University of Wisconsin–Madison Police

Policy: 46.1
SUBJECT: CRITICAL INCIDENTS-UNIVERSITY RESPONSE PLAN
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POLICY:
Critical incidents are generally of an emergency nature that result from disasters both natural and man-made and civil disturbances. Disasters include floods, hurricanes, earthquakes, explosions, tornadoes, ice storms, chemical spills, etc. Civil disturbances include riots, disorders, and violence arising from gatherings of dissidents, marches, concerts, politics, sporting events and labor disputes.

The University of Wisconsin–Madison Police Department shall have contingency plans in place for responding to natural disasters, human-made disasters, civil disturbances, bomb emergencies, hostage/barricaded persons situations, dignitary protection, and special events.

DEFINITIONS:
“Active shooter” refers to an offender actively shooting causing death and great bodily harm to persons.

“Critical incident” refers to an occurrence or event, natural or human-caused, which requires an emergency response to protect life or property. Critical incidents can, for example, include major disasters, emergencies, terrorist attacks, floods, fires, hazardous materials spills, and other occurrences requiring an emergency response.

“Full Scale Exercise” refers to an emergency response exercise that simulates a real event as closely as possible. It is an exercise designed to evaluate the operational capability of emergency management systems in a highly stressful environment that simulates actual response conditions. To accomplish this realism, it requires the mobilization and actual movement of emergency personnel, equipment, and resources.

“Functional Exercise” refers to a fully simulated interactive exercise that tests the capability of an organization to respond to a simulated event. The exercise tests multiple functions of the organization’s operational plan. It is a coordinated response to a situation in a time pressured, realistic simulation.

“Incident Command System (ICS)” refers to a system for command, control, and coordination of a response that provides a means to synchronize the efforts of individual persons and agencies as they work toward the common goal of stabilizing an incident while protecting life, property and the environments. There are five major components: command, planning, operations, logistics, and finance / administration.

“Non-routine emergency response” refers to a response that exceeds the capacity of initial on-scene or on-duty personnel and equipment. This response involves multiple agencies and requires routine mutual aid support. An example of a non-routine emergency response would be a hostage situation or structure fire.
“Routine emergency response” refers to a response where there is no significant impact on local resources. A routine emergency response normally involves one agency, but may require minimum cooperation of support from other response agencies (example: traffic accidents, death investigations).

“Tabletop Exercise” refers to a facilitated analysis of an emergency situation in an informal, stress-free environment. The exercise is designed to elicit constructive discussion as participants examine and resolve problems based on existing operational plans and identify where those plans need to be refined.

PROCEDURE:

46.1.1 CRITICAL INCIDENT PLANNING RESPONSIBILITY

The following denotes the purpose of critical incident planning and designates responsibility:

A. The University Response Plan (U.R.P.) designates areas of responsibility and defines the framework necessary to respond to unexpected situations on campus. The U.R.P. is designed to enhance the management of incidents by establishing a single, comprehensive system for incident management. The U.R.P. is designed to help achieve greater cooperation among university departments and agencies at all levels of government. The incident command system is the foundation of the U.R.P. and should be used to manage all university-related emergency incidents that require immediate and/or significant police resources.

B. The Planning and Development Captain is tasked with planning the Department’s response to critical incidents and shall be the principle advisor to the Chief of Police during critical incidents.

46.1.2 UNIVERSITY RESPONSE PLAN

The following shall govern maintenance of a written plan for responding to non-routine incidents where the capability of on-scene or on-duty personnel and equipment has been exceeded:

A. The Department has a written University Response Plan (U.R.P.) for responding to critical incidents such as natural and human-made disasters, civil disturbances, mass arrests, bomb threats, hostage / barricaded persons situations, acts of terrorism and other unusual incidents. The incident command system is used as the foundation for the U.R.P., establishes standardized incident management processes, protocols, and procedures that all responders – federal, state, tribal and local – will use to coordinate and conduct response actions.

B. The U.R.P. is designed to be activated when a critical incident occurs which exceeds the capability of routinely available personnel and resources or when a non-routine event occurs which exceeds the capability of initial on-scene or on-duty personnel and equipment.

C. The organizational structure of the U.R.P. is able to adapt to any emergency or incident in which public safety agencies would be expected to respond. This system is able to expand in a rapid manner from the initial scene management to activating the Emergency Operations Center. It expands or reduces the size of responding components as the incident needs accelerate or diminish.

