

Homeland Security Advisory System Recommendations

Businesses

<u>Risk of Attack</u>	<u>Recommended Actions</u>
SEVERE (Red)	• <i>Complete recommended actions at lower levels</i> • Listen to radio/TV for current information/instructions • Be alert to suspicious activity and report it to proper authorities immediately • Work with local community leaders, emergency management, government agencies, community organizations, and utilities to meet immediate needs of the community • Determine need to close business based on circumstances and in accordance with written emergency plan • Be prepared to work with a dispersed or smaller work force • Ensure mental health counselors available for employees
HIGH (Orange)	• <i>Complete recommended actions at lower levels</i> • Be alert to suspicious activity and report it to proper authorities • Review emergency plans to include continuity of operations and media materials on hand • Determine need to restrict access to business or provide private security firm support/reinforcement • Contact vendors/suppliers to confirm their emergency response plan procedures • If a need is announced, contact nearest blood collection agency and offer to organize a blood drive
ELEVATED (Yellow)	• <i>Complete recommended actions at lower levels</i> • Be alert to suspicious activity and report it to proper authorities • Contact private security firm for security risk assessment and to determine availability of support/reinforcement • Contact voluntary organizations you support to determine how you can provide assistance in case of emergency
GUARDED (Blue)	• <i>Complete recommended actions at lower level</i> • Be alert to suspicious activity and report it to proper authorities • Dialogue with community leaders, emergency management, government agencies, community organizations and utilities about disaster preparedness • Ensure emergency communication plan updated to include purchase of needed equipment. • Ask the local Red Cross chapter to provide a "Terrorism: Preparing for the Unexpected" presentation at your workplace for employees
LOW (Green)	• Use Red Cross Emergency Management Guide for Business and Industry to develop written emergency plans to address all hazards. Include an emergency communication plan to notify employees of activities; designate an off-site 'report to' location in case of evacuation. • Develop continuity of operations plan to include designating alternate work facility/location for business • Arrange for staff to take a Red Cross CPR/AED and first aid course • Obtain copies of Terrorism: Preparing for the Unexpected and Preparing Your Business for the Unthinkable brochures from your local Red Cross chapter for distribution to all employees/management as appropriate.

Your [local American Red Cross chapter](#) has materials available to assist you in developing preparedness capabilities.