

AXA ICAS CRISIScall® services

for the people aspects of a crisis

AXA ICAS CRISIScall® services provide expert and immediate solutions to organisations, teams and individuals preparing for and recovering from crises.

More could be done to spread best practice among employers about how to treat staff after a disaster.

HMSO 2006 Lessons Learnt from the London Bombing 7.7.05

These solutions are the result of over 20 years experience in assisting organisations in the aftermath of international, national and local disasters. CRISIScall® has supported organisations in a range of sectors including financial, retail, oil, chemical and transport.

Day to day involvement with terrorist attacks, deaths of employees and assaults on staff has helped AXA ICAS shape a unique pre- and post-trauma service for organisations. The service promotes resilience and education for employees prior to an incident and facilitates stabilisation and natural recovery after a trauma.



The most immediate response to any disaster often comes from people and businesses that happen to be in the most immediate area. **HMSO 2006 Lessons learnt from the London Bombing 7.7.05**

Business Continuity Solutions

The emphasis of most business continuity plans is protecting data and physical assets with little attention paid to ensuring employees are psychologically capable of responding to and carrying on through a crisis. Many Business Continuity Managers inherently know that it is the people in an organisation who are going to be answering the phones, talking to customers, processing the data, and who set the culture of recovery. However, what Business Continuity Managers are uncertain of is how to build their staff's physical and psychological needs into business continuity plans. The human-capital resiliency is as important as business resiliency, and AXA ICAS, as an expert provider of consultancy and services during a crisis has the ability to turn any incident management document, into a dynamic people-centric business continuity plan.

65% of HR professionals believe that their organisations are well or very well prepared for a crisis, in contrast to the perception of employees, only 50% of whom think that their organisations are well or very well prepared. **Society for Human Resource Management 2005 Disaster Preparedness Survey Report.**

CRISIScall® Contracts

When organisations enter into a CRISIScall® contract they are signifying their intention to work in partnership with AXA ICAS when a disaster occurs. Whether it is a multinational, local or personal disaster, crisis managers want to know what to say to staff, what to do, and how to support distressed people. The security of a CRISIScall® contract means that organisations have access to a team of clinical experts 24 hours a day, 7 days per week who can advise, guide, assess and deliver services and support to people in a crisis.

The comprehensive range of services offered as part of a CRISIScall® contract includes:

Preparation and Training

- Review of business continuity plans to include the human aspects
- Trauma awareness briefing for Crisis Managers
- Psychological First Aid training
- Scenario practice and observation
- Selection and recruitment of First Response staff

Trauma Intervention

- Guaranteed same day on-site trauma consultancy and counselling
- 24 hour trauma helpline facility for employees and their families
- Trauma consultancy to managers and directors
- Information leaflets for staff and managers
- Specialist trauma counselling for affected individuals

Recovery and Promoting Resilience

- Regular tailored feedback provided to senior managers
- Advice and information on promoting morale and recovery
- Ongoing individual care to employees and their families
- Coaching and training input as part of incident evaluation

Ultimately, preparing for effective disaster response is the responsibility of every individual in your organisation.

IBM report on the human side of business continuity planning 2006



Can we have a debriefing?

This question is often asked of AXA ICAS by Incident Managers who want to put in place professional clinical help for groups of distressed staff after a crisis. Psychological debriefing used to be the preferred method of response by clinical professionals and providers. However, due to the publication of a number of influential clinical papers, and Government guidelines (NICE 2005*), the process of debriefing has been criticised. In response to this AXA ICAS was the first provider to invite clinicians and epidemiologists from all its global partners to design a trauma intervention that was safe, helpful, useful and educational. AXA ICAS has now launched its unique post-trauma response based on a "best-practice" approach. When AXA ICAS trauma consultants come into the workplace to assist distressed staff, they will listen, assess, educate and inform. They will provide a range of interventions which match the employees' level of resilience and vulnerability. As part of the on-site support, AXA ICAS trauma consultants provide expert advice and guidance to managers, whose behaviour and attitude during and after a trauma directly correlates to the recovery rate of staff.

*NICE National Institute of Clinical Excellence

Who we are

CRISIScal[®] consultants are all clinically trained with a vast range of previous professional qualifications relating to helping people in crises. Transport Directors, Oil Platform Workers, Local Authority Safety Managers, Police Officers, and Bank Cashiers have all been personally supported by CRISIScal[®] consultants. Our consultants work very hard to provide expert managerial advice, whilst always keeping the individual employee at the centre of every solution. Our consultants regularly contribute to the clinical profession by delivering presentations at national conferences and writing articles for professional journals.

In a crisis, the key determinant of whether a company's reputation and share value will recover is the ability of the Directors and Senior Managers to respond with sensitivity and compassion to employees and victims' families. **Knight 2005**

Psychological First Aid

When a crisis hits the workplace, Incident Managers are not only required to manage the incident, but may be called upon to help, support and comfort all groups of people affected. This can include staff, relatives, customers and the immediate community. Evidence has shown that a sensitive, compassionate, action-oriented response from managers in the immediate aftermath of an incident can create the best environment for recovery and reconnection. Psychological First Aid is a practical, supportive intervention utilising the very human characteristics of listening, empathy and offering encouragement. However, in the aftermath of a crisis these natural attributes can become overwhelmed by panic and fear. Psychological First Aid training teaches people how to stay calm and offer timely, practical and emotional comfort during a crisis. AXA ICAS has taught Psychological First Aid to groups as diverse as Sea Mariners, Police Officers, Telephone Receptionists and Finance Directors. Psychological First Aid training ensures that staff know what to do and what to say to support each other in the Golden Hour of a crisis.

Compassionate communication is the sustained and practical determination to do whatever possible and necessary to help alleviate distress and suffering and promote well-being and recovery. **Rinpoche 1992**



If you would like to find out more about how AXA ICAS can help your organisation then please call AXA ICAS on **0800 17 0800**

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