D. When an unpredicted crisis or unexpected situation occurs, the Communications Center personnel shall dispatch the appropriate first responders. If notification is required for an incident, University Communications personnel may perform routine notifications. When a non-routine response occurs, may be instructed to activate a full or partial Emergency Operations Center, which may include activating the Executive Group. In the event of a critical incident, will be instructed to activate the Emergency Operations Center (full activation), which includes the entire Executive Group.

E. During a non-routine response, a partial or full Emergency Operations Center activation may occur. In the event of a critical incident, a full Emergency Operations Center activation will occur. In the event the Emergency Operations Center is activated, members will be informed of the type and location of the crisis incident and the location of the E.O.C. Members are expected to respond immediately. If the Executive Group is activated, members shall be informed of the type and location of the crisis incident and of the location to respond. Members are expected to respond immediately. Meeting places for both E.O.C. and Executive Group are included in the University Response Plan. The following information by phone and follow-up via email or fax:
1. The groups to be activated (E.O.C. group only, Executive Group only, partial group activation or full activation, both E.O.C. and Executive Groups)
2. Partial activation, which specific departments are to be activated
3. If support staff are needed and how many
4. If technical support staff are needed
5. The Emergency Operations Center to be opened for the E.O.C. group if applicable
6. The meeting location of the Executive Group if applicable
7. Provide the E.O.C. activation form or a copy of the form to the Communication Center.

F. If the Emergency Operations Center is activated, ____________________ will report to the E.O.C. If the Executive Group is activated, ____________________ will report to the Executive Group meeting site. To activate Department personnel, the M.O.C. shall determine the numbers and classifications of Department personnel to be activated. During business hours, ____________________ Calls placed and call-back information shall be documented. This information shall be relayed to the M.O.C. or the person designated to assign personnel to the incident. During non-business hours, if the M.O.C. determines internal Department personnel shall be called in, ____________________ is designated to start the call-up process. The information on calls placed and call-backs shall be relayed to the M.O.C. via fax or email at regular intervals.

G. The U.R.P. utilizes individuals and groups of individuals with designated areas of responsibilities. The following denotes responsibilities for major operational components of the U.R.P.:

1. The University Emergency Operations Center (E.O.C.) manager is responsible for: communicating priorities established by the Executive Group; communicating with the Executive Group; facilitating the group decision-making process by obtaining, developing, and displaying situation information; facilitating resource allocation decisions based upon incident management priorities; facilitating logistics support and resource tracking; and implementing the decisions made by the Executive Group.

2. The Operations Group is responsible for the following: managing and coordinating all operational functions of the E.O.C.; developing strategies and priorities to carry out E.O.C. manager objectives; acquiring, prioritizing, and allocating resources provided by the logistics group; coordinating and identifying future resource requirements; developing alternative strategies and contingency plans as needed; and, providing communication links with incident command.

3. The Planning Group is responsible for the following: analyzing and managing all of the information coming in related to the incident; tracking and assessing damage reports and analyzing the impacts; collecting an compiling the actions of other groups into an incident action plan; providing input on resource availability, support needs, and response timelines; and, maintaining an incident status board.

4. The Logistics Group is responsible for the following: assessing, procuring, and tracking resources, personnel, supplies, and support services as needed; coordinating with operations for deployment of resources; maintaining current information on the numbers of personnel and major items of equipment that are committed to incidents and/or are available for assignment; allocating resources to incidences based upon established priorities; and, providing personnel and/or facilities to assist with the transition to emergency or disaster recovery, as necessary.

5. The Information Group is responsible for the following: preparing and releasing summary information to news media and participating agencies; serving as a liaison with out-of-area facilities and agencies, as appropriate; coordinating all matters related to public affairs, both internal and external; acting as escort for facilitated agency tours of incident areas; coordinating and delivering accurate and timely public information to a joint information system or joint information center if one is established; issuance of evacuation orders and other emergency alert information; conducting incident-related press conferences; setting up and coordinating crises mass communications tools to facilitate the information sharing process; and, establishing and maintaining an emergency web page.

6. The Finance / Administration Group is responsible for the following: tracking and recording all time-keeping functions and financial records; providing summary reports of the short- and long-term financial impacts; preparing forecasts and benefit analyses on services, support, and strategies; and, if needed, activating the documentation process for F.E.M.A. and Dane County Disaster Assistance application.

