done so at the discretion of the CEO or COO.

The emergency notification system should be tested twice a year to ensure that it is operational and to introduce new members of the Center to the methods in which they can receive notifications during an emergency.

V. References:

Policy #802 Bomb Threats

Policy #809 Active Shooter

Policy #811 Inclement Weather & Tornadoes