



**Butte**  
**County**  
**Office of Education**  
"WHERE STUDENTS COME FIRST"

**Butte County Office of Education  
Emergency Communications Guidebook**



## Table of Contents

|                                                      |    |
|------------------------------------------------------|----|
| EMERGENCY COMMUNICATIONS GUIDEBOOK OVERVIEW          | 3  |
| Purpose                                              | 4  |
| Objectives                                           | 4  |
| Crisis Communication Team                            | 4  |
| Direct Organization Communication Platforms          | 5  |
| Social Media Accounts                                | 5  |
| Organization Messaging System                        | 5  |
| Dos and Don'ts                                       | 6  |
| Response Phase: Immediate and Ongoing Response       | 7  |
| PIO Emergency Communication Checklist                | 8  |
| Crisis Communication Team Contact List               | 9  |
| Recovery Phase: Monitor, Debrief, & Provide Feedback | 10 |
| INCIDENT ON-SITE CRISIS STATEMENTS                   | 11 |
| School / Site / District Closure                     | 12 |
| Evacuation                                           | 15 |
| Shelter                                              | 18 |
| Secure                                               | 20 |
| Lockdown                                             | 22 |
| INCIDENT OFF-SITE STATEMENTS                         | 24 |
| Transportation Accident                              | 25 |
| Shooting Incident – Gun in Proximity to the Site     | 27 |
| INCIDENT THAT REQUIRES FAMILY CONSULTING             | 28 |
| Incident On-Site Causes Injury                       | 29 |
| Incident On-Site Incident Causes Death               | 33 |
| Incident Off-Site Causes Injury or Death             | 36 |
| POST CRISIS MESSAGES                                 | 38 |
| School / Site / District Clear to Reopen             | 39 |
|                                                      | 2  |

|                                                                          |    |
|--------------------------------------------------------------------------|----|
| Evacuation Reunification                                                 | 40 |
| Shelter All-Clear                                                        | 42 |
| Secure All-Clear                                                         | 44 |
| Lockdown All-Clear / Reunification                                       | 46 |
| Shooting Incident – Gun on Campus                                        | 48 |
| MEDIA                                                                    | 52 |
| Addressing the Media                                                     | 53 |
| Responding to Phone Inquiries                                            | 53 |
| When media show up unannounced                                           | 53 |
| Media relations during a crisis                                          | 54 |
| Statements for Inquiries                                                 | 54 |
| Holding Statements for Media                                             | 55 |
| APPENDICES                                                               | 57 |
| Appendix A: Printable PIO Checklist & Contact List                       | 58 |
| PIO Emergency Communication Checklist                                    | 58 |
| Crisis Communication Team Contact List                                   | 59 |
| Appendix B: Butte County Public Health Communication Protocols/Templates | 60 |
| Appendix C: Local Emergency Resources                                    | 70 |
| Appendix D: National Emergency Resources                                 | 71 |

## **EMERGENCY COMMUNICATIONS GUIDEBOOK OVERVIEW**

## **Purpose**

The Emergency Communication Guide addresses media relations, the communication team role and provides templates for responding to situations quickly and effectively. Conditions that may require communication can potentially be controversial. Controversial topics may include police investigations, protests, or other situations that demand a public response. Emergencies that require communication may consist of fires, bomb threats, natural disasters, or major crimes. **This guide is not intended to change the way emergencies are initially reported. If warranted, emergencies on school campuses should be reported immediately to local police departments, and any emergency should be reported to the County Superintendent of Schools.**

## **Objectives**

1. To factually assess the situation and determine whether a communications response is warranted.
2. To assemble a crisis communication team that will make recommendations on an appropriate response.
3. To implement immediate action to:
  - Identify constituencies that should be informed about the situation.
  - Communicate facts about the crisis.
  - Provide information to those who need it.
  - Minimize rumors.
  - Restore order and confidence.
  - Safeguard the reputation of the organization.

## **Crisis Communication Team**

Whether you have a large Crisis Communications Team (CCT) or a single person handling all crisis communications, the CCT is the communications leader for Incident Command. The primary job of the CCT is to make emergency information available to the public and the organization's employees as soon as possible.

The team considers the impact of the crisis and any proposed responses. They work with the affected site(s), outside agencies, and other departments such as Emergency Operations and Human Resources to ensure consistency in communications throughout an event. Specifically, the CCT manages information flow during a crisis among the organization, employees, media, government agencies, law enforcement, and the public. This team tackles what message to communicate, the method(s) used to share information, and who receives the communication.

Specific duties of the Crisis Communication Team may include:

- Receive updates and official statements from the Incident Commander
- Inform organization departments that are affected
- Manage all social media accounts to ensure the accurate and necessary information is shared
- Maintain a log of PIO actions and all communications
- Interact with the media and outside agency communications
- Prepare statements for dissemination to the public
- Assign bilingual support for all messaging
- Ensure announcements and other public information are translated into other languages as needed
- Monitor news broadcasts, social media, and other platforms about the incident and correcting any misinformation

## **Direct Organization Communication Platforms**

Direct organization communication platforms are all platforms managed by the organization, including social media accounts and messaging systems.

## **Social Media Accounts**

Facebook, Twitter, Instagram, and other social media accounts can help organizations get the word out to many people quickly. **DO NOT** use social media when dealing with an incident that involves intruders or any person that does not belong on-site. They may have access to messages sent out on social media.

To ensure consistency and credibility, only approved Crisis Communication Team members will use the organization's social media accounts to update emergency messages.

All employees should use caution when using social media during an emergency to communicate with the public and/or media. Communicating with the public and/or media could have unintended consequences and/or liability, which could interfere with the CCT's ability to ensure accurate and consistent information is shared.

Before posting any information, double-check for these items:

- Facts only – share what you KNOW with those who need to know
- No Personal Identifiable Information (PII) is included
- The message meets the character limits of different platforms
  - Facebook: 63,206-character limit. Ideal (most interaction): 40-80 characters
  - Twitter: 280-character limit. Ideal: 71-100 characters
  - Snapchat: 31-character limit
  - TikTok: 150-character limit for caption, including hashtags
  - Instagram: 2,200-character limit. Ideal: 138-150 characters
    - Instagram hashtag limit: 30 hashtags
  - YouTube:
    - YouTube Video Title: 70-character limit
    - YouTube Video Description: 5000-character limit
    - YouTube Playlist Title: 60-character limit
    - YouTube Tags: 30-character limit Per Tag and 500-character limit total

## **Social Media Misinformation Notice**

It's come to our attention that some information being shared may not be entirely accurate. Please visit ([website link/official social media page](#)) for the most up-to-date information regarding this event.

## **Organization Messaging System**

The PIO or communications expert should be trained and experienced with the organization's messaging platform (i.e., Catapult, Blackboard, InTouch, etc.). Training and communication system reviews should occur annually, at a minimum, as part of the prevention and mitigation phase (pre-event).

## **Dos and Don'ts**

### **Dos**

- Do over prepare – it will unfold quickly.
- Do confirm your facts.
- Do ask for your legal counsel's advice.
- Do show empathy and concern, but also show that you are in control.
- Do emphasize your exemplary record.
- Do be very deliberate in choosing your words to minimize misinterpretation, vagaries, and the possibility of your comments being taken out of context.
- Do tailor your message to your audience (tone of voice can make all the difference).
- Do publicize your crisis plan to show you're managing the situation.
- Do get ahead of breaking news and report your bad news.
- Do be available for media.
- Do take your time during an interview.
- Do insist that reporters respect the privacy rights of your students and staff,
- Do anticipate difficult questions and have answers prepared.
- Do move memorials to the road (not in front of the school sign).
- If a press conference is necessary, do not have it in front of the school or district, and keep in mind that interviews are public record.
- If the crisis causes severe injury or death, consult the family before making a statement that includes any personal identifiable information.

### **Don'ts**

- Don't call it a crisis, and don't overreact and make it a crisis if it isn't.
- Don't say 'no comment' – it breeds a guilty perception.
- Don't say anything 'off the record' – nothing is off the record to a reporter and may be printed.
- Don't allow a third party to inform the media first about your situation.
- Don't talk about money estimates of damage.
- Don't talk about blame.
- Don't ramble.

## **Response Phase: Immediate and Ongoing Response**

### **Immediate Response (0-60 Minutes)**

The first 60 minutes is a critical window for crisis communication. Leaders and administrators must rally their crisis team and assemble plans to respond quickly and effectively. What is done in the first 60 minutes of a crisis will determine people's perceptions of the situation and the organization's ability to handle the problem. Use this time-window of opportunity to build trust and credibility and to establish authority over an incident. Establishing authority is vital to addressing the issues, helping first responders, and keeping people safe.

#### **0-30 minutes: <sup>1</sup>**

1. Contact the County Superintendent or designee and the Emergency Operations Center (EOC) Coordinator (if necessary).
2. Assemble the Crisis Communication Team and temporarily assign someone to handle phone calls.
3. Gather all relevant facts to understand the circumstances and define the problems.
4. Inform appropriate team members (transportation, those who answer the phones & site administration) that all communication should be deferred to the CCT until further notice.
5. Determine who needs to know the information. In some cases, isolating an incident to a specific group of affected individuals can mitigate further complications from the incident itself or potential legal challenges.
6. Depending on who needs to know, determine the type of responses and communication channels. (Press release, press conference, news media, social media, site families only, etc.)
7. Prepare a statement in response, receive approval from the Superintendent or Incident Commander, then translate.
8. Send the message to stakeholders.

#### **30-60 Minutes:**

9. Create a fact sheet and send it to appropriate team members (those who answer the phones & site administration).
10. Monitor, in real-time, what is said on social and traditional media. (Twitter often tells you more in real-time than any other source.) If necessary, set the record straight regarding misinformation and redirect people to the organization's site for correct information.
11. BREATHE. Step back and assess the current situation.
12. Look for the next steps. Convene the CCT for a discussion.
  - o Are there visuals you should be sharing to ensure that you control the picture journalists and other audiences may be seeing in traditional and social media?
  - o Is a short video of some kind warranted—the Superintendent or other Cabinet member speaking to the issue, apologizing (if appropriate), and outlining the next steps?
  - o Are you missing anything up to this point?
  - o What does the consumer need to be doing or need to know right now? In four hours? Tomorrow?
13. Update the statement with new information. Remain transparent.
  - o No new information? The community is still waiting for an update so let them know that there is no further information.
14. Brief the media (T.V., newspaper, and radio)

---

<sup>1</sup> Grady, P. (2020, Fall). *The Chronicle Legacy Traditional Schools*. Retrieved from <https://chronicle.legacytraditional.org:https://chronicle.legacytraditional.org/communicating-in-a-time-of-crisis/>

## **PIO Emergency Communication Checklist**

- A crisis is identified; PIO receives an alert.
- Contact the Superintendent or designee and the Emergency Operations Center (EOC) Coordinator (if necessary).
- Assemble the Crisis Communication Team (CCT) and assign bilingual support or translation services.
- Gather all relevant facts, determine the need and type of responses.
- Additional resources include local county partners (Sheriff's Office, Butte County CalFire, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)
- Alert the Director of Transportation if busses are affected by, or can assist with, a crisis.
- Inform appropriate team members (those who answer the phones & site administration) that all communication should be deferred to the CCT until further notice.
- Determine who needs to know the information. In some cases, isolating an incident to a specific group of affected individuals can mitigate further complications from the incident itself or potential legal challenges.
- Depending on who needs to know, determine the type of responses and communication channels. (Press release, press conference, news media, social media, site families only, etc.)
- Prepare the response and receive approval from the Superintendent or the EOC Coordinator.
- Notify stakeholders. Below are suggestions only depending upon circumstances.

| <b>Stakeholder</b>                                  | <b>Message tool</b>                                      |
|-----------------------------------------------------|----------------------------------------------------------|
| Law enforcement                                     | Phone call, email                                        |
| Board of Education, other Superintendents           | Phone call, email                                        |
| Administration, faculty, and staff                  | Email, text alerts                                       |
| Students                                            | Verbally, a letter sent home                             |
| Parents                                             | Email, recorded call, website, social media, text alerts |
| Media                                               | Email, follow-up calls                                   |
| Local community                                     | Website, social media                                    |
| Government entities (County, CDE, etc.)             | Email, organization website (forms), and/or phone call   |
| School organization leaders (Clubs, Athletics, PTA) | Phone call, email                                        |

- Create a fact sheet and send it to appropriate parties (those who answer the phones & site administration). Alert these parties that questions may still be forwarded to the CCT if they do not know the answer.
- Monitor media for event content, updates, and/or misinformation, and respond as needed.
- Assess the situation.
- Provide an updated statement.
- Brief the media.

