



2013 CRISIS MANAGEMENT PLAN FOR BIKE MS: HISTORIC NEW BERN RIDE AND THE GREATER CAROLINAS CHAPTER

Emergency Procedures for Staff, Volunteers and Participants

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Note for NATIONAL MS SOCIETY STAFF & KEY VOLUNTEERS:

This manual is for your information only. It should not be shared with other volunteers and/or participants and should be kept with you or in your vehicle at all times.

Incident Response Summary

PLEASE READ AND BE FAMILIAR WITH THE FOLLOWING EMERGENCY PROCEDURES

IN CASE OF EMERGENCY

1. **Call 911** if appropriate - Do not initiate first aid if you are not qualified!!
2. Proceed according to the following emergency system:
 - **If the injured person needs minor attention** (band aid, analgesic, etc) suggest they ride a SAG vehicle to the next break point or start/finish line. Contact **Net Control at 919-810-6143** to report incident.
 - **If the injured person requires an ambulance** call 911 – THEN call **Net Control 919-810-6143**. Be prepared to give the precise location of the incident and a **brief description of the injury**.
3. **Do not move the person.** Keep the injured person immobilized --- especially the head, neck and spine. Encourage the injured person to lie still and have someone hold his/her head still.
 - If safety concerns warrant that you must move the person, be sure to stabilize/support the head, neck and spine as straight and immobile as possible to prevent further injury.
4. **Keep witness(es) on the scene** until a member of the National MS Society, Police, or other emergency service providers arrive on the scene. Have them fill out the Witness Section of the Incident Report.
5. **Fill out an Incident Report.** Blank reports can be obtained at any Rest Stop, in SAG or official event vehicles, at Volunteer Check In and in the back of all staff members' operations manuals. See that completed reports are delivered to Kathy Goff who will deliver the reports to the Chapter Office.
6. **The Official Bike MS Spokesperson** is Jeff Furst, Chapter President. Do not share information or answer questions about the incident, serious or otherwise, to anyone except the police and Net Control. Be kind and sympathetic. Comment that the Official Spokesperson, Chapter President Jeff Furst, will be available to answer questions once the facts have been collected. Do not provide media/cyclists with Jeff's contact information until he has been fully informed of the situation and he has given permission for those calls to be placed. Do not attempt to contact next of kin. The appropriate National MS Society officials will handle this matter.

RAIN OR OTHER SEVERE WEATHER

Should the weather become severe, you will receive instructions from the National MS Society staff member(s) on site, or emergency providers on the necessary action steps. This event is rain or shine. If torrential rain occurs, the event start may be delayed

Assets & Response Procedures

Assets are those individuals/groups responsible for responding to & assisting with severe medical and/or logistical emergencies. Please familiarize yourself with the responsibilities of your position in the case of an emergency:

Net Control - Net Control serves as the core of our communication system, dispersing needed Assets and acting as the central point for all communications between those Assets. Bill Sanford and Austin Page manage Net Control. Monica Tierney will be staff located at Net Control to assist with Crisis Management. Net Control is stationed in Union Point Park. Once Net Control has been notified of an incident Net Control will:

- If needed, ensure that 911 has been contacted with concise information given by first on scene.
- If incident is serious or fatal, assume “black out mode” and continue all communication via cell phone or private radio line (if cell phones do not work).
- Determine appropriate Assets to dispatch and notify, giving specific details and instructions.
- Depending on the type of situation, direct on-route crisis staff to incident scene and maintain regular communication until arrival on scene or further instruction is provided. Alert Chapter President of situation and provide instructions as needed.
- Help all other Assets with the implementation of their tasks.

Crisis Management Teams – Four members of the staff are designated to respond to severe medical or logistical emergencies. Three staff members will be on the route and one will be stationed at the start finish. The crisis teams represent the interest and liability of the Society. They ensure that severe emergencies are handled correctly and under the guidance of the Society. Only a Crisis Team member can deploy a counselor. Only the Chapter President, Jeff Furst, can enact the Local Crisis Consultant Team. The crisis team is responsible for making sure personal belongings of transported patients are secure and held for them or family at the Convention Center. Communication with staff and Board members in the midst of the event about a crisis should be done by phone, not email, instant-message, or text message, twitter, etc.

National Crisis Consultant Teams – The Home Office of the National MS Society is on call 24/7 to local chapters in the event a severe emergency occurs at a Chapter event. If needed, the Crisis Leader at each site will call a designated number to access their support and consultation.

