



‘Crisis comms’

Media management in event of an incident

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What constitutes a crisis?



SERIOUS
INCIDENT

Responding to a major incident



Media engagement should be carried out in collaboration with the IOSH Media Team

General pointers

- Don't comment on individual incidents
- IOSH gives media training to senior staff and volunteers and briefs them before interviews
- Be measured and professional in your approach
- Work with us on a statement
- No ambulance chasing
- Start by expressing sympathy
- Responses can include investigation process
- Don't be drawn into speculation
- Never blame anyone

IOSH blames building firm for roofer's death

'Blood on factory owner's hands' - IOSH

Social media



A world that's 'always on'

Incident follow-up

Builders urged to secure sites to save lives



Opinion: How the lessons learned from Kegworth changed the way we manage aircraft safety



Quick recap

The scenario:

- industrial building collapses
- multiple casualties
- cause to be confirmed
- lots of speculation
- workers say they raised safety concerns
- other workers say these concerns were ignored.

Any questions?



For general writing tips, see www.iosh.com/events/networks-conference