#### Ongoing Crisis Communication Management

- Collect any publicized materials found (fliers, notes, outside agency social media posts, printouts) that may be used to identify the community need and during the debriefing process
- Prepare information regarding the incident related to the school/site/district/COE for the EOC and/or JIC

#### **Crisis Communication Team Contact List**

1. \_\_\_\_\_

Phone: \_\_\_\_\_

2. \_\_\_\_\_

Phone: \_\_\_\_\_

3. \_\_\_\_\_

Phone: \_\_\_\_\_

4. \_\_\_\_\_

Phone: \_\_\_\_\_

5. \_\_\_\_\_

Phone: \_\_\_\_\_

6. \_\_\_\_\_

Phone: \_\_\_\_\_

## **Recovery Phase: Monitor, Debrief, & Provide Feedback**

After an event has occurred and is initially resolved, it is important to debrief with the significant internal parties involved. It is also critical to monitor and assess information shared by ongoing media coverage. The organization's Crisis Communication Team's responsibility is to control the organization's story and any threats to its reputation.

The Communications Team Leader or designee should attend all pertinent external agency debriefings. Debrief meetings for the Communications Team are the best way to collect thoughts, exchange ideas, and ensure things go even smoother next time. This is a time to grow with the team and not a time to point fingers. Debriefing will strengthen the team and make them more efficient. Lessons learned (e.g., what types of messages are needed, what approach the media takes to a certain kind of story, what the media, public, and shareholders are asking, etc.) should be noted to assist in planning and to respond to future situations.

### **Review crisis coverage**

- Review media outlets that have inquired about the situation.
- Review media within a designated area of the facility (distance depends on the event's impact).
- Review national and business media coverage.
- Conduct regular searches through Internet search sites for keywords, such as the school's name, the incident, people involved, etc.

### **Identify story trends**

- What is the main focus for the media or other agencies?
- Is the focus changing?
- Are there patterns that indicate messages the organization should focus on or respond to?

### **Identify public and critical stakeholder issues**

- What are the significant issues the media or other agencies are addressing?
- What are the public's questions or concerns?
- Identify and incorporate lessons learned into a crisis plan

## **INCIDENT ON-SITE CRISIS STATEMENTS**

**Please carefully read the template and replace all required information and prompts in red font. Edit the template used to fit the circumstances and the sender (i.e., logos, headings, titles, etc.)**

The italicized font is optional.

Generate crisis statements as early as possible, especially when a school site or office is directly involved. Being prepared to issue a statement will support the confidence stakeholders have in an organization. Pre-written statements will ensure the right message is relayed during an incident.

Be sure to include:

- Empathy
- Here are the facts (reinforce that the district followed their safety protocol)
- Those involved in supporting the effort
- What is being done right
- Current status and next steps when appropriate
- Sources of additional information (website, hotline, etc.)

## **School / Site / District Closure**

**Email:**

**Subject Line:** Important Message: (Insert school/site/district name) is closed

Due to (insert incident, i.e., fire, flood, pandemic, etc.), the (school/site/district) is closed under local authorities' advisement. We have been working in close cooperation with the appropriate agencies to ensure student, staff, and family safety. The closure will continue until we are clear to reopen. A follow-up message with additional information will be sent when we receive clearance to reopen. We will send information regarding continued learning separately.

*"I am glad we can continue to work closely with our local incident command officers to serve our community. We look forward to reopening our schools as soon as possible and returning our students to a completely secure environment," said (insert quote and superintendent/director/principal name).*

Additional resources are available to those in need of assistance. Resource information regarding (shelters, food relief, and evacuation notices) is available on our website. We will keep families and the community updated through regular website updates, social media, and parent/guardian communications. (insert URL).

**Phone:**

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school, site, or district) will be closed on (date), due to (insert incident, i.e., fire, flood, etc.). We will provide an update no later than 5:00 pm tomorrow with additional information.

**Text: (Check Character Limit)**

(School, site, or district) is closed on (date), due to (insert incident, i.e., fire, flood, etc.). We will provide an update by 5:00 pm tomorrow with additional info.

**Social Media: (Check character limit)**

(School, site, or district) is closed on (date), due to (insert incident, i.e., fire, flood, etc.). We will provide an update no later than 5:00 pm tomorrow with additional information.

### *Optional Addition for Social Media Messaging*

*A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.*

### **Update Messaging: Add a timestamp to each update**

Use this update message template when an organization is still waiting to decide if they will reopen and they have arrived at the time they stated they would send an update. See the Post Crisis Message for the reopening template.

(TIME) (School/site/district) is closed on (date), due to (insert incident, i.e., fire, flood, etc.). We are still gathering information to determine a reopening date and time. Please continue to check your email and phone for updates. You can also find the most up-to-date information on our website or social media page. (Insert URLs).

### **Additional Talking Points:**

- As a precaution, (school/district/site) officials decided to close for the day.
- We are cooperating and working closely with law enforcement to provide our complete support in every way possible.
- Our first priority is for the safety and well-being of our students, their families, and our staff.
- We have met with local first responders, and their initial assessment is that this incident is of low risk to the school at this time.
- Resources will be available to respond to students and parents. (Include the location of resources, i.e., website, or will be sent home in a packet.)
- To ensure a comprehensive safety plan is implemented correctly, schools are required to perform regular safety drills. *Ed Code 32282*
- Each year a comprehensive school safety plan is evaluated and amended, as needed, by a school safety planning committee.
- Every Butte County school has established a safety plan and lockdown procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.

### **Fire**

- A fire has taken place on the grounds of (school name). We have evacuated the impacted area. The (agency name) will provide more details.
- At this time, the cause of the fire is being investigated. We are unable to share more information as this is an ongoing investigation.
- We cannot and will not speculate on the cause of the fire.
- Our first concern is for the well-being of our students and staff impacted by this terrible event.
- All Butte County schools have established a fire evacuation plan that contributes to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.

### **Flooding**

- Our first concern is for the well-being of our students and staff members.
- Due to flooding near (school or site name), officials have evacuated the area and are taking steps to protect our students and staff members.
- We are working closely with (city/county name) Public Works to provide any information needed for mitigation and recovery efforts.

- At this time, to protect our students and staff and to minimize damage to school property, all classes at (school name) will be canceled.

#### Heatwave

- Ahead of the heatwave expected to bring 100-degree temperatures to the area, we have canceled summer school classes at (number) schools due to a lack of air conditioning.
- Ahead of the heatwave expected to bring 100-degree temperatures to the area, we have closed the following offices: (Name office locations)
- (Virtual and/or physical) classes have been canceled at the following (sites/schools): (school names)
- Our first concern is for the safety and security of our students and staff.

#### PG&E PSPS/High Wind Events/Severe Weather

- Our first concern is for the well-being of our students and staff members.
- Ahead of the high wind event, we have canceled (virtual and/or physical) classes on (date) due to potential power outages and weather hazards.
- Due to severe weather warnings, (school/site/district) will cancel in-person learning. This decision allows parents, students, staff, and the community to plan and put safety first.

#### Medical outbreaks – Do Not Post medical information on Social Media.

Stick with the basic template regarding a closure incident and remove “Due to (insert incident, i.e., fire, flood, pandemic, etc.).” An organization can prepare a press release regarding a medical outbreak as an update.

- **For COVID specific communications, refer to the BCPH Communications Protocols and templates**
  - Access COVID-19 Communication Protocols/Templates [HERE](#) or;
  - See Appendix B COVID-19 Communication Protocols/Templates
- We continue to focus on our number one priority, the safety and security of our students. (School/site/district) will be closed until further notice from health officials.
- School officials are working closely with health officials to support their efforts to find the breakout source.
- At this time, we are aware of (number) confirmed cases.
- (Butte County Office of Education/Our) staff stands ready, as do community partners such as Butte County Public Health, to provide resources to help students, staff, and their families with additional resources.



## **Evacuation**

An evacuation alert is issued when there is a need to rapidly move people from one location to another when it is safer to move to another location.

### **Email:**

**Subject Line:** Important Message: (Insert school/site/district name) issued an evacuation alert

This message is to inform you that (school/site/district) has issued an evacuation alert due to (insert incident, i.e., fire, flood, explosive threat, etc.). The safety of our students and staff is our highest priority. This evacuation comes from our local first responder's advisement.

Students are being transported to our reunification center at (enter location). Families may pick up their children at approximately (time). Please bring identification so we can ensure that students are reunited with authorized adults.

Due to evacuation, no one is allowed to enter the site at this time, and we have limited access to phones. Please refer to the pick-up location and time for your child(ren). Thank you for your patience and understanding during this event.

### **Phone:**

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) has issued an evacuation alert due to (insert incident, i.e., fire, flood, etc.). The safety of our students and staff is our highest priority. The evacuation comes under the advisement of local authorities.

Students are being transported to our reunification center at (insert location), where families may pick up their children at approximately (give a time). Please bring identification so we can ensure that students are reunited with authorized adults.

Due to evacuation, no one is allowed to enter the site at this time, and we have limited access to phones. Please refer to the pick-up location and time for your child(ren). Thank you for your patience and understanding during this event.

### **Text: (Check character limit)**

(School/site/district) has issued an evacuation alert. Our site is closed. Children may be picked up at (insert location). I.D. is required to reunite guardians with students. See email for info.

### **Social Media: (Check character limit)**

(School/site/district) has issued an evacuation alert due to (insert incident, i.e., fire, flood, etc.). The safety of our students and staff is our highest priority. Children may be picked up at our reunification center at (insert location), where families may pick up their children at approximately (give a time). Please bring identification. We will only release students to authorized adults. Due to evacuation, no one is allowed to enter the site at this time, and we have limited access to phones. Please refer to the pick-up location and time for your child(ren). Thank you for your patience and understanding during this event

#### *Optional Addition for Social Media Messaging*

*A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.*

### **Update Messaging: Add a timestamp to each update**

(TIME) (School/site/district) issued an evacuation alert at (time) due to (insert incident, i.e., fire, flood, etc.). Everyone on-site has evacuated, and all students and staff are safe (share this only if you can confirm this info). Families may pick up their children at our reunification center at (insert location), at approximately (give a time). Please bring identification. We will only release students to authorized adults.

*Optional: (You can also direct the public to another agency website or social media page)  
Please check our (website/social media page) for the most updated information. (provide links).*

### **Additional Talking Points:**

- (School/site/district) is being evacuated due to (insert incident, i.e., fire, flood, etc.).
- All students and staff are safe.
- Students are being bused to the reunification center at (location), where families may pick up their children at approximately (time).
- Parents should bring identification so (district name) staff can ensure that students are reunited with authorized adults.
- We will share updates (where, e.g., on our website, on Twitter, etc.) as additional information is available.

### **Flooding/Dam failure**

Additional resources include local county partners (Sheriff's Office, Butte County CalFire, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- Due to the dam failure near (school/site/district name), officials have evacuated the area and are taking steps to protect our students' and staff members' safety.
- Our first concern is for the well-being of our students and staff members.
- We are working closely with law enforcement to provide any information needed.
- We are working closely with (city/county name), Public Works to provide any information needed for mitigation and recovery efforts.
- At this time, all classes at (school/site/district name) are canceled.

### **Explosion**

Additional resources include local county partners (Sheriff's Office, Butte County CalFire, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- We are shocked and saddened by what has occurred.
- We are working with law enforcement to determine what happened and assess the incident's overall impact.
- Our greatest concern is for the safety of our students, their families, and those affected by this disaster.
- All students, faculty, and staff have evacuated from the property until further notice from law enforcement.
- Every Butte County schools have established a safety plan and procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.

### **Aircraft crash**

Additional resources include local county partners (Sheriff's Office, Butte County CalFire, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- A plane crash has occurred near (school/site/district name). We have evacuated the area and are taking steps to promote our students' and staff members' safety.

- Our first concern is for the well-being of those impacted by this terrible event. We are working with the rescue team and are providing our complete support to help in any way possible.
- We do not know all of the details of what occurred or how many lives have been impacted by this accident. We will provide regular media briefings as soon as we learn more.