- Should an incident resulting in a fatality, serious life threatening injury (head trauma, flight for life, etc) or a catastrophic loss (potential threat or loss of substantial property, assets or reputation) occur during a Bike MS event, please call **1-888-667-7911 (NMSS-911)**. Please note that this service is only available for emergency incidents of catastrophic proportions directly impacting chapter operations.
- This emergency number will connect you directly to “AnswerServiceCare,” an emergency answering service retained to provide on call emergency answering service. This service will facilitate access to home office staff (Crisis Response Team) 24/7 to provide immediate support in the event of a catastrophic situation.
- This team is composed of representatives from risk management/legal, marketing and development, your REVP, the ODIM team, and Programs (counseling support) departments.
- A crisis team leader will respond to the chapter’s situation once contacted by the answering service. The crisis team leader will return the call of the chapter president at the number provided to assess the situation. Depending on the needs of the chapter, the crisis response team will provide the appropriate support in response.
- The team is prepared to provide whatever assistance a chapter might need to support the crisis at hand.
- Telephone support will be available immediately.

- An appropriate staff member will be deployed within 24 hours of the incident, if needed.

Local Crisis Consultant Team - The Greater Carolinas Chapter has retained the services of local professionals to consult with the Chapter President in the event that a fatality or extreme emergency occurs. Those professionals include a Crisis PR Specialist, Lawyer and Grief Counselor. These professionals will be the immediate consultant group to the chapter until the national team is ready to step in.

Communication System - HAM Radio Operators are the core of our communications system. Bill Sanford and Austin Page are our HAM event coordinators and manage Net Control. Net Control is stationed in Union Point Park to coordinate the communications traffic. Around 30 operators will be on the course. HAM operators fill volunteer positions of SAG (support and gear) vehicles, shadows and key points of communication. There is one HAM at every rest stop. There are HAM shadows with the key staff/volunteers. These staff are Jeff Furst, Shannon Hinson and Lucy Cook. Other volunteers and staff are equipped with cell phones as well as two way radios that link to net control.

Primary HAM communication will be designated to an agreed upon channel and monitored by all HAM operators. In the case of an emergency, the HAM reporting will say “emergency, emergency,” at which point all other traffic will stop. If the communication cannot be handled quickly and/or is preventing normal communications, Net Control will switch that line of communication to a secondary channel. Keep in mind that this is not a confidential channel and may be overheard by anyone who is near a HAM operator. Any crisis radio communications through net control regarding injured riders should be limited to bib numbers and a generic description (e.g. adult male). Names should not be given out over the radio.

SAG Vehicles – Support and Gear vehicles are spread out along the route to monitor the flow of the event. They are the eyes and ears of the Event. They monitor the positions of the first and last cyclists. Kevin Coggins and Bruce Arnold are the SAG coordinators. SAG vehicles are available to provide assistance to cyclists. There is a mechanic at each rest stop. SAG vehicles can transport a cyclist and his or her bike to the next rest stop for mechanical assistance. They also might be the first on scene for an emergency in which case they will assess the situation and alert Net Control and then wait to be advised.

Super SAGs – Two 15 passenger vans with trailer or cargo to carry bikes will be stationed at the lunch stop each day. They will be used to shuttle fatigued cyclists directly to the finish line. The vans will wait until full and then drive to the finish. Once at the finish they will check in with Net Control to see if they are needed back at the lunch stop or need to report to a later rest stop. They will drive back and forth from the route to the finish until the route is closed.

Situation Leader – The first HAM operator who comes upon an incident will become the “On-site Situation Leader” (described in protocol procedures). They will be in charge of gathering information and communicating with Net Control. They will advise the Crisis Team of the severity of the situation so that the Crisis Team knows if they too need to be on-site. If a situation is discovered through 911 or the emergency cell phone, the SAG coordinator will dispatch the closest SAG. They will take care of the following duties:

- Gather all information and fill out accident/injury report. They will only answer/document the information on that report.
- Will be the only communicator with net control at the scene other than medical personnel.
- Is responsible for assuring that the witnesses are retained near the scene and that the flow of cyclists and vehicle traffic is being managed well.

- Will be responsible for sagging back personal property if an individual is transported to the hospital. All personal property will be turned into volunteer check-in to be stored in the bike room.

Medical Support and Medical Volunteers – Three mobile Medical Emergency Response Team (MERT) members will be on the route. They will assume the call sign, Mobile Medic 1, 2 and 3 respectively and will be mobile on the route in order to be “on site” when consultation is needed. They will also advise the on-site situation leaders if 911 should be called to an incident. A volunteer who is at a minimum first aid and CPR certified can serve as a medical volunteer at the Event. Preferably these volunteers are EMS, EMT or nurses. One medical volunteer will be stationed at each rest stop and at the start/finish line from the start of the Event until the route is closed or the last cyclist has passed their assignment. A basic medical kit will be provided to each volunteer medic to use at the rest stops. They will respond to cyclists in need at rest stops. Medics are not to administer medications of any kind. No medical volunteers stationed at a rest stop can leave their assignment without permission or direction from the Internal Crisis Director.

The closest hospital for the entire route is CarolinaEast Hospital in New Bern. Directions to the hospital are located in the weekend event manual.

Medical Transport – EMS services in Craven, Beaufort and Pamlico Counties have been notified of the event, and are prepared to assist us in the case of an emergency. In the case that additional medical support is needed beyond the constraints of our volunteer medical team, the “On-site Situation Leader” (described in protocol procedures) will call 911.

On Saturday’s route Craven and Beaufort County have each redirected one of their extra ambulances and placed it closer to our route course. This will ensure increase response time. On Saturday, the Vanceboro EMS Ambulance will be stationed at the lunch stop. On Sunday, Craven and Pamlico have placed one ambulance closer to the mid-point to increase response on that day.

Police – The amount of police support and their level of involvement depends upon each day’s route. In general, police will be utilized at the start of the ride, toward the finish and at various intersections needing official support to ensure the safety of the participants. The Sherriff Departments in Craven, Pamlico and Beaufort Counties have received cue sheets and, as they are able, will be on our route. Pamlico County has dedicated one officer to assist on an intersection. Highway patrol will dedicate a minimum of one, but hopefully 2 troopers to support the entire route. A New Bern police officer is stationed in the Union Point Park 24 hours a day during the Event beginning at 8:00 p.m. on Friday and ending at 6:00 p.m. Sunday.

Hospital/Counseling Staff – Kathy Goff, Barbara Goettsch and Lisa Chambers of the chapter’s program staff are available to assist with the emotional needs of those affected by an emergency. They will be available to go to the scene to counsel friends, family, and witnesses and will also be hospital liaisons. They will also coordinate appropriate follow-up after the Event. They can only be dispatched to the hospital by one of the Crisis Team Leaders after a medical transport has left the scene of an accident and the final destination is confirmed. The Crisis Team Leader will call Kathy on her cell to give her personal information and details so she will know how to respond upon meeting those affected by the emergency at the hospital. Kathy only needs to be notified in incidences when a hospital transport is necessary.

Emergency Cell Phone – The Chapter has acquired an emergency cell phone in order to provide cyclists a tool to contact the chapter directly. This phone will be on while the route is open. The number [919-810-6143], will be published on printed cue sheets and in final email communications. Net Control will hold the phone and respond



to calls during the day. Only if indicated by net control should communication occur outside the management of net control and only by using the Emergency Cell number housed in Net Control.

Emergency Transportation –In the instance that we need to transport a large number of cyclists off the route, Two YMCA busses will transport participants from the route to safety. Additionally, New Bern Toyota and Subaru will provide 10 vehicles to be used for SAG vehicles. In the event of an emergency all SAG, official staff vehicles and supply trucks will be utilized to get cyclists off the route.

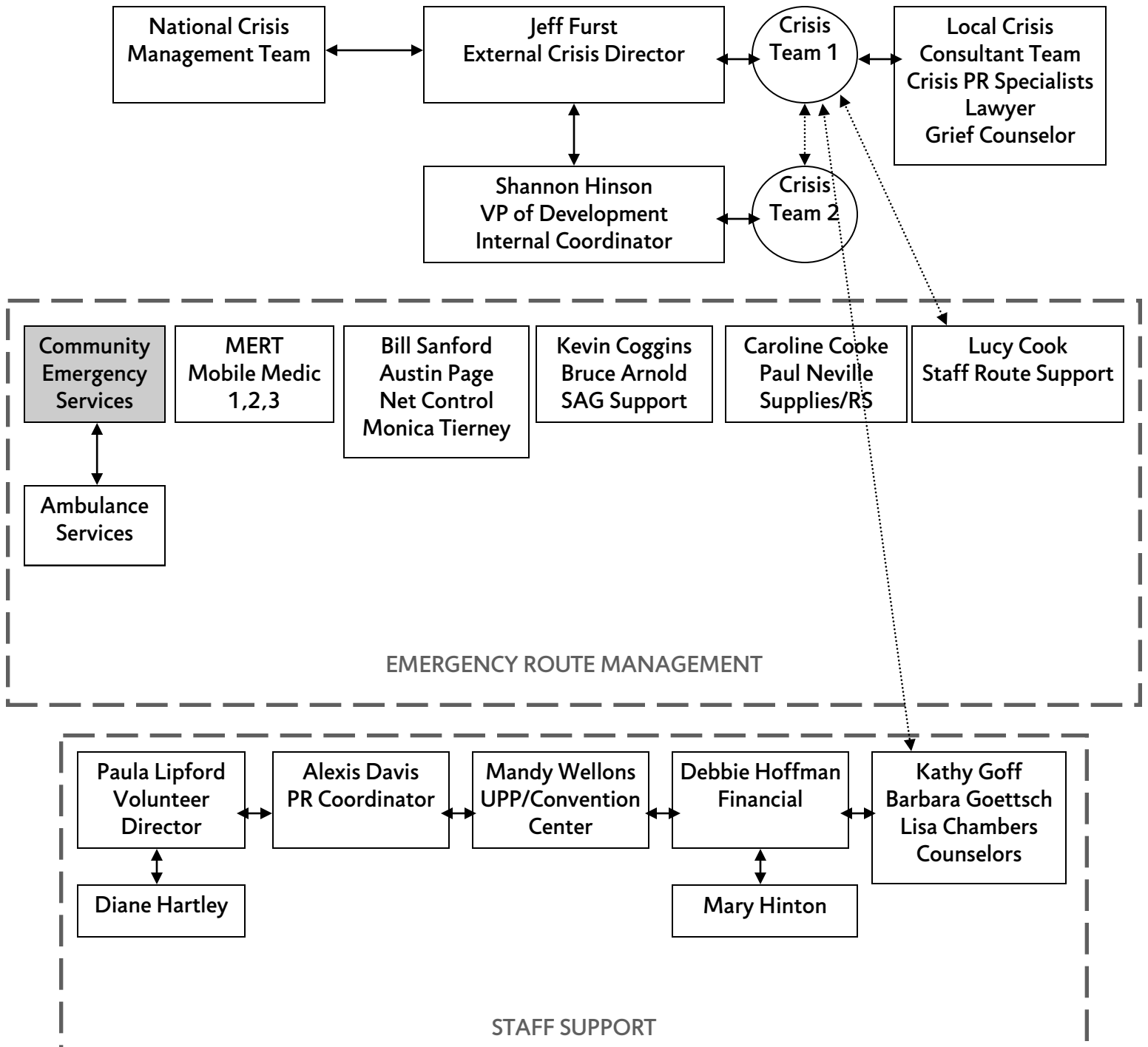
First Aid Station in Convention Center – In the New Bern Riverfront Convention Center, a first aid station with licensed medical personnel will be identified for all participants to use after the route has been closed. The station will be fully stocked with first aid kit, water/Gatorade, snacks, and cots.

