

Emergency Preparedness for Agritourism Operations

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Based on Agritourism Emergency Preparedness materials created by Julie Fox, Eric Barrett, Rob Leads and Dee Jepsen, Ohio State University Extension



Safety vs. Emergency

Safety Preparations

- Putting in fire control systems
- Making rules
- Eliminating potential injury 'items'
- Equipment back-ups
- Etc.....



Source: <http://www.nasphv.org/Documents/AnimalExhibitsSafety.pdf>

Emergency Preparedness

The National Fire Protection Association (NFPA)

“Activities, tasks, programs, and systems developed and implemented prior to an emergency that are used to support the prevention of, mitigation of, response to and recovery from emergencies.”



What does it mean to be Emergency Ready?



Creating Your Emergency Response Plan



- Start a plan page for each topic
- Set up a checklist for each plan page
- Set up a support team
- Start to work your plan into place
- Implement at your farm or ranch

Prepare....Respond....Recover....Improve

Your Support Team

- Meet with local fire department, Health Department, EMA, Sheriff, Local Police, Attorney and Insurance Representative
- Each member has a unique role
- Host a familiarization tour of your farm and agritourism operation
- Provide a copy of your emergency response plan to team members

Starting the Plan

Emergency Contact Numbers

- Owner/operator's phone
- Fire/sheriff/EMT
- Gas/electric supplier
- Health Department
- Insurance provider
- Neighbor/other person familiar with operation
- Equipment dealer
- City, county, state orgs.
- Other

The form is titled "EMERGENCY PHONE NUMBERS" in a red box. Below the title, there are four lines for recording phone numbers: "FIRE DEPT.", "POLICE DEPT.", "AMBULANCE", and "MEDICAL". Each line has a horizontal line for writing. Below this section is another red box titled "NÚMEROS DE TELÉFONO PARA EMERGENCIAS". Below this title, there are four lines for recording phone numbers: "DEPT. DE BOMBEROS", "DEPT. DE POLICÍA", "AMBULANCIA", and "MÉDICA". Each line has a horizontal line for writing. At the bottom of the form, there are three small red boxes, each with a horizontal line for writing.

Starting the Plan

Property Map (s)

- Directions to farm/fields
- Map with access points
- Facility map for buildings, labeled as livestock, equipment, chemical, etc.
- Landscape map including wells, ponds, lagoons, propane tanks, electric poles, etc.



Natural Disasters

Storms, Tornados, Floods

- City, county and state emergency management agencies and services are typically available for large disasters
- Insurance companies
- Prepare for localized and seasonal emergencies
 - Thunder storms
 - Localized flash flooding
 - High winds
- Have 2+ ways to stay informed of weather conditions

Designate a Storm Shelter

- Shelters should be structurally sound and not in danger of collapse during severe storms
- Should provide protection from wind, blowing debris and lightning.
- Do not permit anyone to seek shelter near trees or other tall objects
- Keep people away from doorways, windows, electrical appliances and plumbing.
- Wired telephones should not be used during thunderstorms, but cordless and cell phones are safe to use.

People-Made Disasters

Fire

Letter classification given an extinguisher to designate the class or classes of fire on which it will be effective.

Class A – ordinary combustibles

Class B – flammable liquids & gasses

Class C – live electrical equipment

Class D – combustible metals

Class K – kitchen fires, specifically deep fryers



Fire

- Create emergency exit plans for all areas of the enterprise
- Train all staff on how to evacuate customers in the event of a fire or other emergency



Injuries & Medical Emergencies

- Plan & Educate (employees and visitors)
- Employee Training
 - Establish emergency protocol
 - Enable emergency vehicle access to all areas
 - Have employee identified to direct emergency responders
 - Have emergency information available
 - Phone #
 - Directions
 - Address
 - Fill out Incident Report Form, keep records



Equipment Failure – What's the plan?

- Credit card system fails
- Wheel comes off wagon
- Jumping pillow collapses
- Gates down, animals out
- Lost Power/Utilities
 - Can you stay open?
 - Worth having back-up generator?
 - Water for food service?
 - Septic issues?
 - Your payment systems?



Traffic Accident

- Train staff to call 911 and give location
- Treat as an off farm accident
- Provide emergency access
- Work with officials to mitigate risk to emergency responders
- Closed or reduced access to farm?
 - Creates additional issues
 - Who is directing traffic?