**Bomb threat – Do Not Post on Social Media**

Additional resources include local county partners (Sheriff's Office, Butte County CalFire, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- (School/site/district name) identified an object that may be an explosive device. We have issued an evacuation alert. We will work closely with law enforcement to provide our complete support and help in any way possible.
- Students and staff will remain evacuated from school grounds until further notice from law enforcement.
- The safety and well-being of our students and their families is our highest priority. We are taking the necessary steps to promote the security of those on at (school/site/district name).
- Every Butte County school has established a safety plan and lockdown procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our school's safety and security.

**(Terrorist) threat: Biological, Chemical – Do Not Share on Social Media**

Additional resources include local county partners (Sheriff's Office, Butte County CalFire, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- In response to today's incident, the (school/site/district) has evacuated. Law enforcement will investigate/is investigating the property.
- School officials are continuing to monitor the situation and are staying in close communication with local enforcement.
- Our first concern is for the safety and security of our students and staff. All Butte County schools have established evacuation plans in place.
- School personnel will be reviewing those plans to ensure students and staff are safe at all times.



## **Shelter**

A shelter alert is issued for protection from flying debris during an earthquake, toxic chemicals or gas during a spill or an attack, or for severe weather.

### **Email:**

**Subject Line:** Important Message: (Insert school/site/district name) has issued a shelter alert

This message is to inform you that (school/site/district) has issued a shelter alert due to (insert incident, i.e., earthquake/severe weather/hazmat issue on or near campus). We have trained our staff in shelter procedures. Law enforcement is aware, and we will follow their direction. Please stay clear of the (school/site/district) until further notice.

Please be assured that the safety of our students and staff is our priority. Additional information will follow as we receive updates. Thank you for your patience during this event.

### **Phone:**

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) has issued a shelter alert due to (insert incident, i.e., earthquake/severe weather/hazmat issue on or near campus).

The safety of our students and staff is our top priority. We have trained our staff in shelter procedures. First responders have been alerted, and we will follow their direction. Please stay clear of the (school/site/district) until further notice. We will update you on any new developments. Thank you for your patience during this event.

### **Text: (Check character limit)**

(School/site/district) has issued a shelter alert. The safety of our students and staff is our top priority. Police are aware. Please stay clear of this site until further notice.

### **Social Media: (Check character limit)**

(School/site/district) has issued a shelter alert due to (insert incident, i.e., earthquake/severe weather/hazmat issue on or near campus). The safety of our students and staff is our top priority. Please stay clear of the (school/site/district) until further notice. We will update you on any new developments. Thank you for your patience during this event.

#### *Optional Addition for Social Media Messaging*

*A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.*

### **Update Messaging: Add a timestamp to each update**

(TIME) (School/site/district) issued a shelter alert at (time) due to (insert incident, i.e., earthquake/severe weather/hazmat issue on or near campus). *Everyone on-site is sheltering, and all students and staff are safe (share this only if you can confirm this info).* We will continue to follow the direction of law enforcement. Our site is closed at this time for safety reasons. We will continue to provide updates as information becomes available.

#### *Optional: (You can also direct the public to another agency website or social media page)*

*Please check our (website/social media page) for the most updated information. (provide links).*

## Additional Talking Points:

### Earthquake

Additional resources include local county partners (Sheriff's Office, Butte County CalFire, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- (School/site/district) has issued a shelter alert due to an earthquake. Our building is still standing.
- Like the rest of (region/area), we are deeply concerned about this earthquake's magnitude.
- Please stay away from the site until given the all-clear. The safety of our students and staff is our priority.
- We share your desire to keep all children safe, and we will keep you informed of any new developments.
- We have no reports of injuries at this time. We will provide updates as information becomes available.
- Our number one priority is for the safety of our students and staff members. We are working with emergency rescue teams to support them in every way we can.

### Severe Weather

Additional resources include local county partners (Sheriff's Office, Butte County CalFire, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- (School/site/district) has issued a shelter alert due to severe weather conditions.
- Severe weather and unsafe driving conditions have delayed school buses.
- Please do not leave children unattended at bus stops.
- (School/site/district) is advised to shelter due to severe weather conditions. If you wish to pick up your child, please contact the school office (phone number).
- In light of current road conditions, the (school/site/district) may delay or cancel school tomorrow (date). **See message regarding school closure, page 12.**
- We share your desire to keep all children safe, and we will keep you informed of any new developments.

### Hazmat / Gas Leak

Additional resources include local county partners (Sheriff's Office, Butte County CalFire, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- (School/site/district) is sheltering due to a hazardous material incident. Please stay clear of our site until we receive an all-clear from emergency response personnel.
- An unidentified substance has spilled at (specific location).
- Please be patient and follow the directions of emergency response personnel.
- Specially trained personnel will evaluate the substance. We will provide updates as information becomes available.



## **Secure**

A secure alert is called to increase the level of security within a facility rapidly. Exterior doors and main interior doors are locked to deny a dangerous person access to the facility. Staff and students may continue productive activities in a limited fashion.

### **Email:**

**Subject Line:** Important Message: Secure Alert at (Insert school/site/district name); students and staff are safe

This message is to inform you that (school/site/district) has issued a secure alert due to (insert incident, i.e., a suspicious person, dangerous animal, or a first responder scenario on or near campus). Law enforcement is aware, and we will follow their direction. Please stay clear of the (school/site/district) until further notice.

Please be assured that the safety of our students and staff is our priority. Additional information will follow as we receive updates. Thank you for your patience during this event.

### **Phone:**

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) issued a secure alert due to (insert incident, i.e., a suspicious person, dangerous animal, or a first responder scenario on or near campus).

We received notification and immediately initiated our secure facility procedures. Law enforcement is aware, and we will follow their direction. Please be assured that the safety of our students and staff is our priority. Please stay clear of the (school/site/district) until further notice. We will update you on any new developments. Thank you for your patience during this event.

### **Text: (Check character limit)**

(School/site/district) has issued a secure alert. Police are aware. Please stay clear of this site until further notice.

### **Social Media: (Check character limit) – Do Not Share on Social Media if there is a suspicious person/possible intruder**

(School/site/district) has issued a secure alert due to (insert incident, i.e., a suspicious person, dangerous animal, or a first responder scenario on or near campus). Please stay clear of the (school/site/district) until further notice. We will update you on any new developments. Thank you for your patience during this event.

#### *Optional Addition for Social Media Messaging*

*A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.*

### **Update Messaging: Add a timestamp to each update**

(TIME) (School/site/district) issued a secure alert at (time) due to (insert incident, i.e., a suspicious person, dangerous animal, or a first responder scenario on or near campus). Our staff has accounted for everyone on-site, and all students and staff are safe (*share this only if you can confirm this info*). No one is allowed to enter the site at this time. We will provide updates as information becomes available.

*Optional: (You can also direct the public to another agency website or social media page)*

Please check our (website/social media page) for the most updated information. (provide links).

#### Additional Talking Points:

- We are cooperating and working closely with law enforcement to provide our complete support in every way possible.
- Our first priority is for the safety and well-being of our students, their families, and our staff.
- Every Butte County school has established a safety plan and procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.

#### Escaped Convict

- (School/site/district) has issued a secure alert due to an escaped inmate from (enter jail, e.g., Butte County Jail).
- Our (school/site/district) has no reason to believe that we will be affected. The alert is out of caution.
- If you see something, please report it by calling 9-1-1.

#### Stand-off

- (School/site/district) has issued a secure alert after a police stand-off with a (man/woman/suspect) barricaded in a (location) near the school.
- At this time, all students and staff are safe and sheltering in classrooms.
- Once we release the lockdown, parents will be able to pick up their children. Please make sure the individual picking up your child is listed on your child's emergency card and has proper identification.
- Our first concern is our students' safety and well-being, their families, and those impacted by this event. We are cooperating and working closely with law enforcement to provide our complete support to help in any way possible.



## **Lockdown**

**To be used when time allows.** A lockdown is called when danger is imminent. Lockdown requires all staff and students to seek physical safety from physical assault as possible by utilizing physical barriers and hiding places. A lockdown is an emergency response to immediate danger.

### **Email:**

**Subject Line:** (TIME) Important Message: (Insert school/site/district name) has issued a lockdown

This message is to inform you that (school/site/district) has issued a lockdown alert due to (insert incident, i.e., an unarmed, hostile intruder, or an armed, hostile intruder on campus). First responders are aware and are responding to the situation.

No one is allowed to enter the site at this time. The safety of our students and staff is our priority. We have trained our staff in lockdown procedures. We will update as information becomes available or as the situation changes. (Reunification location) is our intended reunification point. Thank you for your patience during this event.

### **Phone:**

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) has issued a lockdown alert due to (insert incident, i.e., an intruder on campus). First responders are aware and are responding to the situation.

No one is allowed to enter the site at this time. The safety of our students and staff is our priority. We have trained our staff in lockdown procedures. We will update as information becomes available or as the situation changes. (Reunification location) is our intended reunification point. Thank you for your patience during this event.

### **Text: (Check character limit)**

(School/site/district) has issued a lockdown alert. Authorities are aware. Check email or phone for info.

### **Social Media:**

**Not advised when there is an intruder for security reasons. Consider using social media when searching for a student.**

(School/site/district) is under a lockdown due to (insert incident, i.e., an intruder on campus). First responders are aware and are responding to the situation. No one is allowed to enter the site at this time. (Reunification location) is our intended reunification point.

The safety of our students and staff is our priority. We have trained our staff in lockdown procedures. We will update as information becomes available or as the situation changes. Thank you for your patience during this event.

#### *Optional Addition for Social Media Messaging*

A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.

**Update Messaging: Add a timestamp to each update**

1. (TIME) (School/site/district) issued a lockdown alert at (time) due to (insert incident, i.e., an intruder on campus). All students and staff are safe (share this only if you can confirm this info). All entrances to campus have been closed and locked, and we will not release students at this time. We will provide updates as information becomes available.

2. (TIME) This message is being sent to give you the facts we have available to us at this moment regarding the incident at (school/site/district) today. (Insert incident facts. An armed intruder entered the site/there was a shooting/first responders transported those who have sustained injuries to the hospital/etc.) (Reunification location) is our intended reunification center for students. We will arrange transportation to take students who remain at (school/site/district) to (reunification location).

*Optional: (You can also direct the public to another agency website or social media page)*  
Please check our (website/social media page) for the most updated information. (provide links).

#### **Additional Talking Points:**

- We are cooperating and working closely with law enforcement to provide our complete support in every way possible.
- Our first priority is for the safety and well-being of our students, their families, and our staff.
- Resources will be available to respond to students and parents as needed.
- Every Butte County school has established a safety plan and procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.

#### **Abduction or Attempted Abduction**

Additional resources include local county partners (Sheriff's Office, Butte County CalFire, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)

- (School/site/district) issued a lockdown alert after an (abduction/attempted abduction) of one of our students.
- We are cooperating and working closely with law enforcement to provide our complete support in every way possible.
- Our first priority is for the safety and well-being of our students, their families, and our staff.
- We have contacted the family(ies) of the student(s) involved in this incident.
- We remind all parents and children to exercise caution at this time.
- Police have indicated that if you observe suspicious activity, you should call 9-1-1.
- If you wish to pick up your child, please contact the school office (phone number). Identification will be required before a student is released.
- We (reviewed/will review) safety precautions with students and remind(ed) them to walk in groups or pairs rather than alone, and to be alert to what is going on around them.
- We share your desire to keep all children safe, and we will keep you informed of any new developments.

## **INCIDENT OFF-SITE STATEMENTS**

Use Off-Site Incident Statements for off-site events that affect students, staff, or a site but did not occur or are not actively taking place on campus.

Off-Site Incident Statements can escalate to an On-site Crisis Statement, or an Injury or Death Statement, depending on the situation. Please refer to the proper message if an off-site incident escalates.

Be sure to include:

- Empathy
- Here are the facts (reinforce that the district followed their safety protocol)
- Those involved in supporting the effort
- What is being done right
- Current status and next steps
- Sources of additional information (website, hotline, etc.)

## **Transportation Accident**

Use the template below when there are no injuries or fatalities. See injury or fatality message template if needed.