Route Support – Caroline Cooke will represent the Chapter as Staff Route Support along with the Route Master, Paul Neville. She will start the route each day before the cyclists and look for problems with route marking and obstacles. She will be provided with route arrows, staple gun, staples, and broom in order to fix any problems they come across. She will remain on the route until relieved by Jeff Furst or Shannon Hinson. She will carry a Logistics phone [919-614-7545], a number distributed to rest stop captains, and the crisis team to aid in the distribution of necessary supplies.

Ride Marshals – Ride Marshals are registered cyclists who have volunteered to be “goodwill ambassadors” on the route. They will wear a special blue jersey to designate their status as a marshal. They will monitor cyclists to ensure they are physically and mechanically safe. For mechanical problems and minor medical problems, the Ride Marshal should stay with the cyclist and wait the next SAG vehicle that will then transport the cyclist to the next rest stop where professional mechanics and medics are stationed. For major medical problems, marshals should call the emergency number [919-810-6143] so that the proper medical personnel can be dispatched immediately. Ride Marshals are also employed to take notice of potential health risks along the route including heat exhaustion, dehydration, etc and should monitor and assist as needed to avoid development of emergency situations.

Forms - #1 Accident/Injury Report, #2 Refusal of Medical Assistance Form. These forms are to be completed at an incident. Always #1, sometimes #2 (but, we can usually talk them into treatment, it is sometimes just a matter of giving them a little time to think and not feel so overwhelmed by the attention.)

2013 Bike MS Communications Organizational Chart



Emergency Protocols

The Emergency Protocol Procedures listed in this section attempt to cover the major crisis areas that can be reasonably expected to develop for the Greater Carolinas Chapter. The plan is intentionally generic in certain areas to allow for adaptation for unforeseen crises. These plans are to be distributed to staff/ key volunteers prior to the event.

The first person on the scene of a medical emergency (SAG, Motorcycle, Medic, etc.) assesses the situation and becomes the On-Site Situation Leader. If multiple volunteers arrive on the scene at the same time, the individual with the most information or serving in a certain position will become the Situation Leader unless they defer to another. This individual will be the primary communicator to staff/Net Control. **During an emergency**, whether medical or environmental, the following responses will be implemented chronologically for each situation:

