

Emergency procedures

and safety information for agritourism and related outdoor events

With applications to pick your own to large agritourism operations, fairs, festivals and other events as they plan for emergencies when customers and crowds are present.

Workbook

This information provided by:



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Funding for developing this project was provided by the National Institute of Food & Agriculture

Disclaimer: The information provided in this bulletin is for informational purposes only and not for the purpose of providing legal advice. You should contact your attorney to obtain advice with respect to any particular issue or problem. Use of and access to this bulletin does not create an attorney-client relationship. The scenarios shared in this bulletin are derived from case studies of actual farms, and not from legal opinions.

Emergency procedures

and safety information for agritourism and related outdoor events

With applications to pick your own to large agritourism operations, fairs, festivals and other events as they plan for emergencies when customers and crowds are present.

Authors

Eric Barrett

OSU Extension Educator

Dee Jepsen, PhD

OSU Extension State Specialist

Rob Leeds

OSU Extension Educator

Contributors

Mike Hogan

OSU Extension Educator

Julie Fox, PhD

OSU Extension in the City

Brad Bergefurd

OSU Extension Educator

Jacci Smith

OSU Extension Program Coordinator

Carol Keck

OSU Extension Program Coordinator

Copyright © 2018, The Ohio State University

The College of Food, Agricultural, and Environmental Sciences and its academic and research departments including, Ohio Agricultural Research and Development Center (OARDC), Agricultural Technical Institute (ATI) and Ohio State University Extension embraces human diversity and is committed to ensuring that all research and related educational programs are available to clientele on a nondiscriminatory basis without regard to age, ancestry, color, disability, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, race, religion, sex, sexual orientation, or veteran status. This statement is in accordance with United States Civil Rights Laws and the USDA.

Cathann Kress, Ph.D., Vice President for Agricultural Administration & Dean

For Deaf and Hard of Hearing, please contact the College of Food, Agricultural, and Environmental Sciences using your preferred communication (e-mail, relay services, or video relay services). Phone 1-800-750-0750 between 8 a.m. and 5 p.m. EST Monday through Friday. Inform the operator to dial 614-292-6891.

How to use this workbook:

- This workbook is a starting point, not an end point.
- This workbook is meant to be used as part of a presentation workshop to complete a plan for a specific business operation.
- Note Pages
 - Complete note pages (left page) during each teaching section
 - Make To-Do list
- Plan Pages
 - Fill-In pages (right page) with information for your specific farm
 - Some pages are just for your team
 - Pages with, “Posting Page” should be printed for posting at farm
- Fill-In pages can be printed from the website at <http://u.osu.edu/agritourismready>

Information to know

- Who is in charge of Emergency Management in your county or area? Visit with them. They can help you get started in more detail.
- What are the state and local building codes? Fire codes? Zoning? Does this impact your operation?
- What are the risks of each activity?
- Who offers similar activities?

Resources to review

go.osu.edu/riskmanagement
eden.lsu.edu
 Ohio Department of Agriculture site

Procedures to follow

Before adopting a new venture, a new activity or a new attraction, think about the amount of risk you are accepting. Work with your insurance company before accepting risk. Weigh your options. Make sure your management team has reviewed the options for the related activities and events. Visit farms/events with related activities. Look for industry standards and follow them.

Risk Management Method Matrix		
	Low Severity	High Severity
Low Frequency	Reduce or Accept	Reduce or Accept
High Frequency	Reduce or Transfer	Reduce, Transfer or Avoid

Numbers you need

Insurance Providers _____
Related Associations _____
Risk Analysis Experts _____
Your Local Emergency Mgt. Professional

Information to know

As you plan for safety, be sure to include your insurance provider and others in the writing of the plan. Research best practices.