Due to state and federal regulations regarding the recording requirements for transportation incidents involving school vehicles and children, the organization may experience inquiries from national news organizations. See media statements and protocols that begin on page 53.

### **Email:**

**Subject Line:** Important Message: (Insert school/site/district name) had a transportation accident; students and staff are safe

(School/site/district), transportation route (insert route name/number) had a vehicle involved in an accident. Students on the vehicle are safe. We may delay other transportation routes to assist with the student (drop-off/pick-up).

The driver followed all safety policies and procedures, and immediate families of the students on board have been contacted with additional information.

We are relieved that no students were seriously injured. We have (personnel/first responders) on the accident scene to keep parents, guardians, students, and the community informed of any developments. Thank you for your patience and understanding during this event.

### **Phone:**

Hello, this is (insert name) of (school/site/district) calling to inform you that (school/site/district), transportation route (insert route name/number), had a vehicle involved in an accident. Students on the vehicle are safe. We may delay other transportation routes to assist with the student (drop-off/pick-up).

The driver followed all safety policies and procedures, and immediate families of the students on board have been contacted with additional information.

We are relieved that no students were seriously injured. We have (personnel/first responders) on the accident scene to keep parents, guardians, students, and the community informed of any developments. Thank you for your patience and understanding during this event.

**Text: (Check character limit)**

There was a school bus accident involving students from (school/site/district). No children were injured. Please check your email for more info.

**Update Messaging: Add a timestamp to each update**

(TIME)(School/site/district) transportation route (insert route name/number), had a vehicle involved in an accident today at (time). The following transportation routes are delayed to assist with the student (drop-off/pick-up).

- (List routes that are delayed.)

*Optional: (You can also direct the public to another agency website or social media page)*

*Please check our (website/social media page) for the most updated information. (provide links).*

## **Shooting Incident – Gun in Proximity to the Site**

This incident alert can escalate to a Secure Alert or a Lockdown Alert or, it can be resolved quickly with no need to escalate, depending on the circumstances.

Scope of influence: 1-mile circle or 1/2-mile radius. Depending on action needed, refer to the corresponding message

### **Email:**

**Subject Line:** Important Message: Weapon in proximity of (Insert school/site/district name); students and staff are safe.

This message is to inform you that (school/site/district) received notification that there is an armed person close to our site. There is no immediate danger to our site, and we are following the requests of law enforcement.

We have issued a cautionary secure alert. Our students' safety is our top priority, and all employees will follow their training in site safety procedures. No one is allowed to enter the school until we release the cautionary secure alert.

We will continue to send updates as we receive more information. Thank you for your patience and understanding during this event.

### **Phone:**

Hello, this is (insert name) of (school/site/district) calling to inform you that (school/site/district) ) received notification that there is an armed person close to our site. There is no immediate danger to our site, and we are following the requests of law enforcement.

We have issued a cautionary secure alert. Our students' safety is our top priority, and all employees will follow their training in site safety procedures. No one is allowed to enter the school until we release the cautionary secure alert.

We will continue to send updates as we receive more information. Thank you for your patience and understanding during this event.

### **Text: (Check character limit)**

Police activity near (school/site/district). All students and staff are safe. We're following the requests of law enforcement. No one is allowed to enter the site until further notice.

**A social media message is not advised for this initial message type. During a cautionary secure alert, do not insight panic by sharing too broadly. If the incident escalates, move to the necessary messaging – see Secure or Lockdown.**

### **Update Messaging: Add a timestamp to each update**

This message can be posted to social media.

(TIME) (School/site/district) issued a cautionary secure alert at (time) due to an armed person close to our site. We cooperated with law enforcement and, under their advisement, have released the cautionary secure alert.

Our students' safety is our top priority, and all employees are trained in site safety policies and procedures to handle events such as this effectively. Thank you for your patience and understanding during this event.

*Optional: (You can also direct the public to another agency website or social media page)  
Please check our (website/social media page) for the most updated information. (Insert URLs).*

## **INCIDENT THAT REQUIRES FAMILY CONSULTING**

Any personal identification information regarding the injured or deceased parties **MUST** be approved by the party or party's family before being shared.

Use the messages below when there is no longer a threat. The message should come from a site Administrator or the Superintendent.

Incidents that occur during school-sponsored events (i.e., field trips, dances, sporting events) where students and/or staff are present will fall under these categories.

**Additional Information to Share with Permission:**

- Any names, addresses, or other personal information.
- A webpage where families are accepting donations to assist with medical costs. Check with Board and Superintendent policy before sharing.
- Address to send flowers or cards.
- A webpage where families of those who have passed are accepting donations. Check with Board and Superintendent policy before sharing.
- Links to scholarship funds set up in honor of those who have passed. Check with Board and Superintendent policy before sharing.

**Incident On-Site Causes Injury**

**Email:**

**Subject Line:** Incident Occurred at (Insert school/site/district name)

Hello, this is (insert name, title) of (school/site/district). At (time) (today/yesterday/date) we experienced an (Incident Type, i.e., evacuation, lockdown, weapon on campus). First and foremost - our hearts go out to the families of those affected by this terrible incident. Words are insufficient in times such as these.

Nevertheless, we want to give you the facts we have available to us.

There are reported injuries but no fatalities at this time. All injured persons have been transported to the hospital, and their immediate families have been contacted. We are hopeful for a full and speedy recovery.

Law enforcement is directing an investigation, and we will cooperate with them to ensure they have what they need. We will provide more information when we are able.

*Optional Paragraph:*

*(Location) is our reunification center. We have arranged transportation to take staff and students who remain at (school/site/district) to our reunification center.*

We are currently formulating a plan to care for our school and our community, and we will share updates as we learn more. Right now, we must acknowledge that students and staff involved in the incident will process the event differently. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again

- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, feel free to contact your child's teacher, the school counselors, or the administrative staff.

Thank you for your understanding during this difficult time.

Sincerely,

(Name, Title)

**Phone:**

Hello, this is (insert name, title) of (school/site/district). At (time) (today/yesterday/date) we experienced an (Incident Type, i.e., evacuation, lockdown, weapon on campus). First and foremost - our hearts go out to the families of those affected by this terrible incident. Words are insufficient in times such as these.

Nevertheless, we want to give you the facts we have available to us.

There are reported injuries but no fatalities at this time. All injured persons have been transported to the hospital, and their immediate families have been contacted. We are hopeful for a full and speedy recovery.

Law enforcement is directing an investigation, and we will cooperate with them to ensure they have what they need. We will provide more information when we are able.

*Optional Paragraph:*

*(Location) is our reunification center. We have arranged transportation to take staff and students who remain at (school/site/district) to our reunification center.*

We are currently formulating a plan to care for our school and our community, and we will share updates as we learn more. Right now, we must acknowledge that students and staff involved in the incident will process the event differently. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, feel free to contact your child's teacher, the school counselors, or the administrative staff.

Thank you for your understanding during this difficult time. Together, we will get through this.

**Text: (Check character limit)**

(School/site/district) experienced an incident. There are reported injuries. Please check your email or phone for additional info.

**Social Media:** For this type of event, use the message below to create an official statement from the site administrator or Superintendent. Post the statement on the site's official website as a PDF and share a link to the document on social media.

Title: **(Name, Title) Responds to (Incident Type) at (School/Site/District)**

At **(time) (today/yesterday/date)** we experienced an **(Incident Type, i.e., evacuation, lockdown, weapon on campus)**.

First and foremost - our hearts go out to the families of those affected by this terrible incident. Words are insufficient in times such as these.

Nevertheless, we want to give you the facts we have available to us.

There are reported injuries but no fatalities at this time. All injured persons have been transported to the hospital, and their immediate families have been contacted. We are hopeful for a full and speedy recovery.

Law enforcement is directing an investigation, and we will cooperate with them to ensure they have what they need. We will provide more information when we are able.

*Optional Paragraph:*

*(Location) is our reunification center. We have arranged transportation to take staff and students who remain at (school/site/district) to our reunification center.*

We are currently formulating a plan to care for our school and our community, and we will share updates as we learn more. Right now, we must acknowledge that students and staff involved in the incident will process the event differently. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, feel free to contact your child's teacher, the school counselors, or the administrative staff.

Thank you for your understanding during this difficult time.

Sincerely,

**(Name, Title)**

**Additional Talking Points:**

- We are cooperating with law enforcement to provide our complete support in every way possible.
- Our first concern is our students' safety and well-being, their families, and those impacted by this terrible event.
- We have closed the area for a thorough investigation to determine what happened and are working closely with law enforcement to provide all information they require. (Confirm if the incident was discovered by staff or students)

## Medical Related Incident

- We recognize that accidents and medical emergencies can and do happen. We have personnel trained in First Aid and CPR to ensure the safety of our students and staff.
- School counselors and administrators are available to respond to students and parents as needed.
- Each year, students' parents or guardians are requested to update the Student Health Information Form (**or another form name**). The form provides us with the student's current health condition and any known significant health conditions or allergies that may require school personnel to provide emergency care. Please make sure your child's form is up to date.
- Every Butte County school has established a safety plan and procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.
- Butte County Office of Education staff members stands ready, as do community partners such as County Behavioral Health, to provide resources to help students and staff who need additional resources to process this tragedy.

## **Incident On-Site Incident Causes Death**

**Email:**

**Subject Line:** Incident Occurred at (Insert school/site/district name)

Hello, this is (insert name, title) of (school/site/district). At (time) (today/yesterday/date) we experienced an (Incident Type, i.e., evacuation, lockdown, weapon on campus). We are heartbroken to report that there (have been fatalities/is a fatality). First and foremost - our hearts go out to the families of those affected by this terrible incident. Words are insufficient in times such as these.

Immediate family members have been contacted. No additional information is available at this time. We ask that everyone respect the family(ies) during this time of grief.

Law enforcement is directing an investigation, and we will cooperate with them to ensure they have what they need. We will provide more information when we are able.

We are deeply saddened by what took place today in this highly unusual event. We are currently formulating a plan to care for our school and our community, and we will share updates as we learn more. Right now, we must acknowledge that students and staff involved in the incident will process the event differently. Please be sensitive to any changes in your child's behavior. Encourage your child to express their feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Butte County Office of Education staff members stands ready (as do community partners such as County Behavioral Health) to provide resources to help students and staff who need additional resources to process this tragedy.

Thank you for your ongoing support and understanding during this difficult time.

Sincerely,

(Name, Title)

**Phone:**

Hello, this is (insert name, title) of (school/site/district). At (time) (today/yesterday/date) we experienced an (Incident Type, i.e., evacuation, lockdown, weapon on campus). We are heartbroken to report that there (have been fatalities/is a fatality). First and foremost - our hearts go out to the families of those affected by this terrible incident. Words are insufficient in times such as these.

Immediate family members have been contacted. No additional information is available at this time. We ask that everyone respect the family(ies) during this time of grief.

Law enforcement is directing an investigation, and we will cooperate with them to ensure they have what they need. We will provide more information when we are able.

We are deeply saddened by what took place today in this highly unusual event. We are currently formulating a plan to care for our school and our community, and we will share updates as we learn more. Right now, we must acknowledge that students and staff involved in the incident will process the event differently. Please be sensitive to any changes in your child's behavior. Encourage your child to express their feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Butte County Office of Education staff members stands ready (as do community partners such as County Behavioral Health) to provide resources to help students and staff who need additional resources to process this tragedy.

Thank you for your ongoing support and understanding during this difficult time.

**Text: A text message is not advised for this message type.**

**Social Media:** For this type of event, use the message below to create an official statement from the site administrator or Superintendent. Post the statement on the site's official website as a PDF and share a link to the document on social media.

Title: (Name, Title) Responds to (Incident Type) at (School/Site/District)

At (time) (today/yesterday/date) we experienced an (Incident Type, i.e., evacuation, lockdown, weapon on campus). We are heartbroken to report that there (have been fatalities/is a fatality). First and foremost - our hearts go out to the families of those affected by this terrible incident. Words are insufficient in times such as these.

Immediate family members have been contacted. No additional information is available at this time. We ask that everyone respect the family(ies) during this time of grief.

Law enforcement is directing an investigation, and we will cooperate with them to ensure they have what they need. We will provide more information when we are able.