7. Internal liaisons are responsible for the following: assisting in the management of incidents that effect a particular part or segment of campus; initiating and maintaining contact with the Department and key staff, as requested by the E.O.C. manager or group leader; and, assisting with relaying essential information and/or receiving status reports, as requested by the E.O.C. manager or group leader.
8. The Executive Group is responsible for the following: coordinating interagency and inter-government efforts relating to the incident or incidents; supporting and/or resolving incident-related policy, priority and strategy issues; conducting press conferences; and, acting as a liaison to shared governance.

H. The following entities have made a commitment and are expected to assume various roles and provide resources, as outlined in the University Response Plan, to provide a coordinated response to unexpected situations. In some circumstances it may be necessary to request staff to assume temporary roles outside the normal scope of their duties, taking into consideration their ability to carry out those temporary roles. If any entity does not have specific roles for their personnel, those personnel will become part of a reserve pool to assist as assigned. The entities are:
1. Athletics
2. Business Services: Purchasing, Risk Management
3. University Communications
4. Dean of Students Office
5. Division of Information Technology
6. Employee Assistance Office
7. FPM: Physical Plant, Safety, Transportation Services
8. Health Services
9. Hospital and Clinics
10. Housing
11. Police
12. Recreational Sports
13. UW Extension
14. Wisconsin Unions

46.1.3 INCIDENT COMMAND FUNCTION
The following provides guidance for personnel responding to routine emergencies, non-routine emergencies, and critical incidents involving multiple resources:

A. The first police officer on scene, utilizing the First 45-Minutes form, must consider stabilization activities to include:
   1. Assess the incident and determine geographical scope
   2. Evaluate potential problems
   3. Establish incident command
   4. Determine the need for a command post and location if necessary
   5. Determine what personnel and equipment are needed
   6. Issue hazard warnings if necessary
   7. Isolate the area (establish inner and outer perimeters and entry control points)
   8. Establish or assign liaisons with agencies
   9. Assign traffic management functions
   10. Establish staging area if necessary
   11. Implement evacuation when necessary

B. For incidents requiring a routine emergency response, the first arriving police officer may activate the incident command system. For incidents requiring a non-routine emergency response or a critical incident response, the first arriving police officer must activate the incident command system. When activation of incident command is required:
   1. The first responding police officer shall function as the incident commander and is responsible for assessing the situation until additional resources can be obtained.
   2. All responding units will announce their response to the communications center and will be assigned duties by the incident commander.
   3. The first police supervisor to respond will assume the responsibility of incident commander and inform the dispatcher. The supervisor shall remain in this capacity unless relieved by a higher authority.

C. It is the responsibility of the officer in charge of an incident to verify the report of the incident, determine if the incident meets the criteria for activating the incident command system, and to begin the incident command system. The officer in charge of the incident will establish the Incident Command System and will be the Incident Commander until relieved by a higher ranking officer or one more suited for the circumstance.

D. The Incident Command System organization structure develops in a modular fashion, based upon the size and type of incident. The organizational staff builds from the top down with responsibility and performance placed initially upon
the incident commander. Specific organizational structure established for any given incident is based upon the management needs of the incident. If one or more of the areas require management, an individual is named to be responsible for that area. The Incident Commander may activate specific positions based on the nature and type of the incident.

E. The following positions report directly to the incident commander:
   1. Public Information Officer
   2. Safety Officer
   3. Liaison Officer

F. The following are general staff positions that report to the incident commander:
   1. Operations Section Chief
   2. Planning Section Chief
   3. Logistics Section Chief
   4. Finance / Administration Chief
   5. Intelligence

G. Every critical incident requires some form of an incident action plan. For small incidences of short duration, the plan may not be written. The following are examples of when written action plans should be used:
   1. Resources from multiple agencies are being utilized
   2. Several jurisdictions are involved
   3. The incident will require changes in shift and personnel

H. The Incident Commander will establish goals and determine strategies for the incident based upon the size, seriousness, and scope of the incident. When a unified command structure has been implemented, incident objectives must adequately reflect the policies and requirements of all jurisdictional agencies. The action plan for the incident should cover all tactical and support activities for the operational period.

I. The Incident Commander is charged with the overall responsibility for all incident activities, including the development and implementation of the Incident Action Plan and approval and release of resources. The Incident Commander is responsible for the following:
   1. Assuming command of the scene
   2. Establishing a command post, if needed
   3. Directing the establishment of a perimeter, if not previously established
   4. Initiating the notification and mobilization of additional Department personnel if required
   5. Assessing the incident using all available information that is provided by members of police and fire departments, the public, and other government officials, if available
   6. Obtaining support from other agencies, if needed
   7. