

EMERGENCY COMMUNICATION STRATEGY

Date of Review	21/04/2026	Approved by	Principal	CEHS/PS/ 2026-2027
Academic year	2026-2027	Next Review	21-04-2026	

1. Purpose

The purpose of this strategy is to ensure **rapid, accurate, and coordinated communication during emergencies** in order to:

- Protect the safety of students, staff, and visitors
- Provide clear instructions during incidents
- Prevent misinformation and panic
- Maintain coordination with emergency services

2. Scope

This strategy applies to all emergencies including:

- Fire
- Medical emergencies
- Natural disasters
- Security threats
- Infrastructure failures
- Health emergencies

3. Communication Objectives

- Deliver **clear and timely information**
- Ensure **everyone knows what actions to take**
- Maintain **coordination with emergency authorities**
- Keep stakeholders (parents, staff, management) informed

4. Emergency Communication Team

A designated team should manage communication during emergencies.

Roles and Responsibilities

Role	Responsibility
Incident Commander	Overall decision making
Communication Officer	Sends official messages
Safety Officer	Coordinates evacuation and safety
Liaison Officer	Communicates with authorities
Support Staff	Assist with notifications

5. Communication Channels

Multiple channels should be used to ensure messages reach everyone.

Internal Communication

- Public address system
- Internal messaging apps
- Walkie-talkies
- Emergency alarms

External Communication

- SMS alerts to parents/staff
- Phone calls
- Email notifications
- Official website
- Social media updates

6. Emergency Message Guidelines

All emergency communications should be:

- **Clear**
- **Short**
- **Action-oriented**
- **Accurate**
- **Calm in tone**

Message Structure

1. What happened
2. Where it happened

3. What action people should take
4. Who is handling the situation
5. When the next update will be given

7. Stakeholder Communication

Students and Staff

- Immediate instructions via PA system and alarms

Parents/Guardians

- SMS or email notification about the situation and safety status

Authorities

- Immediate contact with police, fire department, or medical services

Media

- Only authorized spokesperson communicates with media

8. Communication During Different Emergency Phases

1. Alert Phase

- Detect incident
- Inform emergency team
- Send initial warning message

2. Response Phase

- Provide clear safety instructions
- Update stakeholders regularly

3. Recovery Phase

- Inform when situation is under control
- Provide recovery or reopening information

9. Training and Drills

- Conduct **regular emergency drills**
- Train staff in communication procedures

- Test emergency messaging systems periodically

10. Review and Improvement

After every emergency or drill:

- Evaluate communication effectiveness
- Identify gaps
- Update the strategy accordingly

Signed _____



Dr. Saleem Jamaludhin

(Director) Date: 21/04/2026

Signed _____



Dr. Sharafudeen Thanikatt (Principal)

Date: 21/04/2026