

10 EMERGENCY COMMUNICATION TEMPLATES FOR YOUR MANUFACTURING PLANT

In the manufacturing industry, emergency communication plays a highly important role when it comes to the health and safety of employees, and also for assuring business continuity.



Although all industries share the need for comprehensive emergency communication strategies, when it comes to the manufacturing industry, due to the hazardous nature of the production process, effective emergency communication is of the essence. Therefore, developing an emergency management plan for plants should be of main concern to all businesses, as should be putting an emphasis on foresight, brainstorming, and outlining the crisis communication and response chain of command. This white paper will discuss the ongoing emergency communication requirement in the manufacturing industry, address its main aspects, and propose ten emergency communication templates for manufacturing plants.

BACKGROUND

ACCORDING TO THE NATIONAL ASSOCIATION OF MANUFACTURERS,

over the past 25 years, the exports of goods manufactured in the United States has quadrupled; while a 2018 survey states that 14.86 million people were employed in the private sector manufacturing industry at the time. With the industry being responsible for currently contributing with more than 2.3 trillion dollars to the US economy, finding new and more efficient ways of assuring business continuity is of utmost importance.

Planning for workplace emergencies and implementing strategies for communicating when or if such an event occurs has considerably been enhanced by the development of new technologies and methods through which to apply said plans. Yet outlining a strategy that handles the transition from emergency to response, management and improvement of the situation relies highly on the blending of knowledge, regulations, and custom aspects of a manufacturing plant.

Without this ability, an emergency communication plan will fail, leaving the employees and business exposed in the case of a crisis. Currently, the manufacturing industry has seen an increase in the use of modern technology for emergency communication and response, yet problems can still arise in the case of plants who aren't prepared for a crisis. Thus, the main concern of this white paper will be to suggest emergency communication templates for your manufacturing plan, and how to make use of them when or if necessary.

KEY ASPECTS OF EMERGENCY COMMUNICATION TEMPLATES

Before thoroughly discussing how emergency communication templates should be drafted in the manufacturing industry, and what their role is for the health and safety of employees, it is important to distinguish a few essential aspects. By understanding general characteristics and how templates function, you will be able to pinpoint their exact uses in the case of your manufacturing plan, but also to custom-tailor plans and strategies correspondingly.

- **THE FUNCTION TEMPLATES HOLD IN EMERGENCY COMMUNICATION STRATEGIES**

According to the Federal Communications Commission, there are three main components to any emergency communications: informing the authority or person in charge, the emergency alert system, and the broadcasting of news or updates about the situation to all those affected by it. Since in an emergency—regardless of its nature—time is of the essence, drafting and implementing templates for all components of emergency communications is highly beneficial. This can make the difference between a situation that spins rapidly out of control and one that has little to no consequences. With the manufacturing industry using a wide range of power-driven machines and other technologies that in the event of an emergency can increase its hazardous nature, templates for swift communications are mandatory.

- **OUTLINE OF USING TEMPLATES FOR MANUFACTURING ESTABLISHMENTS**

Having an emergency communication plan for manufacturing establishments (plants, factories, mills, and others) has long stopped being an optional business decision, with more and more manufacturers investing in improving their communication methods and technologies. Therefore, amending all plans and strategies with templates for a better use of emergency communications and for assuring the health and safety of employees is the next step for all companies that have not yet taken this measure. When drafting an emergency communication plan, amend it with templates for all situations—whether we are speaking of natural disasters, events caused by machinery malfunctioning, man-made errors, and anything else that applies to your business. Further, this white paper will present you with ten emergency communication templates for your manufacturing plant, and best practices for implementing them.

EMERGENCY COMMUNICATION TEMPLATES FOR YOUR MANUFACTURING PLANT

Drafting plant-specific templates for emergency situations and hazardous events and successfully implementing them when needed depends on a thorough understanding of what can constitute an emergency in the manufacturing industry—but also on making provisions for general emergencies, such as natural disasters. The ten proposed templates are easy to draft, edit and broadcast with the help of a modern crisis communication solution, and will meaningfully reduce your response time in the event of an emergency. Make sure that you will customize the templates to fit the specifics of your manufacturing plant.

- **STRUCTURAL DAMAGE TEMPLATE**

Structural damages and other hazardous events such as gas leaks, fires, and similar incidents are widely encountered in the manufacturing industry—and given the complexity of the production process, having a template in place for dealing with them will help you inform employees with swiftness and take all necessary measures for assuring business continuity.

ATTENTION! A [name of emergency (ex. structural damage, gas leak, fire)] has been reported on the [specific location] area of the manufacturing plant. Evacuate immediately. If you are not on the premises, stay clear and do not block any emergency exits. Follow all instructions of emergency personnel and check for updates at [website or other communication channel for broadcasting updates, if applicable].

If you are going to use the template for broadcasting on screens inside the manufacturing plant or on its outdoor premises rather than on a mobile device your employees carry with them, limit the content to something similar to: **URGENT!** Evacuate immediately and do not block emergency exits. For more information, call [number your plant has assigned in case of emergency]. By doing so, employees won't have to stop and read a longer message, thus slowing down the evacuation process.

- **ACTIVE SHOOTER TEMPLATE**

In the previous year, there have been 27 shootings in the United States, according to an FBI report—and although no one wants to think of going through such an experience, all businesses should make provisions in their emergency plans for an active shooter situation.

ATTENTION! An individual with a weapon has been seen on the premises of the plant. Lock yourself in the nearest room and wait for further instructions. If you are not present on the grounds, stay clear until you receive an ALL CLEAR message. For updates check [website or other communication channel for broadcasting updates, if applicable].