Resources to review

go.osu.edu/activitysafety
Nat'l Fire Protection Association (NFPA)
Various Resources from Marshfield Clinic

Procedures to follow

- Emergencies and disasters do not discriminate - they can happen anytime, anywhere, and to anyone.
- Making safety part of the culture of your operation is the first step to take.
- Safety Preparation Examples:
 - Installing fire control systems
 - Making rules/Employee handbooks
 - Implement Employee training
 - Eliminating potential injury 'items'
 - Having equipment back-ups
 - ...and much more

Numbers you need

EMA Director _____
Law Enforcement _____
Fire Protection _____
Attorney _____
Insurance Provider _____
Health Dept _____
Other _____

Information to know

Gather a team of professionals from your local government and others to help fill in this chart and make a plan.

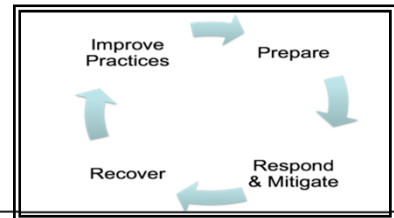
Resources to review

Gather a team of professionals from your local government and others to help fill in this chart and make a plan. Try to gather group at the same time. Serve lunch. Thank them for service. Make it informal.

A good starting point would be an appointment at the office of your local Emergency Management Agency (EMA) Director's Office.

Procedures to follow

1. Start a 'plan page' for each of our suggested topics
2. Develop a check-list for each plan page
3. Set up a support team
4. Complete the contact numbers and other details of this bulletin
5. Start to document your plan in detail, remember to include items that help prepare for an emergency, Respond & Mitigate, Recover and Improve practices in dealing with an emergency
6. Continually review and update



Information to know

1. The “posting pages” should be combined into a flip chart to be hung in each building, known by and readily available to all employees.
2. Copies of map should be provided to local fire/EMA/police (your support team).

Procedures to follow

To complete the map of your property:

1. Utilize Google maps, County Auditor or Farm Service Agency maps to start useable design.
2. Include directions to farm/fields from fire/EMA location; GPS coordinates
3. Maps should be descriptive with access points for large fire/EMA equipment.
4. Facility maps for buildings, labeled as livestock, equipment, chemical, etc (use the fire classes from the National Fire Protection Association).
5. Add and accurate distances between structures. Include well marked map with wells, ponds, lagoons, propane tanks, electric poles, etc.

Numbers you need

Sheriff _____
Gas provider _____
Electric provider _____
Owner Cell _____

Information to know

- Watch vs. Warning
Weather alerts for smart phones
NOAA weather radio
1. Know who makes the call...
 - a. When it's a watch we _____
 - b. When it's a warning we _____
 - c. We evacuate when _____
 2. Storm Shelter Location:

Resources to review

Ready.gov/business
sba.gov/content/disaster-preparedness
NWS Storm Spotter classes; NOAA site

Procedures to follow

1. Talk with sheriff or local official about the decision to evacuate or remain in place.
 - a. Make decision based on this and the plan
2. Use siren or speaker system to communicate with guests/employees and give authority.
3. Employees know to respond by:
 - a. Directing traffic out of farm OR
 - b. Directing guests to the designated shelter area
4. Get remaining employees or even guests to safest location.
5. Communicate end of threat or event to all remaining at location.
6. Refer to medical emergencies or other section if necessary.