Lost Child

- Preparing
 - Informing guests
 - i.e. – cell # or wristband
 - Informing employees
- ‘Lost’ child incident
 - Utilize “CODE: Adam”
 - Communicate
 - Search
 - Reunite
 - Communicate



Aggressive Guest

- Institute “complaint procedure”
- One staff person listen, pay full attention to guest
- Attempt to resolve problem, call for help from other staff
- If needed, supervisor restart “complaint procedure”
- If problem cannot be resolved, remove guest from farm, calling security or police if needed

Shooting?



Recover and Improve Practices

Back to your Emergency Response Plan...

- Start a plan page for each topic
- Set up a check-list for each plan page
- Set up your support team
- Start to work your plan into place
- Implement at your farm or ranch

Prepare....Respond....Recover....Improve

Recover

Who's in charge?

This is the communications person on the farm

- Every question goes to this one person
- It's part of your plan
- Do not deviate, no matter what
- Consider a professional PR person



Recover

Public Relations Plan

- Pre-plan initial responses based on the categories of emergencies we've reviewed
- Run these by your support team
- No response means they will talk to 'anyone else' who wants to comment on the situation

Recover

Notifications

- Insurance
- Attorneys
 - What to improve, how quick if any kind of suit being filed
- Others



Improve Practices

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



Improve Practices

- Not just due to disasters at your operation
- Base on media stories of other operations
 - Schools
 - Fairgrounds
 - Farms
- Update your plan based on what happened

Checklists

- Easiest way to review regularly
- Divided into sections by type of emergency
- Needs to be your own
 - Use available models
 - Base on our categories
 - Review yearly
- www.safeagritourism.com

Emergency Preparation and Planning Checklist		Review Date: _____		
		Reviewed By: _____		
No.	Inspection Item	Present	Needs Correction	Date Corrected
1	There is an established procedure to warn visitors of hazards that may be found in various areas of the operation (workers explain verbally when guests arrive, signs are posted, etc.).			
2	The operation has been evaluated for hazards for people with disabilities, such as steps and stairs. Accommodations are made (signage, parking stalls, smooth and wide walkways) for these guests. The operation complies with the Americans with Disabilities Act.			
3	There is emergency information posted by phones for easy access during an emergency. Maps are available with routes to the nearest clinic or hospital.			
4	The operation has an Emergency Response Plan, that is reviewed by owners and employees on a regular basis.			
5	A first aid kit with adequate supplies to respond to an emergency is easily accessible to all employees. The first aid kit is inspected regularly, resupplied, and the inspection documented.			
6	There are employees trained in basic first aid and CPR. All employees know where the first aid kits are located and how to respond in the event of an emergency.			
7	Employees are trained to inform guests to immediately report any illness or injuries. Employees are trained on the use of the Incident Policy and Incident Report forms.			
8	Employees have a method to contact other employees in other areas of the operation in case of emergency.			
9	Fire extinguishers are clearly marked and located in several areas throughout the operation.			
10	There is a fire evacuation plan and fire safety plan in place and all employees are trained on these plans.			
11	All exits are clearly marked and free of obstructions in areas where guests will be present. Guest areas have working smoke detectors.			
12	Employees verify that supervising adults are aware of which children they are responsible for and will be able to ensure that all children are accounted for in an emergency.			
13	All areas are monitored to ensure they are kept free of dust and other combustible materials that can cause fires. Fuels and flammable chemicals are appropriately marked and stored?			

(Over)

Quick Access Guide

Agritourism Disaster Management Quick Access Guide

- Helps employees respond faster
- Can be posted with fire extinguishers

How to respond	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Natural Disasters						
Human-Made Disasters						
Security Emergencies						

Quick Access Guide

Agritourism Disaster Management Quick Access Guide

Prepare – Respond – Recover - Improve

How to respond	Step 1	Step 2	Step 3	Step 4
Natural Disasters				
Tornado Watch/Warning	Talk with Sheriff's Dept. to decide on evacuation	Siren or Speaker System announcement	Employees respond by directing traffic out of farm	Get employees to safety spot
Human-Made Disasters				

Resources

- <http://www.ready.gov/business>
- <http://www.sba.gov/content/disaster-preparedness>
- www.safeagritourism.com
- [Emergency Procedures Workbook](#), from OSU Extension
- Communications Plan:
<http://www.agilityrecovery.com/assets/SBA/emercommsba.pdf>
- Online course:
<http://emilms.fema.gov/is42/index.htm>

Summary

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.

Thank you!
Questions?



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