Accident, Medical Emergency, Fatality

1. Make a brief (30 to 60 sec.) assessment of your scene before calling the emergency number, net control or 911. You will need the following information:
 - Your exact location
 - The nature of the emergency
 - Estimate number of total patients
 - Obtain name and rider number of person and nature of injury/crisis. Only refer to the injured person by rider number over the radio if possible. If it is a volunteer, be discrete about using personal information over the radio
 - Estimate number of critical or unstable patients
 - Mechanism of injury: (Bike/Bike, Auto/Bike, etc.)
 - What non-medical assets you will need
 - Are there any hazards on the scene?
2. Make sure that those affected by the accident are out of harms way. Typically, you will not want to move injured parties. Provide reassurance that medical assistance is coming and cover the party if needed. Make sure the injured party is out of the way of traffic and other obstacles. Recruit additional volunteers to secure the scene so you may call in the accident.
3. If you do not have a direct connection to net control and the medical emergency is severe, call 911 first. Relay all the information that they need to respond.
4. Then call net control through a HAM or the emergency cell. Announce “we have an injury,” identify yourself, give your exact location, and provide details of the situation. SAG Coordinator will dispatch a SAG if one is not on site already. The closest Mobile Medic will be dispatched as well. Any crisis radio communications through net control regarding injured riders should be limited to bib numbers and a generic description (e.g. adult male). Names should not be given out over the radio.
5. Based on the initial information, the Medic can make the decision to proceed with calling 911 if necessary or wait until they are onsite to make that call. If the decision is made to call 911, the On-Site Situation Leader will make that call to 911 since they have all the information and will remain on the scene. The Crisis Director, Jeff Furst, can override this call if he feels that 911 should be called immediately.
6. Once on site, the Medic will give attention to the patient. The SAG will be in charge of the area and makes sure traffic keeps moving and gathers witness contact info and comments. They also gather witness contact information and ensuring that the proper paperwork is filled out.

7. If it is deemed that the patient needs medical attention beyond the capabilities of the volunteer medical support, the Medic will make Net Control aware and call 911 directly. At that point the Situation Leader will make the Crisis Team aware of the details of the incident.
8. If the Situation Leader needs guidance beyond their capabilities, they will request that the nearest Crisis Team come to the scene or discuss the situation on a different communication channel.
9. Once the patient leaves the scene of the incident by transport, the Crisis Team will make one of the counselors aware so they can meet them at the hospital.
10. If there is a crisis, Chapter President sets Crisis Communication Plan into action.

Fire

- Do not drive into smoke if present.
- If a report comes in that a fire is occurring near or on the route, gather the following information:
 - How large is the fire?
 - Are there currently any injuries associated with the fire?
 - Has 911 been called?
 - How close to the route or rest stops is the fire? Is it creating a barrier to the route?
- If the fire needs the assistance of the local fire department, have the person closest to the scene/with the most information make the call to 911.
- If more information is needed to gather information about how the fire could cause problems for the Event, Net Control will dispatch Motorcycle Support. If Motorcycle support is not available, a SAG should be sent.
- When information is gathered, a decision will be made by the Crisis Team if the ride needs to be:
 - Temporarily halted – Net Control will communicate to Rest Stops to hold cyclists at their location. Cyclists beyond the rest stop approaching the incident will be halted by SAGs in a safe location or transported back to the prior rest stop depending on the severity of the situation.
 - Redirected – If an easy alternative can be established quickly, the lead cyclists will be halted at the rest stop prior to the incident while the route is changed. Lead SAGS will be given spray paint and markers to help make this change.
 - Closed – We will try to avoid this choice at all costs. If it is the best option, cyclists will be halted at the rest stop prior to the incident. Emergency transportation will be activated as well as the Super SAGs and SAGs will be deployed to get cyclists off the route. People become first priority over bikes if the situation is pressing.

Severe Weather

- The Event takes place rain or shine. Net Control will monitor weather conditions during the Event and advise the Crisis Management Team about severe weather. Staff will make changes to the route and Event logistics in the event of:
 - Severe rain/Flooding
 - Sustained high winds
 - Lighting
 - Hail
 - Tornadoes
 - Hurricanes
- If severe weather occurs before the event starts, the Crisis Team will make the decision if the start needs to be delayed. Communications will be made through email, social media, website, Phonevite and text.
- If severe weather occurs after the Event has started, the Crisis Team has the following options:

- **Temporarily halt cyclists at rest stops** – This decision will be made in instances of heavy rain with no lightening/thunder, etc. that looks to be blowing over quickly. Net Control will communicate to HAMS at rest stops to hold cyclists at their location and take temporary shelter at the rest stop locations. SAGS will be notified to transport cyclists on the route to the closest rest stop and await further instruction.
- **Close Route** – We will try to avoid this choice at all costs. If it is the best option, cyclists will be halted at the rest stops and should take cover as best as possible at the break point location. Emergency transportation will be activated and SAGs, official staff vehicles, and supply trucks will be deployed to get cyclists off the route. Cyclists are the first priority – bikes should be left at the rest stop location to be picked up by supply trucks when it is safe to do so. Cyclists refusing to come off the route must surrender their rider bib and should be strongly encouraged to not continue for their own safety. Once bib is surrendered, please notify Shannon Hinson and ensure that surrendered bibs are given to her.

Illness/ Food Poisoning

Anyone who is ill for any reason should be seen by the medical staff immediately. Step one is to call the emergency number, so that the closest medical staff can be alerted. That staff person should assess the problem in consultation with the closest Mobile Medic. Transportation will be provided upon the advice of the medical personnel.