We are deeply saddened by what took place today in this highly unusual event. We are currently formulating a plan to care for our school and our community, and we will share updates as we learn more. Right now, we must acknowledge that students and staff involved in the incident will process the event differently. If you are a child's guardian, please be sensitive to any changes in your child's behavior. Please encourage your child to express their feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating

- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Butte County Office of Education staff members stands ready (as do community partners such as County Behavioral Health) to provide resources to help students and staff who need additional resources to process this tragedy.

Thank you for your ongoing support and understanding during this difficult time.

Sincerely,

(Name, Title)

**Additional Talking Points:**

- The perpetrator has been taken into custody by police.
- Unfortunately, there have been fatalities, but no further information is available at this time. Families have been contacted.
- Our first concern is for the safety and security of our students and staff.
- Grief counselors are available to students and staff who have been affected by this loss.
- We have closed the area for a thorough investigation to determine what happened and are working closely with law enforcement to provide all information they require. (Confirm if the incident was discovered by staff or students)
- We applaud our school officials, who responded swiftly to the incident by immediately contacting emergency services.
- Every Butte County school has established a safety plan and procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.

## **Incident Off-Site Causes Injury or Death**

This message should come from a site Administrator or the Superintendent. This message should be used as a "we have resources to assist" message. **DO NOT** share information that is not ours without the approval of those directly impacted by the incident.

### **Email:**

**Subject Line:** Incident Occurred that Impacts (Insert school/site/district name)

Hello, this is (insert name, position) of (school/site/district). We received news that some of our students have been impacted by (the injury of another school member/the death of a school member).

We acknowledge that students affected by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Our goal is to continue to provide a safe, nurturing environment for our students, and we are here to help. (Additional resources are available on our website at \_\_\_\_\_).

Sincerely,

(Name, Title)

### **Phone:**

Hello, this is (insert name, position) of (school/site/district). We received news that some of our students have been impacted by (the injury of another school member/the death of a school member).

We acknowledge that students affected by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Our goal is to continue to provide a safe, nurturing

environment for our students, and we are here to help. (Additional resources are available on our website at \_\_\_\_\_). Together, we will get through this.

**Text: (Check character limit)**

(School/site/district) has been impacted by an incident that occurred off-site. We have resources available if needed. Please check your email or phone for additional info.

**Social Media:**

We received news that some of our students have been impacted by (the injury of another school member/the death of a school member). First and foremost, our thoughts are with the families of those involved.

We acknowledge that students affected by the incident will process this in their own way. We have counselors on-site to help students process this event. If a parent or guardian has concerns about their child's reactions to this incident, please reach out to our staff. Our goal is to continue to provide a safe, nurturing environment for our students, and we are here to help. (Additional resources are available on our website at \_\_\_\_\_).

**Additional Talking Points:**

**Suicide:**

- We are deeply saddened by what has occurred today. Our hearts go out to the family.
- Counseling services are available for students and staff who have been affected.
- Our first concern is for the safety and well-being of our students.
- School officials are cooperating with law enforcement to provide any information they can.

**Resources:**

- Behavioral Health Access and Crisis Line: 1-888-724-7240 (Hearing Impaired TTY: 619-641-6992) Professional counselors will answer your call and help you through a crisis. Counselors offer a broad range of services, including crisis and suicide intervention and referrals to appropriate mental health professionals or programs for face-to-face services. Assistance is available in Spanish and other languages, 24 hours a day, seven days a week.
- National Suicide Prevention Lifeline: 800-273-TALK (8255)

## **POST CRISIS MESSAGES**

Send an all-clear message when a situation is over, and there is no longer any danger. For text messages, include a phone number that parents can call to receive more information. Not all guardians will have the ability to check their email for more details.

## **School / Site / District Clear to Reopen**

### **Email:**

**Subject Line:** (TIME) Important Message: (Insert school/site/district name) is All-Clear to Reopen

This message is to inform you that the (school/site/district) has received the all-clear to reopen. We will resume (school/work/attendance) on (date) at (time).

If you are still in need of additional resources, please visit our website at \_\_\_\_\_ or call (list agency with resources, e.g., Butte County, Butte County Sheriff, etc.).

We want to thank the (list agencies involved) who helped ensure student, staff, and family safety. We look forward to seeing everyone return.

### **Phone:**

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) is all clear to reopen on (date). If you are still in need of additional resources, please visit our website at \_\_\_\_\_ or call (list agency with resources, e.g., Butte County, Butte County Sheriff, etc.).

We want to thank the (list agencies involved) who helped ensure student, staff, and family safety. We look forward to seeing everyone return.

### **Text: (Check character limit)**

(School, site, or district) is clear to reopen on (date). We look forward to seeing everyone return. Please check email for additional resources.

### **Social Media:**

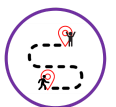
(School/site/district) has received the all-clear to reopen. (School/work/attendance) will resume on (date) at (time).

We want to thank the (list agencies involved) who helped ensure student, staff, and family safety. We look forward to seeing everyone return.

If you are still in need of additional resources, please visit our website at \_\_\_\_\_ or call (list agency with resources, e.g., Butte County, Butte County Sheriff, etc.).

#### *Optional Addition for Social Media Messaging*

*A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.*



## **Evacuation Reunification**

### **Email:**

**Subject Line:** (TIME) Important Message: Reunification Information following Evacuation of (Insert school/site/district name)

This message is to inform you that (school/site/district) was evacuated due to (insert incident, i.e., fire, flood, explosive threat, etc.). *All students and staff are accounted for and are safe. (Only if you know this is a fact)*

Students (must/can) be picked up at (enter location) at approximately (time). Please bring identification. We will only release students to authorized adults.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help on-site. We also have resources for families available on our website (insert URL).

Please call (insert phone number that someone is answering) to speak to someone regarding the reunification center. Please note that call wait times are longer than usual. Please (remain on the line/continue to call back) while we respond to all incoming inquiries. We thank you for your patience and understanding during this event.

If you are still in need of additional resources, please visit our website at \_\_\_\_\_ or call (list agency with resources, e.g., Butte County, Butte County Sheriff, etc.).

### **Phone:**

Hello, this is (insert name) of (school/site/district) calling to inform you that (school/site/district) was evacuated due to (insert incident, i.e., fire, flood, explosive threat, etc.). *All students and staff are accounted for and are safe. (Only if you know this is a fact)*

Students (must/can) be picked up at (enter location) at approximately (time). Please bring identification. We will only release students to authorized adults.

Please call (insert phone number that someone is answering) to speak to someone regarding the reunification center. Please note that call wait times are longer than usual. Please (remain on the line/continue to call back) while we respond to all incoming inquiries. We thank you for your patience and understanding during this event.

If you are still in need of additional resources, please visit our website at \_\_\_\_\_ or call (list agency with resources, e.g., Butte County, Butte County Sheriff, etc.).

### **Text: (Check character limit)**

(School/site/district) has evacuated. Children (must/can) be picked up at (insert location). I.D. is required. See email for info or call (phone number).

**Social Media: Do not post on social media if there is a threat from a person or terrorist group. Do not share exact locations for reunification for safety measures.**

(School/site/district) has evacuated. A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info and receive the necessary information regarding reunification.

Please note that call wait times are longer than usual. Please (remain on the line/continue to call back) while we respond to all incoming inquiries. We thank you for your patience and understanding during this event.

If you are still in need of additional resources, please visit our website at \_\_\_\_\_ or call (list agency with resources, e.g., Butte County, Butte County Sheriff, etc.).

## **Shelter All-Clear**

### **Email:**

**Subject Line:** Important Message: (Insert school/site/district name) is All Clear

(School/site/district) has released the secure alert. *All students and staff are safe. (Only if known)* A (insert incident, i.e., earthquake/severe weather/hazmat issue on or near campus). We immediately initiated our shelter procedures.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded swiftly, and our team, who followed our safety procedures quickly.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help. We also have resources for families available on our website (insert URL).

#### *Option 1*

Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

#### *Option 2*

We are releasing students. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info). Thank you for your patience during this event.

### **Phone:**

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) has released the secure alert. *All students and staff are safe. (Only if known)*

A (insert incident, i.e., earthquake/severe weather/hazmat issue on or near campus). We immediately initiated our shelter procedures.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded swiftly, and our team, who followed our safety procedures quickly.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help. We also have resources for families available on our website (insert URL).

#### *Option 1*

Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

#### *Option 2*

We are releasing students. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info). Thank you for your patience during this event.

### **Text: (Check character limit)**

(School/site/district) is no longer sheltering. Please see your email for more info or call (phone number).

### **Social Media:**

(School/site/district) has released the shelter alert. *All students and staff are safe. (Only if known)*

A message was sent to all parents/guardians via (**text, email, phone**) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (**insert contact info**) to update your info.

*Option 1*

*Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (**enter contact info**). Thank you for your patience during this event.*

*Option 2*

*We are releasing students. An authorized adult must pick up children at the (**school/site/district**). If you have questions or concerns, please call our office (**enter contact info**).*

Please note that call wait times are longer than usual. Please (**remain on the line/continue to call back**) while we respond to all incoming inquiries. We thank you for your patience and understanding during this event.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help. We also have resources for families available on our website (**insert URL**).

Community resources are available on (**our website - insert URL/list agency URLs with resources, e.g., Butte County, Butte County Sheriff, etc.**).

## **Secure All-Clear**

### **Email:**

**Subject Line:** Important Message: (Insert school/site/district name) is All-Clear

(School/site/district) has released the secure alert. *All students and staff are safe. (Only if known)* A (insert incident, i.e., suspicious person, dangerous animal, or a first responder scenario on or near campus). We immediately initiated our secure alert procedures.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded swiftly, and our team, who followed our safety procedures quickly. We want to remind parents and guardians that if they see suspicious activity within a block of our site, they should report it.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help. We also have resources for families available on our website (insert URL).

#### *Option 1*

Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

#### *Option 2*

We are releasing students. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info). Thank you for your patience during this event.

### **Phone:**

Hello, this is (insert name) of (insert school/site/district) calling to inform you that (school/site/district) has released the secure alert. *All students and staff are safe. (Only if known)*

A (insert incident, i.e., suspicious person, dangerous animal, or a first responder scenario on or near campus). We immediately initiated our secure alert procedures.

The safety of our students and staff is our priority. We are grateful to local first responders and our team, who followed our safety procedures quickly. We want to remind parents that if they see suspicious activity within a block of our site, they should report it.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help. We also have resources for families available on our website (insert URL).

#### *Option 1*

Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.

#### *Option 2*

We are releasing students. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info). Thank you for your patience during this event.

### **Text: (Check character limit)**

(School/site/district) has released the secure alert. Please see your email for more info or call (phone number).

## Social Media:

(School/site/district) has released the secure alert. *All students and staff are safe. (Only if known)* The safety of our students and staff is our priority. We are grateful to local first responders and our team, who followed our safety procedures quickly. We want to remind parents that if they see suspicious activity within a block of our site, they should report it.

A message was sent to all parents/guardians via (text, email, phone) with accurate contact info on file and if they have opted to receive notifications. If you did not receive a message, please contact (insert contact info) to update your info.

### Option 1

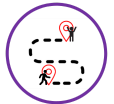
*Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.*

### Option 2

*We are releasing students. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info).*

Please note that call wait times are longer than usual. Please (remain on the line/continue to call back) while we respond to all incoming inquiries. We thank you for your patience and understanding during this event.

Students may have questions about what happened today. To help them process the event, we have counselors and staff available to help. We also have resources for families available on our website (insert URL).



## **Lockdown All-Clear / Reunification**

### **Email:**

**Subject Line:** (TIME) Important Message: (Insert school/site/district name) lockdown is lifted

This message is to inform you that the lockdown for (school/site/district) has been lifted. Law enforcement has notified us that the suspect is in custody and that there is no outstanding suspect.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded immediately and came to our site to address the situation. We also want to thank our team, who followed their safety training procedures quickly. (Because of our training and the swift response, we can confirm there are no injuries resulting from today's event.)

We acknowledge that students impacted by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. We have counselors on-site to assist with students processing today's event. Additional resources are available on our website (insert link).

#### *Option 1*

*Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (enter contact info). Thank you for your patience during this event.*

#### *Option 2*

*We are releasing students at this time. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office (enter contact info). Thank you for your patience during this event.*

#### *Option 3*

*We will be transporting students to our reunification center at (enter location). Students (must/can) be picked up at our reunification center at approximately (time). Please bring identification. We will only release students to authorized adults.*

We are currently formulating a plan to care for our school and our community - and will continue sharing updates as we learn more - including the plan for the days ahead.

