



Crisis Communication Policy

.1 Purpose

To effectively manage communications through a formal, clearly defined channel in order to mitigate crisis, or serious negative repercussions for Prime Aquatics, Inc. or the sport of swimming in general, and maintain a reputation of leadership and transparency on vital issues and breaking news.

In speaking with the media and public Prime Aquatics will provide factual information and messages most beneficial to the organization and to the sport of swimming. We will help the media by providing information that enables them to do their jobs and positions Prime Aquatics as a reliable resource and leader.

In all communications, Prime Aquatics will create a positive opportunity for the public positioning of the sport of swimming as a whole. Messages should be responsive and solution/action oriented, reinforcing the organizations position of leadership.

.2 Policy

- A. All crises should be reported to the President of the Board and the Head Coach immediately.
- B. Only the chief spokesperson and back-up spokesperson are authorized to release information to the media and to the public. All other staff, board, and committee members should be professional and helpful to the media by connecting them with the spokespeople, but will neither speak to the media, nor provide any information.
- C. There should be one designated crisis management lead person, directing and coordinating all aspects of the organization's response including managing the messages and the media. There should also be one designated spokesperson that actually interacts with the media and other inquirers. In some cases, particularly in the event of a "small crisis," the two may be the same person. In others, the jobs may be divided to facilitate efficient handling of the situation. Most likely, but not necessarily, the two roles will be filled by the Board President and a member appointed by the President.

- D. All comments should be guided by professionalism and transparency, and serve to mitigate the crisis while reinforcing the leadership role of Prime Aquatics.
- E. “No comment” is never an acceptable response. If an answer is unknown or cannot be immediately answered, make note of the question, tell the inquirer you will get back to them, and do so. If the question cannot be answered due to a policy (such as sharing personnel information, etc.) let the inquirer know that.
- F. Personnel matters are to remain confidential. When possible, responses should be proactive, responsive, and action oriented.
- G. Prime Aquatics recognizes the importance of media relation to public trust. In times of crisis, maintaining effective media relationships will be particularly critical in bolstering public confidence in the sector as a whole.



___ Responding to Allegations of Child Abuse

.1 Purpose

“Child abuse” is any action (or lack of action) that endangers or harms a child’s physical, psychological or emotional health and development. Child abuse occurs in different ways and includes the following:

- **Physical abuse** – any physical injury to a child that is not accidental, such as beating, shaking, burns, and biting.
- **Emotional abuse** – emotional injury when the child is not nurtured or provided with love and security, such as an environment of constant criticism, belittling and persistent teasing.
- **Sexual abuse** – any sexual activity between a child and an adult or between a child and another child at least four years older than the victim, including activities such as fondling, exhibitionism, intercourse, incest, and pornography.
- **Neglect** – depriving a child of his or her essential needs, such as adequate food, water, shelter, and medical care.

.2 Policy

Swim Coaches may have the opportunity to become aware of abuse or neglect of the children under our care. In the event that an individual involved in the care of swimmers at Prime Aquatics becomes aware of suspected abuse or neglect of a swimmer under his/her care, this should be reported immediately to the Board President and Head Coach for further action, including reporting to authorities as may be mandated by state law. All of our employees and volunteers who work directly with swimmers are to be considered Mandatory Reporters under Tennessee state law on mandatory reporting of suspected abuse of any type is to be reported to the authorities as required by that law.

In the event that an incident of abuse or neglect is alleged to have occurred at Prime Aquatics or during our sponsored programs or activities, the following procedure shall be followed:

1. The parent or guardian of the child will be notified.
2. The worker, volunteer or other person alleged to be the perpetrator of the abuse or misconduct will immediately be placed on leave pending an investigation and instructed to remain away from the premises during the investigation. He or she should be instructed to have no contact with the victim or with witnesses.
3. All allegations of abuse will be reported to the appropriate civil authorities, and the organization will comply with the state’s requirements regarding mandatory reporting of abuse as the law then exists. The organization will fully cooperate with the investigation of the incident by civil authorities.

4. The insurance company will be notified, and the organization will complete an incident report. Any documents received relating to the incident and/or allegations will immediately be forwarded to the insurance company.

5. The organization will designate a spokesperson, in compliance with its crisis management policy, to the media concerning incidents of abuse or neglect. The advice of legal counsel will be sought before responding to media inquiries or releasing information about the situation to the Prime members. All other representatives of the organization should refrain from speaking to the media.

6. Although rare, false allegations can and do occur. For that reason, the name of the alleged perpetrator will not be shared publicly, nor released to the media by anyone from Prime Aquatics. If the civil authorities charge the alleged perpetrator, those authorities will determine when to release the name of the accused.

7. If the authorities do not determine that there is sufficient evidence to charge the alleged perpetrator with a crime, management will independently determine whether that person will be permitted to return to their former position, or any other, within Prime Aquatics.



___ Sick Swimmer Policy

It is our desire to provide a healthy and safe environment for all of the swimmers at Prime Aquatics. Parents are encouraged to be considerate of other children when deciding whether to place a swimmer under our care. In general, swimmers with the following symptoms should NOT be dropped off for practice:

- Fever, diarrhea, or vomiting within the last 48 hours;
- Green or yellow runny nose;
- Eye or skin infections; and/or
- Other symptoms of communicable or infectious disease.

Swimmers who are observed by our workers to be ill will be separated from other swimmers and the parent or guardian will be contacted to request that the swimmer be picked up for the day.

___ Injured Swimmer Policy

It is the desire of Prime Aquatics to maintain healthy and productive swimmers. Parents are encouraged to monitor the health and well-being of their athlete. If a coach observes continual problems with missed practice due to injury or an accident, Prime Aquatics may require a doctor's excuse and written remediation plan to the Head Coach. Other coaches must report continued problems or issues to the Head Coach.

___ Medications Policy

It is the policy of Prime Aquatics not to administer either prescription or non-prescription medications to the children under our care. Medications should be administered by a parent at home. Parents are reminded of our sick swimmer policy.

Exceptions to the medications policy may be granted to parents of children with potentially life-threatening conditions (such as asthma or severe allergic reactions). Parents of such children should address their situation with children's director to develop a plan of action.

___ Discipline Policy

It is the policy of Prime Aquatics not to administer corporal punishment, even if parents have suggested or given permission for it. There should be no spanking, grabbing, hitting, or other physical discipline of swimmers. Workers should consult with the Board President or Head Coach if assistance is needed with disciplinary issues.