If food poisoning is suspected, then plans will need to be considered for the possibility that there are a number of incidents. The source for the poisoning will need to be searched for and eliminated. Communications to the cyclists about the source need to go to our rest stops and SAG vehicles so that people who may become ill can take appropriate precautions.

Other steps to consider:

- Contact local hospitals and determine what their capabilities are in both quantity and severity.
- Contact local EMS and put them on standby or activate as needed.
- Make sure contaminated items are isolated and distribution is stopped.
- After contaminated item is identified, contact Poison Control at 800-222-1222 for instructions if appropriate.

Uncooperative Participant

Should an uncooperative or unruly participant not follow a staff member or route official's specific requests to correct unsafe behavior or if they become verbally abusive, the official should adhere to the following procedure.

1. Inform the individual that they may be removed from the event and not allowed to participate in any future Bike MS events.
2. If cyclist, tell them that their team captain will be notified.
3. Take note of the participant's rider number and team (if applicable) and turn it in to Net Control.
4. Maintain your composure and walk away from an escalating situation. Do not become physical.
5. Net Control will inform the Chapter President and VP of Development of the situation. Together, they will decide upon the best course of action.

Hostile Action (Action on the route by motorist or local residents that threatens the event participants)

If you witness or are the subject of a hostile action, you should consider your own safety first. Once you are safe, attend to any medical situation following the procedures above. In addition, make note of any information you have that may help law enforcement officials. Where an automobile is involved in the action, note the make, model and color of the vehicle in addition to a license plate number. Make an effort to identify the driver (race, gender and approximate age). Then notify Net Control or call the emergency number.

For someone who is threatening participants or volunteers, any other identifying information like clothing, height and marks like tattoos and scars in addition to anything out of the ordinary about their appearance is helpful. Again, personal safety - yours and those of the participants and volunteers - is the first priority.

Our situation team will utilize the needed resources to ensure the safety of the participants and volunteers. Offending parties are not to be pursued or detained other than by law enforcement professionals.

Road Closure (Obstruction, Damage, or Conditions requiring Road Closure)

In the event of a road closure, a situation team will determine an adjustment to the route. While the team is making adjustments, rest stops will hold the riders. Some obstructions can be cleared quickly with the assistance of fire departments or police. In which case a delay will be called for, and riders will be held at the rest stop prior to the obstruction. If a rerouting is necessary, volunteers and SAG vehicles will be deployed along the new portion of the route to assist with directions. Again, riders will need to wait at the most convenient rest stop until the adjustment can be made. Participants should not be allowed to leave the route supported by Bike MS and choose their own, independent route. Assure the participants that we will make the adjustments needed for the safe completion of their ride as quickly as possible.

Hot Weather

Heat can be a concerning addition to any event, but especially since heat sensitivity is a common concern for our participants with MS. Please make yourselves familiar with the following heat related illnesses and their symptoms as well as what to do if you witness someone experiencing these symptoms:

1. **Heat Cramps** – Heat cramps are muscular pains and spasms due to heavy exertion. Any muscles can be affected, but most often it's the muscles you've been using. Loss of water and salt from heavy sweating causes these cramps.

Symptoms:

- Painful muscle spasms
- Sweaty Skin
- Normal body temperature

Action to be taken:

- Have participant sit or lie down in cool area
- Give participant ½ glass water every 15 minutes,
- Advise participant to stretch and massage cramped muscle
- Alert Net Control that the person may have heat cramps.

2. Heat Exhaustion

Heat exhaustion typically occurs when people exercise heavily or work in a warm, humid place where body fluids are lost through heavy sweating. When it's humid, sweat does not evaporate fast enough to cool the body properly.

Symptoms:

- Cool, pale, and moist skin
- Heavy sweating
- Headaches, nausea, vomiting
- Dilated pupils
- Dizziness, disorientation
- Slight elevation in body temperature

Action that should be taken:

- Remove participant from heat
- Apply cool, wet cloths
- Fan participant, stop if victim develops goose bumps or shivers
- Have participant lie down to prevent shock
- Give participant ½ glass water every 15 minutes
- Communicate with volunteer medics that the participant may have heat exhaustion

3. Heat Stroke

Heat stroke is life-threatening. The body's temperature control system, which produces sweating to cool the body, stops working. The body temperature can rise so high that brain damage and death may result if the body is not cooled quickly.

Symptoms:

- Hot, dry, red or spotted skin
- Extremely high body temperature
- Very small pupils
- Mental confusion
- Convulsions
- Loss of consciousness

Action to be taken:

- Call 911 immediately
- Have participant lie down to prevent shock
- Remove person from heat – give nothing by mouth
- Cool participant – immerse in a cool bath or apply cool compresses to the body and fan

Condition	Muscle Cramps	Breathing	Pulse	Weakness	Skin	Perspiration	Loss of Consciousness
Heat Cramps	Yes	Varies	Varies	Yes	Moist-warm	Heavy	Seldom
Heat Exhaustion	No	Rapid Shallow	Weak	Yes	Cold & Clammy	Heavy	Sometimes
Heat Stroke	No	Deep then shallow	Full Rapid	Yes	Dry-Hot	Little or none	Often

Dangerous Wildlife (such as Snakes, Bees or Unleashed Dogs)

Due to the rural location of Bike MS, wildlife could be an area of concern. Wildlife such as a swarm of bees and snakes could cause dangerous allergic reactions in affected participants, while unleashed dogs in remote areas could be a hazard. If a volunteer encounters dangerous wildlife, the following procedures should be followed.