- **MANUFACTURING PLANT ACCIDENT TEMPLATE**

The manufacturing process is highly complex and oftentimes involves the use of technology and equipment that—when handled improperly or when they malfunction—can be the cause of an accident, therefore jeopardizing the health and safety of your employees. Having an emergency communication template in place for such a situation will help your manufacturing plant better handle the accident and reduce response time.

ATTENTION! A [nature of the accident] accident has occurred on the [specific location] area of the plant. If necessary, provide assistance to injured employees and help them evacuate the area. For updates check [website or other communication channel for broadcasting updates, if applicable].

Based on the nature of your manufacturing plant and on your production process, you can have more than one such template in your emergency communication plan, drafted in accordance with what accidents can occur on the premises of your plant.



- **POWER OUTAGE TEMPLATE**

Having a power outage emergency communication template at hand to swiftly broadcast to your employees will help them safely stop activity and focus on minimizing damages, if any.

A power outage has occurred and the plant is being evacuated until power is restored. Await the ALL CLEAR message for returning and resuming activity. For updates check [website or other communication channel for broadcasting updates, if applicable].

- **HAZARDOUS SUBSTANCES INCIDENT TEMPLATE**

If the production process of your manufacturing plant involves working with hazardous substances or materials, a template for swift communications in the event of an emergency is a must. Also, make sure that your employees are trained regarding to the handling of hazardous substances, in accordance with industry regulators and with health and safety guidelines.

ATTENTION! A hazardous substances incident has occurred in the [specific location] area of the plant. Please evacuate the area and await further instructions. For updates check [website or other communication channel for broadcasting updates, if applicable].

- **FLOOD OR WATER CONTAMINATION TEMPLATE**

Floods or water contamination can happen in all manufacturing plant, since wherever there are sources of water an incident can occur. Make sure that your employees will be informed with rapidity of the situation so that they can shelter themselves but also stop activity and protect any uncontaminated products, if possible.

ATTENTION! A [flood or water contamination] incident has occurred in the [specific location] area of the plant. Please evacuate the area and await further instructions. If possible, shelter any uncontaminated products according to protocol [if one is in place]. For updates check [website or other communication channel for broadcasting updates, if applicable].

- **NATURAL DISASTER TEMPLATE**

In the United States, there can be approximately 100 natural disasters per year, thus being prepared for such an event will help you keep your employees safe, assure business continuity, and minimize any kind of damage. Whether we are speaking of hurricanes, tornadoes, earthquakes, or storms, being prepared means reducing emergency response and increasing the chances of protecting your employees and your business—but also of sheltering your products.

ATTENTION! A [type of natural disaster] warning has been issued for the area in which the plant is located. Take shelter immediately following our natural disaster training and protocol. For updates check [website or other communication channel for broadcasting updates, if applicable] as well as any local news source.

- **ACCIDENTAL DEATH TEMPLATE**

Unfortunately, accidental deaths are among the emergencies that can occur in a manufacturing plant, and given the delicate nature of the situation, having a professional and effective communication plan in place will help your company best deal with all its aspects.

At [time and date], an accident in the plant resulted of [number of casualties] employee(s). Emergency personnel has responded and authorities have been informed. Identities of the victims are being withheld until family members are being informed. [Name of employee in charge with emergencies] will assist you with more information, if available.

- **UNSCHEDULED REPAIRS TEMPLATE**

If scheduled maintenance is easier to be announced, when it comes to an event of a repair needed due to an unforeseen event, most manufacturing plants have difficulties with informing employees. Drafting a template which you can edit when or if you need to broadcast it will significantly improve the manner in which your plant deals with such a situation.

Due to a malfunction of [machinery or other technologies] in the [specific area] of the plant, we are advising all employees to stop activity and evacuate the premises until further notice or until an ALL CLEAR message is received. For updates check [website or other communication channel for broadcasting updates, if applicable].

Based on the nature of your manufacturing plant and on your production process, you can have more than one such template in your emergency communication plan, drafted in accordance with what accidents can occur on the premises of your plant.

- **ALL CLEAR TEMPLATE**

All emergency communications plans should include an ALL CLEAR template for you to use once a situation has been resolved and employees can safely resume their activities.

ATTENTION! The [situation] at [specific area] has been resolved and it is now safe to return to your normal activities. Thank you for cooperating. If you have any questions, please contact [name of employee in charge with emergencies].

EMERGENCY COMMUNICATION IN THE MANUFACTURING INDUSTRY BEST PRACTICES



Regardless of the emergency situation for which you are drafting your manufacturing plant templates, don't forget to always:

- Make sure that all employees are training and know how to handle a wide array of emergencies
- Your manufacturing plan provides protection equipment, first aid kit and decontamination kits for all employees
- All emergency exits are always clear and evacuation instructions are available throughout the premises
- Emergency communication templates are edited in accordance with the nature of the event before they are sent

CONCLUSION

Given the hazardous nature of the production process, the complexity of machines, and the number of employees, the manufacturing industry will always be more prone to increased damaged in the event of an emergency. Therefore, drafting and implementing a professional and highly effective emergency communication strategy can considerably contribute to the health and safety of employees, and to assuring business continuity. Implementing the ten templates presented in this white paper, will help your business protect employees and the production process, but also stay up-to-date with health and safety regulations. Using a modern emergency communication solution, as well as gathering and analyzing data resulting from all communications will increase the chances of successfully managing a crisis.



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