Numbers you need

9-1-1
(may not work in all areas or as cell call)
Direct to fire department

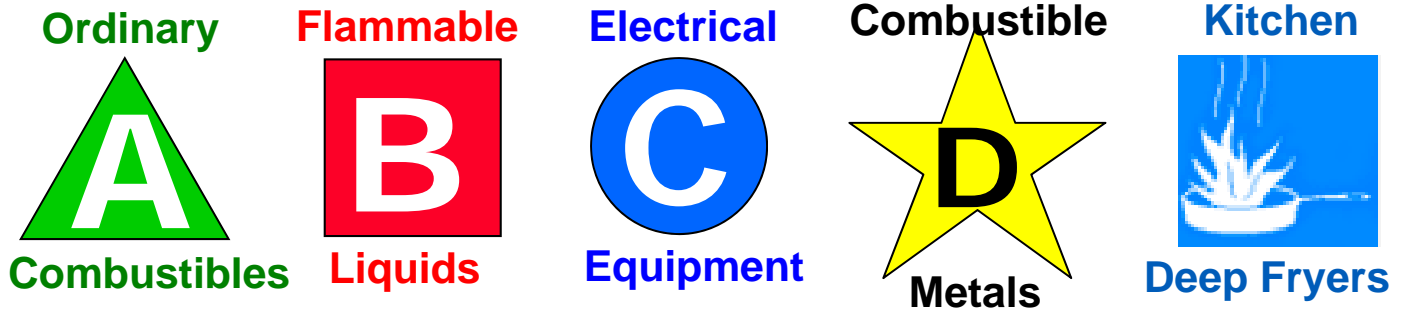
Information to know

Classes of fires
How to use a fire extinguisher
Designated exit routes (buildings, driveways)
Customer safe zones
(zones where customers should be to avoid danger and hindering emergency response)

Resources to review

Procedures to follow

1. Evacuate customers based on training.
*Emergency exit plans for all areas of the enterprise were completed and staff trained on how to evacuate customers in the event of a fire or other emergency.
2. Call 9-1-1 or direct fire department line
3. Use properly coded fire extinguisher for the fire at hand if trained.
4. Reunite families and groups. Establish missing persons and possible locations for when fire department arrives.



Fires

Numbers you need

9-1-1

Fire Dept/EMTs _____

Owner Cell _____

Information to know

Plan and educate (employees & visitors)

Establish emergency protocol

Enable emergency vehicle access to all areas (Map page at end)

Have an employee identified to direct emergency responders

Emergency information posted

Animal safety plan and hand washing station

Resources to review

- First aid kit contents/expiration dates
- Employee training manual
- --Update these procedures based on your own protocol ⇒
- EMA guidelines / other manuals

Procedures to follow

1. Determine if 9-1-1 needs called.
2. Unless trained, do not render assistance above first aid.
3. Do not move person unless they are in danger.
4. Clear area of unnecessary people.
5. Have someone meet/escort EMTs
6. Limit communication with injured person to quiet reassurances
7. After person's immediate needs are met, remain to assist with EMTs. Record pertinent information and complete an incident report form.
8. Inform other customers that situation has been addressed by professionals.

If 9-1-1 not necessary:

1. Ask family member to provide minimal first aid as required.
2. After person's immediate needs are met, remain to assist with EMTs. Record pertinent information and complete an incident report form.

Numbers you need

Owner Cell _____

Manager Cell _____

Repair Technicians/Contacts

Information to know

- Keep maintenance schedules for all equipment as necessary.
- Establish protocol of emptying wagons and other people movers in case of break-down.
- Establish protocol for different scenarios relating to zip lines, slides and related activities.
- What would we do if animals escape enclosures?

Resources to review

go.osu.edu/activitysafety

Procedures to follow

Equipment Failures

1. Determine if anyone is injured.
2. **If someone is injured:**
 - a. Refer to Medical Emergencies and follow procedures list.
3. **If there are no injuries:**
 - a. Implement protocol to get customers away from area of equipment failure in an orderly fashion.
 - b. Document failure, consider photos.
 - c. After all guests are away from area and attended to, complete an incident report form.
 - d. Determine if equipment can be fixed. Repair and document repairs with photos.
 - e. In certain situations, contact insurance company or legal before making repairs/changes.
 - f. Review safety procedures and reason for failure before resuming operation.

Equipment Failures– Guest Safety

Numbers you need

Weekend Cell for Electric Company

Cell numbers for equipment suppliers

Information to know

- Can you operate food services without electricity? What is the stopping point?
- What could cause water source to be disrupted?
- Can septic issues occur?
- In what situations can you remain open, or in what situations must you close?
- If an attraction is vandalized, can you operate without it?
- Document training for employees on critical equipment
- Procedures

Resources to review

[ready.gov/business](https://www.ready.gov/business) – Business Continuity
[go.osu.edu/generator](https://www.go.osu.edu/generator)
Manuals for critical equipment

Procedures to follow

While some equipment failures are not an immediate danger to guests, the failure of critical systems will effect how you can serve guests and your bottom line.