- First on scene should call or send someone to call 911 (if warranted). Then call Net Control and relay all pertinent information (what is happening, where it is, who is involved, and what Assets are needed)
- Assure that the incident scene is safe for you to enter. DO NOT endanger yourself, or allow others to become endangered.
- If the situation is dangerous, wait for the arrival of appropriate emergency personnel to handle the incident. If you are in a vehicle, do your best to position your vehicle in a manner that keeps the individuals involved safe from additional attacks or passing motorists.
- If the scene is safe, secure the area as best as possible and stay with the affected individual(s) until Medical Support arrives. Do not attempt to administer first aid if you are not qualified.
- Once additional assistance arrives (i.e. SAGs, etc), assume responsibility for positioning them both before and after the scene to ensure the safety of other passing cyclists.
- Depending on the severity of the situation, the Crisis Management Team may determine if the walk needs to be:
 - **Temporarily halted** – Net Control will communicate to rest stops to hold walkers at their location. Walkers beyond the rest stop approaching the incident will be halted by SAGs in a safe location or transported back to the prior rest stop depending on the severity of the situation.
 - **Redirected** – If an easy alternative can be established quickly, the lead walkers will be halted at the rest stop prior to the incident while the route is changed. Lead SAGs will be given route marking supplies to help make this change.
 - **Closed** – We will try to avoid this choice at all costs. If it is the best option, cyclists will be halted at the rest stop prior to the incident. Emergency transportation will be activated as well as SAGs will be deployed to get cyclists off the route.

Support Protocols

SAG Support

- SAG Vehicles will monitor cyclists on the road looking for signs of fatigue, mechanical problems and emergencies. They will also be on the outlook for obstacles on the route.
- If a SAG Vehicle notices a problem, they will pause to get more information. If it deals with a cyclist they will check in with them to see if they can be of assistance.
- If they foresee a complication to the event, they will gather more information and then relay information to Net Control.
- SAG Vehicles will drive cautiously around cyclists and apply a magnetic SAG sign on their car associating them to the event. Drivers will not drive close to cyclists when following the last rider.
- SAG Vehicles who pick up cyclists will drive them forward to the next rest stop.
- When approaching an incident, SAG Vehicles will go past the accident and park off to the right.

Rest Stops

- A HAM Operator will be stationed at each rest stop. The Operator should introduce himself directly to the Rest Stop Captain upon arriving on site. Only the Rest Stop Captain or the Medic can make a request to Net Control through the HAM Operator.
- Supplies have been allocated for each rest stop based on expectations and past trends. Requests pertaining to supplies are limited in order to keep communication focused on emergencies. Requests can be made for assistance if supplies are low on water, Gatorade, or ice. Please make the calls to the Supply Hotline at 919-614-7545 45 minutes before you are out so that we have time to respond to needs. Requests are NOT made for supplies through HAMS or Net Control.
- Once the rest stop has been closed, the HAM Operator needs to check with Net Control to see if any remaining supplies need to be SAGged forward.

Rider Locations

- Every half hour the SAGs dedicated to being “First Rider” and “Last Rider” will report their location to Net Control.
- SAG Coordinators will be responsible for providing the Crisis Team with an estimated number of riders on the route in the case of an emergency.

Medics

- Medics assigned to a rest stop are not allowed to leave their post unless the last cyclist has passed or unless instructed to do so by the lead medic or crisis team.
- The first medic on scene is in charge of that medical emergency until a medical personnel with higher authority arrives on scene. The first medic will then release the patient into the care of the new medic once they feel like the new medic has all of the information previously obtained. The first medic will then verbally release the patient to the new medic.

Crisis Communication Plan Volunteers & Staff

The Official Bike MS Spokesperson is Jeff Furst, Chapter President. Do not share information or answer questions about the incident, serious or otherwise, to anyone except the police and Net Control.

