

Supportive Connections

Supportive Solutions, Inc.
Your 24/7 Crisis Response Service
providing
the right response at the right time.

Sandbox Solutions:

**NEED HELP UPDATING
YOUR CRISIS RESPONSE
HANDOUTS and TRAINING
MATERIALS, BUT DON'T
HAVE TIME?**

Supportive Solutions, Inc.
offers a FREE solution to
your dilemma.

If you are a client of SSI we
will review, suggest or make
changes to your handouts
and training materials at
absolutely no charge.

A good crisis response re-
quires teamwork. Let us
become part of your Team!

WELCOME to the first edition of **Supportive Connections** Newsletter. You will receive this publication on a quarterly basis. Issues will also be posted on our website for easy reference: (www.supportive-solutions.com)

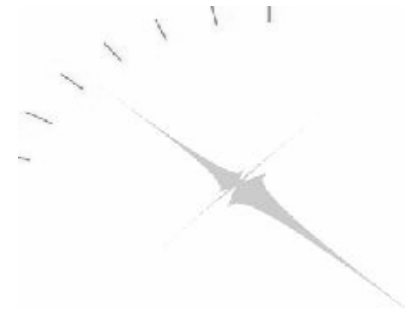
The mission of Supportive Solutions, Inc. is to lead the crisis response industry in the development and delivery of quality services. This newsletter reflects our commitment to provide you with information reflecting newest trends and practices in the crisis response industry. Our goal is to ensure that you have the tools necessary to provide a seamless delivery of cutting edge response services.

We believe in *Teamwork*, so we look forward to hearing from you about topics of interest you would like addressed in future issues of this newsletter. For topic suggestions, comments or feedback, email us at info@supportive-solutions.com.

We hope you enjoy **Supportive Connections**, the newsletter for and about your crisis response needs !

Tonya & Mary
Founders

Supportive Solutions, Inc.



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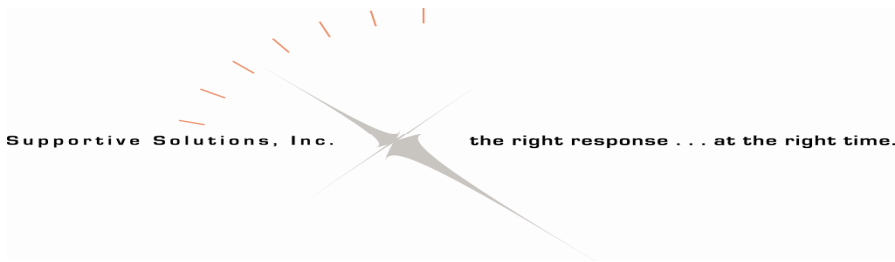
Flu Pandemic— Are you ready?

Preparedness is the key to managing any crisis. Recently, however we've been thrown some curves. Crises or traumatic events have been defined as events happening outside of the normal range of experience that interrupt business, personal and societal function. Well, that makes sense . . . but does our response?

Our plan has always been we try to fit the crisis to a standardized response rather than fit the response to the crisis. The former is easier for us but not as beneficial to those impacted. Fitting the response to the crisis however would appear to be a huge challenge to industry because our crises are no longer contained to specific locations with narrow industry involvement. Crises such as Hurricane Katrina proved that the resources necessary for recovery are

as vulnerable to destruction as those who were to receive them. The wrath of hurricanes will be overshadowed by the widespread impact of a flu pandemic which is not bound by geography, finances or societal structures.

Crisis response is no longer a brief intervention, but one that must be adaptable to the changing needs of those impacted over time. Safety, security, and the hierarchy of human needs may be the initial focus of any crisis response. Psychological responses may be as simple as kind words, helping the individual to set priorities—what to take care of first when their world has collapsed, setting goals that are obtainable and can build a sense of competence to move forward. Information, although not a panacea, does — (continued next page)



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Flu Pandemic cont'd

provide the platform from which those impacted can begin to reconstruct their lives.

Understanding the changing needs of those who are impacted by a crisis will better prepare us, as providers, to respond more effectively to the needs of our employees. Long range planning can allow us to monitor our resources, roll them out in a fashion that will allow us to continue to provide necessary services long after the dust has settled or the ground has dried.

The changing face of response also requires planning for ourselves—the service providers.

As you put together your crisis plan, you need to ask **“How am I going to manage my own internal resources? How am I going to take care of my own crisis team?”**

When crises arise, we typically begin to focus on the tasks at hand, rushing to provide for those in need. However insufficient planning for our own internal resources will leave us ineffective.

Think of it this way. When you fly, the flight attendant always instructs parents or those in caregiving positions to put their own oxygen mask on before trying to help their child or others. That same dictum is appropriate in planning for a pandemic or other large scale disaster. If we haven't figured out how we will manage our own basic needs, we will soon fall victim to the situation that we are trying to manage.

Take a moment . . . Has your crisis plan included how to take care of your team? Why not make this the topic of your next planning meeting?

Resource Corner

1. CDC has created a new section on their website that addresses a variety of health issues affecting businesses, e.g., Pandemic & Avian Flu, infectious diseases, etc. This section contains fact sheets, videos and other resources pertaining to these health issues. To access the section, visit www.cdc.gov/business

2. Need a resource that is available 24/7 that you can tap into for crisis-related questions and answers? If so, then add the “Business Community Forum” to your browser favorites: www.supportive-solutions.com/forum

Not only does the forum list relevant crisis topics, handouts and articles (at no charge), it also gives you a platform to access other corporate colleagues that you can ask questions of and start a “chat” dialogue with.

Tap into the knowledge and experience of your peers...