What to do in the case of outage or failure:

1. Contact manager on duty as soon as failure or outage is realized.
2. Implement plans for critical services.
3. Communicate with customers about activities, events or even possible closure of the farm/event.

To prepare for these situations:

1. Install back ups for critical services (electricity, computers, credit card machines, registers, internet) Use appropriate resources for installing generators and operating generators.
2. Have back up equipment plans (tractors, wagons, jumping pillow fans, tents, etc)
3. Prepare alternate activities for planned tours and events to reduce financial risk of returning payments.
4. Train employees in operation of alterative equipment.

Numbers you need

9-1-1

Fire Dept/EMTs _____

Owner Cell _____

Manager Cell _____

Information to know

- Who can direct traffic off-property? (What are legal obligations?)
- Have you prepared and given a map to local fire and rescue for easy access to farm areas?
- If access blockage occurs, do you need additional signage for large crowds?
- Are employees provided reflective or other appropriate gear for directing traffic on premise?
- What other issues may arise from a vehicle accident?
- How do you deal with vehicles stuck in the mud or off road?

Resources to review

- Your specific procedures should be reviewed by the local police with jurisdiction at your location

Procedures to follow

ON PROPERTY

1. Determine if someone is injured.
2. **If someone is injured, refer to medical emergencies.**
3. If no injuries, clear area of guests. Call police to report. Give location. Stay on the line.
4. Work with officials to mitigate risk to emergency responders. Do not take on the roles of EMTs or police.

ON ROAD

1. Determine if someone is injured. Notify 9-1-1 of injuries.
2. Work to provide alternative entrance and egress to property if needed.
3. If no injuries, clear area of guests. Call police to report. Give location. Stay on the line.
4. Encourage removal of vehicles from blocking road.
5. Work with officials to mitigate risk to emergency responders. Do not take on the roles of EMTs or police.

Numbers you need

Owner Cell _____

Manager Cell _____

9-1-1 or direct line to local police

Information to know

Other details:

1. Prepare staff by reviewing procedures.
2. Do a drill for staff.
3. Possibly ID children and others at risk of being separated from their group at farm by giving a wristband. Ask caregiver/parent to write their cell phone number on wristband, and a backup cell phone of another group leader/parent.
4. Outline the procedures for communicating with all guests at your facility. Is there an intercom? Does a bell ring? Are all employees sent a text? (Can this be done rapidly?)
5. Consider Code Adam Procedures from the National Center for Missing and Exploited Children. Website has more details you may consider.

Resources to review

missingkids.com/CodeAdam

Procedures to follow

1. Communicate*
2. Search
3. Reunite
4. Communicate*

*Communication is to all staff and guests.

The National Center for Missing and Exploited Children's Code Adam:

1. Obtain a detailed description of the child, including what he or she is wearing.
2. Page "Code Adam." Describe the child's physical features and clothing.
3. Designated employees will immediately stop working, look for the child and monitor front entrances to ensure the child does not leave the premises.
4. Call law enforcement if the child is not found within 10 minutes.
5. If the child is found and appears to have been lost and unharmed, reunite the child with the searching family member.
6. If the child is found accompanied by someone other than a parent or legal guardian, make reasonable efforts to delay their departure without putting the child, staff or visitors at risk. Immediately notify law enforcement and give details about the person accompanying the child.
7. Cancel the Code Adam page after the child is found or law enforcement arrives.

Numbers you need

Owner Cell _____

Manager Cell _____

9-1-1 or direct line to local police

Information to know

Consider customer complaint procedure*

1. Provide customers with opportunity to complain. (Have designated person to handle complaints).
2. Give customers full & undivided attention.
3. Listen completely. Paraphrase what person is saying so they know you are listening.
4. Ask key question: "what else?" Agree that a problem exists; never disagree or argue.
5. Apologize if necessary. Explain rules
6. Resolve the complaint or conflict . (Ask again: "what else?")
7. Thank the customer for bringing the complaint to your attention.

