

Crisis Communication Plan

Fort Wilderness – Our Commitment to Safety and Transparent Communication

Safety First

Fort Wilderness is unwavering in its dedication to the safety and well-being of all campers and staff at the three summer camps we operate and at the main camp throughout the rest of the year. Our protection protocols include:

- **Rigorous Staff Training:** All staff undergo ongoing, role-specific safety training, including both online and hands-on instruction. We staff with Red Cross-certified lifeguards, CPR-trained responders, and credentialed EMTs.
- **On-Site Safety & Security Team:** A dedicated Safety and Security Team is present at camp, and works in coordination with Newbold Fire Department, Oneida County emergency personnel and law enforcement.
- **Emergency Communication System:** A secure alert system ensures staff receive instant updates through established communication protocols.
- **Collaboration with local authorities:** We maintain active coordination with local agencies to enable fast and appropriate emergency responses. Local First Responders (some are current and former staff) do training exercises at Fort to increase their awareness of Fort facilities and better understand our operations.
- **Arrival Briefings for Campers & Staff:** Upon arrival, everyone is informed about emergency procedures, alerts, and actions to take in the event of a crisis.

In the Event of an Emergency

1. **Initial Response:** While the situation is being actively handled by first responders and local law enforcement on-site, all public communication will be managed by the Oneida County Sheriff Department's communications staff.
2. **Transition to Fort Wilderness Management:** Once the immediate crisis has stabilized, Fort Wilderness's emergency communications liaison will assume responsibility for external inquiries.
3. **Family & Emergency Contact Notifications:** Families and designated emergency contacts will be updated via phone, text, and/or email depending on the situation.

Our Pledge

We are committed to delivering timely updates and compassionate support. In times of uncertainty, our aim is to offer clarity, reassurance, and effective communication.