We will continue to work together with law enforcement and our community partners. We encourage families to check with our website (enter URL) for regular updates.

### **Phone:**

Hello, this is (insert name) of (insert school/site/district) calling to inform you that the lockdown for (school/site/district) has been lifted. Law enforcement has notified us that the suspect is in custody and that there is no other suspect.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded immediately and came to our site to address the situation. We also want to thank our team, who followed their safety training procedures quickly. (Because of our training and the swift response, we can confirm there are no injuries resulting from today's event.)

We acknowledge that students impacted by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. We have counselors on-site to assist with students processing today's event. Additional resources are available on our website (insert link).

#### Option 1

*Student pick-up will continue as usual. If you wish to pick your child up early, please call our office (**enter contact info**). Thank you for your patience during this event.*

#### Option 2

*We are releasing students at this time. An authorized adult must pick up children at the (**school/site/district**). If you have questions or concerns, please call our office (**enter contact info**). Thank you for your patience during this event.*

#### Option 3

*We are transporting students to our reunification center at (**enter location**). Students (**must/can**) be picked up at our reunification center at approximately (**time**). Please bring identification. We will only release students to authorized adults.*

We are currently formulating a plan to care for our school and our community - and will continue sharing updates as we learn more - including the plan for the days ahead.

We will continue to work together with law enforcement and our community partners. We encourage families to check with our website (**enter URL**) for regular updates.

#### **Text: (Check character limit)**

(**School/site/district**) lockdown is lifted. All students and staff are safe. Please check your email or call (**enter phone number**) for more info.

#### **Social Media: (Check character limit)**

For this type of event, use the message below to create an official statement from the site administrator or Superintendent. Post the statement on the site's official website as a PDF and share a link to the document on social media.

Title: (**Name, Title**) Responds to a (**Insert Incident**) at (**School/Site/District**)

At (**time**) (**today/yesterday/date**), we experienced an (**insert incident, i.e., an unarmed, hostile intruder, or an armed, hostile intruder on campus**). Law enforcement has notified us that the suspect is in custody and that there is no other suspect. The lockdown for (**school/site/district**) has been lifted.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded immediately and came to our site to address the situation. We also want to thank our team, who followed their safety training procedures quickly. (**Because of our training and the swift response, we can confirm there are no injuries resulting from today's event.**)

We sent a message via (**text, email, phone**) to all families with accurate contact info on file and if they opted to receive notifications. If you did not receive a message, please contact (**insert contact info**) to update your info and obtain information regarding student pick up.

We acknowledge that students impacted by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. We have counselors on-site to assist with students processing today's event. Additional resources are available on our website (**insert link**).

We are currently formulating a plan to care for our school and our community - and will continue sharing updates as we learn more - including the plan for the days ahead.

We will continue to work together with law enforcement and our community partners. We encourage families to check with our website ([enter URL](#)) for regular updates. Thank you for your patience and understanding during this event.

Sincerely,

(Name, Title)

## **Shooting Incident – Gun on Campus**

A gun on campus will initially fall under a lockdown notification in response to immediate danger. Use this all-clear message when there is no longer a threat, and there are no injuries or fatalities. A Superintendent or site administrator should send this message.

### **Email:**

**Subject Line:** (TIME) Important Message: (Insert school/site/district name) had an armed intruder on campus; students and staff are safe

At (time) (today/yesterday/date), we experienced (an armed, hostile intruder, or a shooting at our site). Law enforcement has notified us that the suspect is in custody and they have seized a weapon. We have been told that there is no other suspect.

The safety of our students and staff is our priority. We are grateful to local law enforcement, who responded immediately and came to our site to address the situation. We also want to thank our team, who followed their safety training procedures quickly. (Because of our training and the swift response, we can confirm there are no injuries resulting from today's event.)

At this time, this is an open investigation under (local police department). We will continue to collaborate with law enforcement, who responded immediately to the incident. We understand that there may be additional questions, and other information will be shared when we are able.

#### *Option 1*

*Student pick-up will continue as usual. If you wish to pick your child up early, please call our office ([enter contact info](#)). Thank you for your patience during this event.*

#### *Option 2*

*We are releasing students at this time. An authorized adult must pick up children at the (school/site/district). If you have questions or concerns, please call our office ([enter contact info](#)). Thank you for your patience during this event.*

#### *Option 3*

*We are transporting students to our reunification center at ([enter location](#)). Students ([must/can](#)) be picked up at our reunification center at approximately (time). Please bring identification. We will only release students to authorized adults.*

We acknowledge that students impacted by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Our goal is to continue to provide a safe, nurturing environment for our students, and we are here to help. Additional resources are available on our website ([insert URL](#)).

We are currently formulating a plan to care for our school and our community - and will continue sharing updates as we learn more - including the plan for the days ahead. Thank you for your patience and understanding during this event.

Sincerely,

(Name, Title)

**Phone:**

Hello, this is ([insert name, title](#)) of ([school/site/district](#)) calling to inform you that ([school/site/district](#)) experienced ([an armed, hostile intruder, or a shooting at our site](#)). Law enforcement has notified us that the suspect is in custody and they have seized a weapon. We have been told that there is no other suspect.

The safety of our students and staff is our priority. We want to thank our team, who followed their lockdown training procedures quickly. We are also grateful to local law enforcement, who responded immediately and came to our site to address the situation. ([Because of our training and the swift response, we can confirm there are no injuries resulting from today's event.](#))

At this time, this is an open investigation under ([local police department](#)), and we will continue to collaborate with them. We understand that there may be additional questions, and updates will be shared when we are able.

*Option 1*

*Student pick-up will continue as usual. If you wish to pick your child up early, please call our office ([enter contact info](#)). Thank you for your patience during this event.*

*Option 2*

*We are releasing students at this time. An authorized adult must pick up children at the ([school/site/district](#)). If you have questions or concerns, please call our office ([enter contact info](#)). Thank you for your patience during this event.*

*Option 3*

*We are transporting students to our reunification center at ([enter location](#)). Students ([must/can](#)) be picked up at our reunification center at approximately ([time](#)). Please bring identification. We will only release students to authorized adults.*

We acknowledge that students impacted by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. Over the next few days, encourage your child to express his or her feelings and listen attentively.

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

If you have any concerns about your child's reactions to this incident, please reach out to your child's teacher, the school counselors, or the administrative staff. Our goal is to continue to provide a safe, nurturing environment for our students, and we are here to help. Additional resources are available on our website ([insert URL](#)).

We are currently formulating a plan to care for our school and our community - and will continue sharing updates as we learn more - including the plan for the days ahead. Thank you for your patience and understanding during this event.

**Text: (Check character limit)**

([School/site/district](#)) experienced an armed intruder on campus. Students and staff are safe. Law enforcement is handling the situation. Please check your email or call ([enter phone number](#)) for info.

**Social Media:**

For this type of event, use the message below to create an official statement from the site administrator or Superintendent. Post the statement on the site's official website as a PDF and share a link to the document on social media.

Title: (**Name, Title**) Responds to an Armed Intruder Incident at (**School/Site/District**)

At (**time**) ([today/yesterday/date](#)), we experienced an ([insert incident, i.e., an unarmed, hostile intruder, or an armed, hostile intruder on campus](#)). Law enforcement has notified us that the suspect is in custody and that there is no other suspect. The lockdown for ([school/site/district](#)) has been lifted.

The safety of our students and staff is our priority. We never want to be in this situation but are thankful we were prepared to handle it. We want to thank our team, who followed their lockdown training procedures quickly. We are also grateful to local law enforcement, who responded immediately and came to our site to address the situation. ([Because of our training and the swift response, we can confirm there are no injuries resulting from today's event.](#))

At this time, this is an open investigation under ([local police department](#)), and we will continue to collaborate with them. We understand that there may be additional questions, and updates will be shared when we are able.

We sent a message via ([text, email, phone](#)) to all families with accurate contact info on file and if they opted to receive notifications. If you did not receive a message, please contact ([insert contact info](#)) to update your info and obtain information regarding student pick up.

Our goal is to continue to provide a safe, nurturing environment for our students, and we are here to help. We acknowledge that students impacted by the incident will process this in their own way. Please be sensitive to any changes in your child's behavior. Over the next few days, please encourage your child to express their feelings and listen attentively. We have counselors on-site to assist with students processing today's event. Additional resources are available on our website ([insert URL](#)).

Some of the common reactions that children experience when reacting to a traumatic event are:

- Restlessness, nervous behavior
- Trouble concentrating
- Difficulty sleeping, nightmares
- "Clingy" behavior, fear of being alone
- Asking questions over and over again
- Remembering previous losses and events

We are currently formulating a plan to care for our school and our community - and will continue sharing updates as we learn more - including the plan for the days ahead.

Sincerely,

(Name, Title)

**Additional Talking Points:**

- We are cooperating with law enforcement to provide our complete support in every way possible.
- Our first concern is our students' safety and well-being, their families, and those impacted by this distressing event.
- We have requested additional school counselors and administrators to respond to students and parents as needed.
- Every Butte County school has established a safety plan and procedures that contribute to maintaining a safe learning environment for our students. In the wake of this incident, school personnel will be reviewing those plans and continuing our ongoing relationship with law enforcement to ensure we do everything we can to maintain our schools' safety and security.
- Butte County Office of Education staff members stands ready, as do community partners such as County Behavioral Health, to provide resources to help students and staff who need additional resources to process this tragedy.

## MEDIA

## **Addressing the Media**

Note: The only employees with authority to address the media are Cabinet members and the PIO.

### **Responding to Phone Inquiries**

#### **When reporters call:**

Contact the Superintendent and the designated point person when contacted by media. The designated point person will interpret the reporter's needs and connect the reporter with the appropriate resource. Please wait for instructions before providing information to a media representative. Document a media log to keep track of the date, time, contact name, contact number, deadline, follow-up actions, etc., for current and future reference.

While waiting for assistance, remember that you are representing the County Office, so please be courteous. Everything you say and do – including body language, offhand jokes, and so on – may be observed, documented, and reported by the media representative, who is merely looking for ways to do their best job.

#### **Be aware:**

Below are common ways the media may entice an unsuspecting person to immediately provide a response that is not always appropriate.<sup>2</sup> These methods are not media-exclusive but universal in the business world:

- Phony friendliness or support
- Unfair comparisons or hostile remarks
- Implied approval from higher-ups for you to comment
- Negatively phrased questions

1. If you receive a phone call from a media member, ask for the reporter's name/title/news outlet (KCRA 3, KFBK, etc.) Ask about the reporter's deadline (3 pm today? next Tuesday?). Determine what the reporter wants to know and their phone number. Repeat this information back to the reporter to ensure its accuracy.
2. These sentences are helpful to use when a reporter calls seeking help with a story:
  - "We will have someone call you back. May I have your number, please?"
  - "Since you're on a deadline, you'll want to talk with someone right away. Please give me your number, and I'll have someone from our communications office call you right back."
  - "You'll need to speak with someone who can give you background on this. Here's the number of the (designated point person). Someone will help locate the information you need."
  - "Our procedure is that we clear all interviews beforehand. Would you like to call our Superintendent's Office, or would you prefer someone from that office call you instead?"
3. Handle subsequent calls as if they are "new." This includes calls from the same reporter on a different matter or a different reporter inquiring about the same topic.

#### **When media show up unannounced**

When a reporter arrives at your site, do not feel obligated to begin answering questions or providing access. While news media representatives have certain rights of access to public schools for legitimate newsgathering purposes, school officials have the authority to deny access if they believe the presence of media on campus disrupts or interferes with school activities.

---

<sup>2</sup> DeLapp, Tom. Communication Resources for Schools.

Try and accommodate reasonable requests for site access from legitimate news media, providing that access is not disruptive.

As a partner with local county agencies and law enforcement, your County Office takes seriously the obligation to protect your students' confidentiality rights. It is important to remember that some of your students under the jurisdiction of the Juvenile Court and/or supervision of the Probation Department cannot be interviewed, photographed, or videotaped — even in ways that disclose identity — without prior approval.

When media outlets are photographing or videotaping classes, programs, or other events, the classroom teacher or school site principal's responsibility is to determine and communicate which students the media can or cannot identify. Media representatives should be made aware of those students who cannot be identified or photographed.