As you examine these steps, determine which ones your organization does most and least effectively. Use your answers to determine where you need to improve your customer complaint procedure.

*Adapted from the University of Florida

Resources to review

edis.ifas.ufl.edu/hr005

Have law enforcement review procedures.

Procedures to follow

An incident may start as a complaint OR as farm rule violation. Either way, anything staff can do to keep the situation from becoming a confrontation is in the best interest of everyone involved.

1. Follow customer complaint procedure. If the situation becomes more escalated, the staff member who witnesses event or has confrontation should contact the closest staff member for assistance.
2. Repeat customer complaint procedure process if appropriate.
3. If situation does not return to calm, second employee should seek additional assistance from management.
4. Management should work yet again through procedure.
5. If situation continues to escalate, the person should be asked to leave the property.
6. If situation continues to escalate, contact law enforcement.

When involving large groups:

1. Establish a way to communicate to crowds.
2. Have detailed information about when to cancel the event.

Numbers you need

9-1-1

Direct Line to local police/sheriff

Owner Cell _____

Information to know

- Work directly with local law enforcement to make a plan and add additional information.
 - Make the response simple (example procedures section on this page)
- Consider a mock event training for employees
- Employees should notify management of domestic disputes if worried about personal safety
- Consider safety notification devices under counters and other locations as suggested by local law enforcement
- **Maker sure records can be accessed from remote locations (good point but don't really know where to put it)**

Resources to review

Obtain information directly from your local law enforcement
alicetraining.com
publicsafety.osu.edu – training videos

Procedures to follow

1. Run
2. Hide
3. Fight/Re-group*

*Only if life in danger

When law enforcement arrives:

1. Remain calm
2. Follow officers' instructions
 - Immediately raise hands and spread fingers.
 - Keep hands visible at all times
 - Avoid making quick movements toward officers such as attempting to hold on to them for safety
 - Avoid pointing, screaming and/or yelling
 - Do not stop to ask officers for help or direction when evacuating, just proceed in the direction from which officers are entering the premises

Information you should provide to law enforcement or 911 operator:

1. Location of the active shooter
2. Number of shooters, if more than one
3. Physical description of shooter/s
4. Number and type of weapons held by the shooter/s
5. Number of potential victims at location.

Numbers you need

Information to know

Public Relations Plan

- Communicate to all (employees and press) that only a designated person will speak for the operation.
- Pre-plan initial responses based on the categories we've reviewed
 - Social Media – posts by others; posts you will make
 - Requests from Media
 - Calls to insurance provider, attorney and related support team members
- Run these by your support team

Resources to review

- <http://www.redcross.org/www-files/Documents/pdf/SocialMediaInDisasters.pdf>
-

Procedures to follow

1. Deal with emergency first.
2. Be sure to document as soon as emergency is over.
3. Revert directly to public relations plan for guidance.
4. Understand that someone will talk to the media. Posts will be made on social media. Be ready to respond, even if just to make a general statement, followed by a time when you will be giving more comments.
5. Seek professional assistance with plan in addition to reviewing resources.

Identifying Potential Crises

One aspect of crisis planning is to be aware of the types of crises that may strike the business and understand the impact such crises could have on the ability of the company to accomplish short- and long-term goals. For the most part, crises can be classified in one of four areas:

1. Property

Crises involving property could result in loss of life or injury, damage to the company's credibility and reputation, or prevent the business from carrying out its normal functions. Examples include loss of work location due to a natural disaster or man-made disaster (not following procedures, disgruntled employee sabotages property, arson, tornado); severe damage to owned facilities; inaccessible fire exits prevent orderly exit from a building in an emergency; lack of accessibility to buildings and property; prolonged loss of computer network.

