



## Tool: Basic elements of a crisis management plan

Note: This document is provided for information purposes only. Health professional associations making use of this resource should revise and modify it for use in their specific circumstances.

A crisis management plan is a documented plan that outlines how the association will deal with a crisis if one should occur. It provides direction in response to three main issues:

- Who needs to be contacted in a time of crisis
- Who will be part of the crisis management team and the roles and responsibilities of each
- Who will be the official spoke person(s) for the association:
  - For communication within the association to members, key volunteer members and staff
  - For communication outside the association to key stakeholders and the media

Remember: an association that is well prepared to face a crisis

- Is aware of the potential crisis it may face;
- Maintains an accessible and updated contact information list of its Board/Executive Committee members and key member volunteers, as well as key partners/stakeholders;
- Has key association documents related to its governance, financial information, etc. readily accessible in electronic or paper format;
- Maintains an accessible and updated inventory of all physical assets of the association.