During a Crisis

The following steps will be implemented chronologically:

- The first person on the scene of a medical emergency (volunteers, SAG, staff, medical team, law enforcement) assesses the situation and calls for assistance from 911 and/or Net Control.
- If possible, obtain name of person and nature of injury/crisis. **This information is confidential and should not be shared with anyone except staff and medical personnel and should never be communicated via radio.**
- Emergency Response Plan is put into action (*refer to appropriate section of Emergency Protocol*).
- Net Control will alert staff and volunteers involved in the crisis to assume “black out mode” – all public radio communications will be turned off and communications will proceed via cell phones. If cell phones do not work at the crisis site, communications will continue via a private radio line.
- Once informed of the crisis situation by Net Control, the requested Staff member(s) will assess and supervise the situation. He/she will ensure the proper incident reports are taken.
- The Chapter President is the official spokesperson for the Chapter and will respond to all media inquiries, questions from concerned participants/volunteers, and make necessary phone calls to family. Employees and volunteers should **NOT** make statements to represent the Chapter under any circumstances. Concerns and questions should be directed to the Chapter President **ONLY**.
- If required, the Chapter President will proceed to the hospital.

Responsibility of Volunteers and/or Non-Crisis Team Staff:

- Respond appropriately should the situation warrant your participation.
- If the situation does not warrant your participation, do not speculate about the incident with those around you. Assist in fulfilling the duties of fellow volunteers and/or staff that are called away to assist.
- Do not share information about the situation with anyone, even after the situation has been resolved. This will be especially difficult for volunteers when friends/family/fellow team members hear about the situation and know you were involved. It is imperative that you only communicate using the approved messages.
- If you are approached and need to respond, be kind and sympathetic. Comment that the Official Spokesperson, Chapter President Jeff Furst, will be available to answer questions once the facts have been collected. Do not provide his contact information unless his permission is given.

Confidentiality

Volunteers and staff will protect the privacy of those injured during Bike MS. Volunteers and staff will operate under a “need to know” policy. If one does not need to know information about an incident because they don’t have assignments or responsibilities pertaining to that incident, they will not inquire about the situation. Volunteers and staff will also not comment on accidents or emergencies occurring throughout the day to individuals not directly related to the situation.

NOTE: The National Multiple Sclerosis Society recognizes the rights of individuals to privacy and conforms with the general principles defined by the Federal Privacy Act of 1974, generally accepted social work practices and various professional associations. Confidentiality limits the disclosures of personal information revealed in the services relationship. The Chapter shall not disclose in an identifiable way, information about a particular person without the person’s expressed authorization.

Following a Crisis

1. On-Site Situation Leader confirms the facts, prepares a fact sheet with necessary details and fills out necessary forms.
2. In the case of a serious accident resulting in death(s), Chapter President will enact the Local Crisis Consultant Team, and contact Elizabeth Page, Board Chair, and the National Crisis Management Team.
3. The Chapter President will assess the situation with the appropriate personnel and determine the chapter's position.
4. The Chapter President will draft any official chapter position if needed.
5. The Chapter President ensures that next of kin are being contacted.
6. Under no condition will any names be released to the public until families of accident victims are contacted.
7. The Chapter President or Crisis PR Specialists (at the direction of the Chapter President) responds to media inquiries and documents all calls.
8. Should the incident occur on Day One, the Chapter President will convene the appropriate personnel in the evening for a debriefing as well as issue a statement to the participants of the Event.
9. Should the incident occur on Day Two, the chapter president will convene the appropriate personnel at the end of the Event for a debriefing.

Media

Management of the event and any potential incidents can also involve members of the media. If an incident does occur, it is important that key volunteers and staff members defer to a designated spokesperson for the chapter. The Chapter President is the only person authorized to speak to the media should an accident occur. Please defer all questions to the Chapter President.

Authorized Statements – Approved for Volunteers & Staff In Case Of A Serious Or Fatal Accident

Media Statement:

“I am one of the many volunteers and staff committing their time, energy and efforts to the Bike MS: Historic New Bern Ride. I am aware of the alleged incident and want to inform you that our Crisis Management Team, headed by the Greater Carolinas Chapter President, Jeff Furst, is currently investigating the situation. The safety and security of all participants is our main priority and are integral components to the success of this event. We are both saddened and concerned by the situation at hand. Therefore, we want to assure you that we are reviewing and taking all precautions in order to ensure the safety of all participants and guests. Once further information regarding the accident has been verified, a member of the Crisis Management Team will apprise you of the details.”

Questions from other Participants & Volunteers:

If the event is still in progress and other participants start to hear about the accident/fatality, it is important that chapter staff and volunteers help to maintain order and a sense of stability, despite the unfortunate circumstances. Please use the same tone and language as the above statement to address participants concerns – assure them that the chapter is addressing the situation and working with appropriate authorities, while still focusing on the safety of all participants and also reaching out to comfort and assist the family involved with the tragedy.

Questions About Safety:

If a reporter or another event participant asks you a specific question about safety, you should refer them to the Official Spokesperson, Jeff Furst. You would say: “Safety is a top priority at the National MS Society. We want to make sure participants have a positive experience while cycling to help end multiple sclerosis. I do not have specific information for you on this topic, but I can refer you to our chapter spokesperson, Chapter President Jeff Furst, and he will talk with you.”