### **Media relations during a crisis**

- Often, the only information some constituencies receive during a crisis is through the media; therefore, media relations are essential during crisis communications. Always be honest and courteous when dealing with the press.
- The Superintendent is designated as the primary spokesperson. Members of Cabinet and other designated staff will be available to gather information for interviews related to their specific areas.
- If team members are contacted directly by the media, they will immediately inform the Superintendent and designated point person.
- Employees are asked to refer all media inquiries during a crisis to the Superintendent or designated point person.

### **Statements for Inquiries**

#### **If asked for information regarding a suspect**

We are aware and saddened by last night's event. This event is an ongoing investigation, and we are not at liberty to identify the suspect.

*Or*

We can confirm the suspect is in custody and that no one was harmed during the incident.

#### **If asked to speak with those involved for a quote and unavailable**

They are not available at this time. We must respect the privacy of those involved as they recover from this traumatic experience. If you leave me your contact information, I will let you know if they become available.

#### **If asked for additional detail about a criminal incident**

We will need to refer you to the (insert agency) for that information during this time.

#### **If asked a question with no answer on a fact sheet**

I am uncertain about that detail (or – I am not the appropriate person to respond to that question). If I may take your name and number, we will get back to you.

#### **If asked about blame**

Right now, we are focusing our efforts on everyone's safety, well-being and bringing the situation under control. At this time, I will not speculate on the cause of the incident.

#### **If called and the statement is not yet prepared**

We are in the process of preparing a statement on that right now. If you provide me your email, we will send it to you once finalized.

## **Holding Statements for Media**

In case of an accident, crisis, natural or human, or technical, the public has the right to know what happened. A holding statement has to provide the media with an initial report that sets forth the basic facts about the incident and lets people know that you are actively dealing with the situation.

### **Holding statements should include:**

- We are devastated.
- We are in contact with the families and are doing everything we can to support them.
- We are looking into the incident and sharing information with authorities.
- We are currently working with (name the appropriate local first responders) to review what happened. (avoid using "investigate")
- We are working with law enforcement to gather information.
- We will be reviewing our procedures and making any improvements necessary to help prevent a repetition of this type of incident.
- We will immediately put in place any recommendations.
- We pride ourselves on our excellent safety record, and this is the first time anything like this has happened in our history.
- The safety of our students and staff is our top priority.
- We are saddened by the loss of life/injuries and are doing everything we can to help those involved.
- Our thoughts are with him/her/them and his/her/their family(ies).
- What we know so far is (**provide facts only**).
- It is our practice to provide information and assist the media to the fullest extent. However, at this time, we are unable to grant media access to the area.
- We will continue to provide additional information as it becomes available.

## **MEDIA HOLDING STATEMENT SAMPLE #1**

### **(SCHOOL / SITE / DISTRICT) RESPONSE TO (EVENT)**

The (school/site/district) can confirm that at (insert time) today at (insert location) (details, e.g., A fire broke out... / Charges were filed against... / a bomb threat was called into...).

At this time, we are still gathering information. We are working with the appropriate agencies and (what is happening, e.g., An investigation is taking place (or will take place) / The Superintendent has decided to... / We have evacuated our headquarters. All staff have been sent home pending a search of the building by the bomb squad.)

(School/site/district) would like to (assure our stakeholders/ strenuously deny the allegations/ express our sincerest condolences to the victims and their families) and assure the public that we are taking this matter very seriously. We are doing everything we can to establish the details quickly.

We understand our duty to inform the public, and it is our practice to work with the media to disseminate accurate information. We will provide more details as we gather and confirm it.

## **MEDIA HOLDING STATEMENT SAMPLE #2**

(School/site/district) confirms receiving a report of (nature of the event).

According to the information received, the incident occurred at (time and location).

We understand that (any confirmed information on the event) occurred and that measures have been activated to protect our students and staff.

(School/site/district) is coordinating its activities with responders now at the scene and other involved agencies (specify as appropriate). We will be providing further information as soon as it becomes available. (Provide details on the timing of any updates or briefings).

We understand our duty to inform the public, and it is our practice to work with the media to disseminate accurate information. We will provide more details as we gather and confirm it.

## **APPENDICES**

## **Appendix A: Printable PIO Checklist & Contact List**

### **PIO Emergency Communication Checklist**

- A crisis is identified; PIO receives an alert.
- Contact the Superintendent or designee and the Emergency Operations Center (EOC) Coordinator (if necessary).
- Assemble the Crisis Communication Team (CCT) and assign bilingual support or translation services.
- Gather all relevant facts, determine the need and type of responses.
- Additional resources include local county partners (Sheriff's Office, Butte County CalFire, etc.) for mass notification options (CodeRED Alert, Amber Alert, etc.)
- Alert the Director of Transportation if busses are affected by, or can assist with, a crisis.
- Inform appropriate team members (those who answer the phones & site administration) that all communication should be deferred to the CCT until further notice.
- Determine who needs to know the information. In some cases, isolating an incident to a specific group of affected individuals can mitigate further complications from the incident itself or potential legal challenges.
- Depending on who needs to know, determine the type of responses and communication channels. (Press release, press conference, news media, social media, site families only, etc.)
- Prepare the response and receive approval from the Superintendent or the EOC Coordinator.
- Notify stakeholders. Below are suggestions only depending upon circumstances.

| <b>Stakeholder</b>                                  | <b>Message tool</b>                                      |
|-----------------------------------------------------|----------------------------------------------------------|
| Law enforcement                                     | Phone call, email                                        |
| Board of Education, other Superintendents           | Phone call, email                                        |
| Administration, faculty, and staff                  | Email, text alerts                                       |
| Students                                            | Verbally, a letter sent home                             |
| Parents                                             | Email, recorded call, website, social media, text alerts |
| Media                                               | Email, follow-up calls                                   |
| Local community                                     | Website, social media                                    |
| Government entities (County, CDE, etc.)             | Email, organization website (forms), and/or phone call   |
| School organization leaders (Clubs, Athletics, PTA) | Phone call, email                                        |

- Create a fact sheet and send it to appropriate parties (those who answer the phones & site administration). Alert these parties that questions may still be forwarded to the CCT if they do not know the answer.
- Monitor media for event content, updates, and/or misinformation, and respond as needed.
- Assess the situation.

- Provide an updated statement.
- Brief the media.

#### Ongoing Crisis Communication Management

- Collect any publicized materials found (fliers, notes, outside agency social media posts, printouts) that may be used to identify the community need and during the debriefing process
- Prepare information regarding the incident related to the school/site/district/COE for the EOC and/or JIC

#### Crisis Communication Team Contact List

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

## Appendix B: Butte County Public Health Communication Protocols/Templates

Revised 1-5-2021

### Communication Protocols for the Onset of Symptoms or Close Contact with a Positive COVID-19 Case in a School Classroom/Cohort Setting

**A**

#### Scenario

A student or staff member either exhibits COVID-19 symptoms, answers yes to a health screening question or has a temp of 100.4 or above.

#### Action

- Student or Staff: Sent home
- Contact Healthcare provider
- Testing may be an option

#### Communication

**To:** Parent/Guardian/  
Caretaker of student  
with symptoms

Scenario A Template  
letter

**B**

#### Scenario

A student or staff member tests positive for COVID-19.

#### Action

- Student or Staff: Sent home & report information to administrator
- Follow procedure for recording positive case
- Families of Student/Staff: self-isolate & contact Healthcare provider
- Testing may be an option
- Determine if cohort will remain open or close

#### Communication

**To:** See instructions on  
template letter

Scenario B Template  
letter and phone call

*Individual situations may require alternative measures, determined by Butte County Public Health or a healthcare provider. For more detailed information visit <http://www.buttecounty.net/publichealth>*

**Letter Template**  
**Scenario A Showing Signs or Symptoms**  
**English Version**

*To be utilized when a student or staff member is sent home for showing signs or symptoms of COVID-19 of MIS-C.  
Send to: Parent/guardians of the student displaying symptoms*

(DATE) \_\_\_\_\_

SCHOOL: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

Dear Parents/Guardians/Caregiver of

\_\_\_\_\_

The health and safety of our students and staff is our top priority. This letter is to inform you that your child is being sent home due to showing signs or symptoms of COVID-19 or MIS-C. **This means that your child cannot attend school at this time. Please continue reading for more information.**

Symptoms related to COVID-19 or Multisystem Inflammatory Syndrome in Children (MIS-C) to watch for are listed below. Contact your doctor if you or any member of your family/household develop any of these symptoms.

**Signs and symptoms of COVID-19:**

- Fever  $\geq 100.4$    ▪ Chills   ▪ Nasal congestion   ▪ Runny nose   ▪ Shortness of breath   ▪ Diarrhea
- Headache   ▪ Nausea/Vomiting   ▪ Fatigue   ▪ Muscle or body aches   ▪ New loss of taste or smell

**Signs and Symptoms of MIS-C:**

- Rash   ▪ Red eyes   ▪ Cracked/Swollen lips   ▪ Red/Swollen tongue   ▪ Stomach pain
- Swelling of hands/feet

**Per Public Health guidance, the classroom/cohort will continue to operate.** Your child must remain at home until one of the following options occurs:

1. If you choose to have your child tested for COVID-19 and the test returns **positive**, they will be required to stay home for ten days *and* until they have been fever-free for 24 hours without medication *and* symptoms are resolving.
2. If you choose to have your child tested for COVID-19 and the test returns **negative**, they will be allowed to return to school when they have been fever-free for 24 hours without medication *and* symptoms are resolving.

3. If you choose not to have your child tested for COVID-19, they will be allowed to return to schools when they have been fever-free for 24 hours without medication *and* symptoms are resolving.

Please continue to monitor yourself and your child for symptoms and stay home if you are experiencing influenza-like illness. Please contact your healthcare provider if you have any additional questions or concerns.

If you have any questions/concerns, please contact the school nurse at this site. (Phone Number)

Sincerely,

(XXX Site Administrator/Teacher)

(School Name)

**Butte County Public Health, CDC & Butte County Office of Education Resources:**

- Butte County Public Health: (530) 552-3050 | Link: <https://www.buttecounty.net/ph/COVID19>
- Other Resources:
  - [July 3, 2020 Masks and face coverings State Guidance](#)
  - [California COVID Testing Task Force](#)
  - [Butte County Testing Sites](#)
  - [CDC Appendices- Glossary of Terms](#)
  - [CDC Exposure Risk](#)
  - [CDC Symptoms](#)

## Letter Template

### Scenario A Showing Signs or Symptoms

#### *Spanish Version*

*To be utilized when a student or staff member is sent home for showing signs or symptoms of COVID-19 of MIS-C.*

*Send to: Parent/guardians of the student displaying symptoms*

[FECHA]

ESCUELA: \_\_\_\_\_

TELEFONO: \_\_\_\_\_

FAX: \_\_\_\_\_

Estimados Padres/Guardianes/Tutores de

La salud y seguridad de nuestros estudiantes y personal es nuestra prioridad principal. Esta carta es para informarle que su hijo(a) será enviado a casa debido a que muestra señales o síntomas del COVID-19. **Esto significa que su hijo no puede asistir a la escuela en este momento. Continúe leyendo para obtener más información.**

Los síntomas relacionados con el COVID-19 o el Síndrome Inflamatorio Multisistémico en Niños (MIS-C) que se deben vigilar se encuentran a continuación. Comuníquese con su médico si usted o algún miembro de su familia / hogar presenta alguno de estos síntomas.



**Según la guía de Salud Pública, el salón / grupo seguirá funcionando.** Su hijo debe permanecer en casa hasta que ocurra una de las siguientes opciones:

4. Si elige que su hijo se haga la prueba de detección del COVID-19 y la prueba da un resultado **positivo**, se le pedirá que se quede en casa durante diez días y hasta que haya estado libre de fiebre durante 24 horas sin medicamentos y los síntomas se estén resolviendo.
5. Si opta por que su hijo se haga la prueba de detección del COVID-19 y la prueba regresa con resultado **negativo**, se le permitirá regresar a la escuela cuando hayan pasado 24 horas sin fiebre sin medicamentos y los síntomas se estén resolviendo.
6. Si decide que su hijo no se haga la prueba de COVID-19, se le permitirá regresar a la escuela cuando no haya tenido fiebre durante 24 horas sin medicamentos y los síntomas se estén resolviendo.

