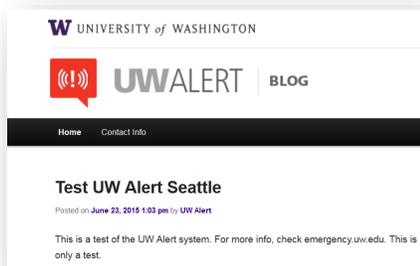# The UW's Toolkit for Crisis & Emergency Communications

The University of Washington is committed to keeping the campus community informed during emergencies and situations that might disrupt normal operations. These are among the ways information may be communicated:

UW ALERT: Immediately upon learning about a potentially serious situation, a crisis communications team convenes on a conference call to assess the nature of the risk and the quality of the available information. The team then decides what, if any, message to send and how to disseminate the information (options include text, email, voice, Web, Twitter, Facebook). UW Alert is an "opt-in" system that requires You to enroll through your mobile phone, land line or email. Only open to UW students, faculty & staff. Interested non-UW parties may receive UW Alerts via a Twitter feed or Facebook "like".

EMERGENCY BLOG: UW Alerts and updates are posted on the UW Alert Blog, as well as information about situations on campus that are not serious enough to warrant an alert but might raise some concerns. For example, the Seattle Fire Department routinely sends a large response in potential hazardous materials instances. These situations almost always are determined to be not dangerous. But the blog might be used to let you know that the Fire Department is checking out a hazmat call when it occurs in a heavily trafficked area where a lot of people might be concerned. If the situation does escalate, the UW Alert system may be activated.

emergency.uw.edu

WEBSITE BANNER: If the UW Alert system is activated, a banner is posted at the top of the UW home page and dozens of other pages to alert the campus community. A red banner signals the most serious alert. Orange banners mean "pay attention," there's a significant event or situation. A silver banner is used to convey information of an FYI nature. If you would like the banner to automatically appear on your website when UW Alert is activated, you can get the code from our Web toolkit.

For more information on getting the Alert Banner on your webpage visit:
uw.edu/marketing/web-design/uw-alert-banner

INDOOR ALERT: Emergency messages can be broadcast to about 95 campus buildings on the Seattle campus. LED "reader boards" also are strategically located in about 45 buildings and garages directing people to the emergency blog.

OUTDOOR ALERT: 26 outdoor emergency towers are located throughout the Seattle campus. They all include emergency phones with direct two-way communication with the UW Police Department. 16 of these also include specially-equipped loud speakers that can broadcast voice messages across the Seattle campus.

safeandwell.org

AMERICAN RED CROSS SAFE AND WELL: Following a disaster, it is important to let your family and friends know that you are OK. The American Red Cross has established a *Safe and Well* website that the UW intends to use if a significant emergency or disaster impacts our campuses. Family and friends will be directed to the *Safe and Well* website and will be able to search for you based on the information you voluntarily provide.

Important Numbers & Resources

Campus Safety & Emergency Resources
   uw.edu/safety

UW Police Department Non-Emergency
   206.685.UWPD (8973)

UW Emergency Management (24/7 Duty Officer)
   206.765.7192

Environmental Health & Safety (EH&S)
   206.543.7262

UW Information Line (current campus conditions)
   206.897.4636
   Toll free: 1.866.897.4636

Call
9-1-1
for all Life Threatening Emergencies