



DISASTER PREPAREDNESS

Business Planning Guide



Continuity of Operations: Issues That Should Be Addressed By Your Business

1. Plan for the impact of a disaster on your business.

- Form a preparedness committee; assign key staff with the authority to develop, maintain, and act upon a disaster preparedness and response plan.
- Identify functions essential to accomplishing your business's operations and clearly document so resources can be pulled from non-essential functions in an emergency.
- Determine the potential impact of a disaster on outside resources that your business depends on to deliver services. (e.g., suppliers, delayed deliveries, infrastructure etc.)
- Identify the technology needs related to large-scale disasters (i.e. purchase of laptops/VPN access).

2. Communicate with, and educate staff, customers and vendors in the communities you serve.

- Consider your business's unique contribution to addressing rumors, misinformation and fear.
- Find up-to-date, reliable disaster preparedness information and make this material available.
- Distribute materials and disseminate basic information about disaster preparedness.
- Provide information via newsletters, e-mails, posters, phone messages, websites etc.
- Encourage individual preparedness training opportunities through the Collier Red Cross and Collier Emergency Management.
- Work with the health department and encourage yearly influenza vaccinations for your staff and provide public health messages to your customers.

3. Plan for the impact of a disaster on your organization, staff, and the communities you serve:

- Develop a continuity of operations plan (COOP) to assist your decision making during a crisis.
- Prioritize your organizations essential functions, identify clear delegations of authority, and three deep leadership for management lines of succession.
- Identify functions that can be suspended while staff is reassigned to more critical roles.
- Plan on staff absences during a disaster by making task checklists for assignments so individuals can perform new duties easily.
- Identify staff that can be cross trained to fill critical function roles and provide training opportunities.
- Identify confidential/sensitive material locations including room, cabinet and key number.

4. Set up policies to follow during a flu or other disease outbreak.

- Establish staff leave policies for personal illness or care of sick family members.
- Establish policy whereas staff stay home if they are symptomatic for influenza.
- Determine if working from home is an option for your employees or consider staggered shifts.
- Follow CDC travel recommendations during an outbreak.
- Set up procedures for activating your organization's response plan when an outbreak is declared by authorities and act accordingly.
- Evaluate aspects of your business that could promote the spread of disease.

5. Allocate resources to protect your staff and persons in the communities that you serve during a pandemic.

- Determine the amount of supplies needed to promote respiratory hygiene and cough etiquette. Identify how they will be obtained and proactively provide these supplies
- Make alcohol hand gel and disinfectant wipes available and accessible.
- Consider focusing your business's efforts during a disaster to providing services that are most needed during the emergency.
- Work with other business leaders and community organizations to help them plan for a disaster.

If you have questions about the contents of your existing disaster plan or the development of a continuity of operations plan (COOP) call the preparedness office at the Collier County Health Department at 732-2631 or contact Jefferson.Welle@floridahealth.gov

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