Porfavor continúe monitoreándose usted y su hijo para detectar síntomas y quédese en casa si está experimentando una enfermedad similar a la influenza. Porfavor comuníquese con su médico si tiene preguntas o inquietudes adicionales.

Si tiene alguna pregunta / inquietud, comuníquese con la enfermera de la escuela en este sitio. [Phone Number]

Sinceramente,

[XXX Site Administrator/Teacher]

[School Name]

**Butte County Public Health, CDC & Butte County Office of Education Recursos:**

- Butte County Public Health: (530) 552-3050 | Link: <https://www.buttecounty.net/ph/COVID19>
- Más Recursos:
  - [July 3, 2020 Masks and face coverings State Guidance](#)
  - [California COVID Testing Task Force](#)
  - [Butte County Testing Sites](#)
  - [CDC Appendices- Glossary of Terms](#)
  - [CDC Exposure Risk](#)
  - [CDC Symptoms](#)

**Letter Template**  
**Scenario B in a School or Cohort Setting**  
**English Version**

*To be utilized when a student or staff member of a classroom or cohort tests positive for COVID-19.*

*Send to: Cohort/classroom parents/guardians/caregivers*

*Note: Every scenario is unique, and the template is provided as a guide. The template will be updated as public health guidance changes and should be customized to meet your school's/district's unique needs.*

(DATE) \_\_\_\_\_

SCHOOL: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

Dear Parents/Guardians/Caregiver of

\_\_\_\_\_

The health and safety of our students and staff is our top priority. This letter is to inform you that a student or staff member in your child's classroom/cohort has tested positive for COVID-19. **This means that a person your child came into close contact with has been confirmed as a positive COVID-19 case.** The last date of known exposure to the classroom cohort was (DATE).

**Optional Information**

We will determine if the classroom will remain open, have a partial closure, or will close. We will communicate this information as soon as it is available.

(Information related to distance learning to be completed by district/school)

Contact tracing is underway, and you may be contacted for additional information. Public Health guidelines strongly advise that you follow the following steps, even if your child does not show any symptoms.

1. Your child should begin to isolate away from other people immediately for 10-14 days, which to the extent possible includes household members. Practice physical distancing and hand hygiene in the home. When in shared household areas, wear face-coverings to limit exposure.
2. Limit close contact with people outside of your household, and practice physical distancing.
3. You should contact your primary medical provider to notify them of exposure to COVID-19. Be sure to let the provider know that your child has had a direct exposure through their classroom cohort and the date of exposure.
4. Consider having your child tested for COVID-19 through their health care provider 3-5 days after exposure or at a testing location listed at [www.buttecounty.net/ph/COVID19](http://www.buttecounty.net/ph/COVID19)

Please note the following options for your child should you choose to have them tested for COVID-19 or if they start to show symptoms.

- If you choose to have your child tested, and the result is negative, your child must remain in quarantine for ten days after the initial date of exposure due to the virus's incubation period. If your child begins to show symptoms, they must be fever-free for 24 hours without medication, and symptoms resolve before returning to school.
- If you choose not to have your child tested, your child must remain in quarantine for ten days after the initial date of exposure due to the virus's incubation period. If your child begins to show symptoms, they must be fever-free for 24 hours without medication, and symptoms resolve before returning to school.
- If you choose to have your child tested and the result is positive, your child will be required to remain in quarantine for ten days until they have been fever-free for 24 hours without medication and symptoms are resolving.

It is of the utmost importance that during this time, you avoid contact with higher-risk individuals (e.g., grandparents and those with underlying medical conditions).

Symptoms related to COVID-19 or Multisystem Inflammatory Syndrome in Children (MIS-C) to watch for are listed below. Contact your doctor if you or any member of your family/household develop any of these symptoms.

#### **Signs and symptoms of COVID-19:**

- Fever  $\geq 100.4$
- Chills
- Nasal congestion
- Runny nose
- Shortness of breath
- Diarrhea
- Headache
- Nausea/Vomiting
- Fatigue
- Muscle or body aches
- New loss of taste or smell

#### **Signs and Symptoms of MIS-C:**

- Rash
- Red eyes
- Cracked/Swollen lips
- Red/Swollen tongue
- Stomach pain
- Swelling of hands/feet

If you have any questions/concerns, please contact the school nurse at this site. (Phone Number)

Sincerely,

(XXX Site Administrator/Teacher)  
(School Name)

#### **Butte County Public Health, CDC & Butte County Office of Education Resources:**

- Butte County Public Health: (530) 552-3050 | Link: <https://www.buttecounty.net/ph/COVID19>
- Other Resources:
  - [July 3, 2020 Masks and face coverings](#)
  - [State Guidance](#)
  - [California COVID Testing Task Force](#)
  - [Butte County Testing Sites](#)
  - [CDC Appendices- Glossary of Terms](#)
  - [CDC Exposure Risk](#)
  - [CDC Symptoms](#)

**Letter Template**  
**Scenario B in a School or Cohort Setting**  
**Spanish Version**

*To be utilized when a student or staff member of a classroom or cohort tests positive for COVID-19.*

*Send to: Cohort/classroom parents/guardians/caregivers*

*Note: Every scenario is unique, and the template is provided as a guide. The template will be updated as public health guidance changes and should be customized to meet your school's/district's unique needs.*

[FECHA]

ESCUELA: \_\_\_\_\_

TELEFONO: \_\_\_\_\_

FAX: \_\_\_\_\_

Estimados Padres/Guardianes/Tutores de

\_\_\_\_\_

La salud y seguridad de nuestros estudiantes y personal es nuestra prioridad principal. Esta carta es para informarle que un estudiante o miembro del personal en el salón / grupo de su hijo dio positivo al COVID-19. **Esto significa que una persona con la que su hijo tuvo contacto cercano ha sido confirmada como un caso positivo de COVID-19.** La última fecha de exposición conocida al salón/grupo fue [DATE].

**Optional Information – Translate if this section is used.**

We will determine if the classroom will remain open, have a partial closure, or will close. We will communicate this information as soon as it is available.

[Information related to distance learning to be completed by district/school]

El rastreo de contactos está en proceso y es posible que nos comuniquemos con usted para obtener información adicional. Las recomendaciones de salud pública aconsejan seriamente que sigan los siguientes pasos, incluso si su hijo no muestra ningún síntoma.

5. Su hijo debe comenzar aislarse de otras personas inmediatamente durante 10 a 14 días, en la medida de lo posible, incluye a los miembros del hogar. Practique el distanciamiento físico y el higiene de manos en el hogar. Cuando esté en áreas domésticas compartidas, use mascarillas para limitar la exposición.
6. Limite el contacto cercano con personas fuera de su hogar, y pratique el distancianamiento físico.
7. Debe comunicarse con su médico de cabecera para notificarle sobre la exposición al COVID-19. Asegúrese de informarle al medico que su hijo ha tenido una exposición directa a través de su grupo escolar y la fecha de la exposición.

8. Considere la posibilidad de realizarse la prueba de detección del COVID-19 a su hijo a través de su médico dentro de 3 a 5 días después de la exposición o en un lugar donde se hacen las pruebas de detección las cuales están publicadas en este sitio de internet [www.buttecounty.net/ph/COVID19](http://www.buttecounty.net/ph/COVID19)

Tenga en cuenta las siguientes opciones para su hijo en caso de que elija que se le haga la prueba de detección del COVID-19 o si comienzan a mostrar síntomas.

- Si elige que su hijo se haga la prueba y el resultado es negativo, su hijo debe permanecer en cuarentena durante diez días después de la fecha inicial de exposición debido al período de incubación del virus. Si su hijo comienza a mostrar síntomas, debe estar sin fiebre durante 24 horas sin medicamentos y que los síntomas se estén resolviendo antes de regresar a la escuela..
- Si decide que su hijo no se haga la prueba, su hijo debe permanecer en cuarentena durante diez días después de la fecha inicial de exposición debido al período de incubación del virus. Si su hijo comienza a mostrar síntomas, debe estar sin fiebre durante 24 horas sin medicamentos y los síntomas se estén resolviendo antes de regresar a la escuela.
- Si elige que su hijo se haga la prueba y el resultado es positivo, se le pedirá a su hijo que permanezca en cuarentena durante diez días y hasta que haya pasado 24 horas sin fiebre y sin medicamento y los síntomas se estén resolviendo.

Es de suma importancia que durante este tiempo, evite el contacto con personas de mayor riesgo (por ejemplo, abuelos y personas con afecciones médicas subyacentes).

Los síntomas relacionados con el COVID-19 o el Síndrome Inflamatorio Multisistémico en Niños (MIS-C) que se deben vigilar se encuentran a continuación. Comuníquese con su médico si usted o algún miembro de su familia / hogar presenta alguno de estos síntomas.



Si tiene alguna pregunta / inquietud, comuníquese con la enfermera de la escuela en este sitio. [Phone Number]

Sinceramente,

[XXX Site Administrator/Teacher]

[School Name]

**Butte County Public Health, CDC & Butte County Office of Education Recursos:**

- Butte County Public Health: (530) 552-3050 | Link: <https://www.buttecounty.net/ph/COVID19>
- Más Recursos:
  - [July 3, 2020 Masks and face coverings State Guidance](#)
  - [California COVID Testing Task Force](#)
  - [Butte County Testing Sites](#)
  - [CDC Appendices- Glossary of Terms](#)
  - [CDC Exposure Risk](#)
  - [CDC Symptoms](#)

## **Appendix C: Local Emergency Resources**

1. Butte County Office of Education  
<https://www.bcoe.org/Divisions/Student-Programs--Educational-Support/Universal-Wellness-Resources/index.html>
2. Butte County Emergency Mass Notifications Online CodeRED  
<https://public.coderedweb.com/CNE/en-US/BFA19C579EA5>
3. Butte County Behavioral Health: 1-800-334-6622 or 530-891-2810  
<http://www.buttecounty.net/behavioralhealth/>
4. Butte County Crisis Assistance: <http://www.buttecounty.net/behavioralhealth/help-in-crisis>
5. Mental Health Peer Support Specialists: (720) 707-2699 or (346) 248-7799  
11 am – 1 pm, Monday – Friday  
<http://www.buttecounty.net/Portals/5/Disaster%20Resources/peersupportonline.pdf?ver=2020-08-04-151339-067>
6. Butte County Sheriff: 530-538-7321  
Alert Bulletin Board number 833-512-5378  
<http://www.buttecounty.net/sheriffcoroner>

## **Appendix D: National Emergency Resources**

1. [National Suicide Prevention Lifeline](#)

The Lifeline provides 24/7, free and confidential support for people in distress, prevention and crisis resources for you or your loved ones, and best practices for professionals. If you're thinking about suicide, are worried about a friend or loved one, or would like emotional support, the Lifeline network is available 24/7 across the United States. You can call **1-800-273-TALK (8255)** or chat.

2. [Crisis Text Line](#)

Text Line is free, 24/7 support for those in crisis—**text 741741** from anywhere in the U.S. to text with a trained Crisis Counselor. Crisis Text Line trains volunteers to support people in crisis. With over 79 million messages processed to date, they are growing quickly, but so is the need.

3. [Trevor Lifeline](#)

The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ) young people under 25. The TrevorLifeline is a crisis intervention and suicide prevention phone service available 24/7 at **1-866-488-7386**. TrevorText is available by texting **"START" to 678678**.

4. [TrevorSpace](#) is an online international peer-to-peer community for LGBTQ young people and their friends.

5. [Trans Lifeline](#)

Trans Lifeline is a national trans-led 501(c)(3) organization dedicated to improving the quality of trans lives by responding to our community's critical needs with direct service, material support, advocacy, and education. Fighting the epidemic of trans suicide and improving the overall life-outcomes of trans people, the Trans Lifeline facilitates justice-oriented, collective community aid. Their peer support hotline is run by and for trans people. The line is available daily from 7 a.m.–1 a.m. PST / 9 a.m.–3 a.m. CST / 10 a.m.–4 a.m. EST. Volunteers may be available during off-hours—Call **877-565-8860** to speak to someone now.

6. National Institute of Mental Health (NIH):

<https://www.nimh.nih.gov/health/topics/suicide-prevention/index.shtml>

7. American Indian/Alaska Native suicide resources: <https://www.sprc.org/settings/aian>