2. People

Crises involving people could result in loss of life or injury and/or damage to company's credibility and reputation. Examples include employee/customers/volunteers making inappropriate, unethical, illegal decisions or similar actions (cheating, stealing, putting people at risk); or large-scale illness or severe injury or death at a company-sponsored event.

3. Good Will

Crises involving good will could involve a situation or a decision that potentially damages the company's reputation or standing in the community. As a result, people do not look favorably on the company. Examples include: food vendors decide to sell certain products that are disliked by certain groups; petting zoo animal handling practices are questioned by the public or special interest groups, company activities/games/attractions are questioned because of concern for customer safety.

4. Finance

Crises related to the financial assets of the company could damage the reputation, disrupt normal activities, and affect business functions. Examples include improper handling of cash or budgets; theft of money by employee or volunteer, and poor investments in business operations.

Crisis Communication After an Emergency or Incident

Determine Key Messages and Actions

- What are the key messages or talking points?
- What specific audience (internal and external) must be contacted and who will contact them?
- Who will act as spokesperson for the media?
- What kind of follow-up will be necessary?

Sample Initial Statements

1. Generic

We are deeply concerned about the (incident description) that took place (time and location). Our first priority is for the safety and well-being of (our employees and customers and those in our community). We are currently working with (agency/agencies) to learn more about this incident, and we will communicate more information as it is available.

2. Situations of inappropriate behavior by an employee

We are aware of the situation involving an employee/volunteer during our (event/program/worksite location), and we share the concern expressed within the community. It is our company policy that we do not discuss specific disciplinary matters regarding paid staff or volunteers, however we have taken appropriate action. Specific questions should be referred to the appropriate investigating authority.

3. Injuries

We understand that (number or descriptor) people have been injured and are being treated at/transported to (medical facility). Until we have more information, we will defer to (agency) for information on the condition of those injured. Our primary concern is for those involved, and that they are receiving treatment. Our facility (in its entirety or specific locations that are not affected) will remain (opened or closed).

Numbers you need

Information to know

- Review Safety checklists for all operations, but most importantly the one relating to the emergency which occurred.
- Emergency preparedness is a form of business management. As you move forward in your business strategies, consider the risks and hazards that affect your business.

Procedures to follow

- Revisit Plan
- Address any holes you discovered
- Update policies learned
 - From EMA, Sheriff, police, attorney, etc.
- Update
 - Employee manuals
 - Employee training
 - Signage/postings

Resources to review

- **FEMA course for Tourism & Hospitality**
 - <http://training.fema.gov/EMIWeb/edu/empa.asp>
- **Safeagritourism.com**
- **Sustainable Tourism**
 - http://www.sustainabletourisonline.com/awms/Upload/HOMEPAGE/AICST_Risk_management.pdf
- **Integration of Tourism into National Emergency Structures and Processes**
 - <http://rcm.unwto.org/en/content/about-tourism-emergency-response-network-tern-0>

Information to know, Resources to Review and References

Risk Management and Liability in Agritourism

http://www.tourism.umn.edu/prod/groups/cfans/@pub/@cfans/@tourism/documents/article/cfans_article_123319.pdf

Agritourism in Focus: A guide for Tennessee Farmers

<http://www.extension.purdue.edu/extbusiness/stories/PB1754.pdf>

Agritourism: Cultivating Tourists on the farm

<https://pubs.wsu.edu/ItemDetail.aspx?ProductID=13977> (this is a for sale book)

Extension Disaster Education Network

-Emergency Procedures Checklist

-Resources on website

Legal Liability Issues for Pick-Your-Own Operations (Ohio), Peggy Kirk Hall, OSU Agricultural & Rural Law Program

<http://ohioagmanager.osu.edu/legal-issues/legal-liability-issues-for-pick-your-own-operators/>

Integrating Safety into Agritourism

<http://safeagritourism.com/>

Ohio State University Department of Public Safety Emergency Procedures and Safety Information Bulletin

Ohio Department of Agriculture – Ride inspection, safety, food safety factsheets

Ohio State University Extension – Extension.osu.edu Animal care, factsheets on animal nutrition and welfare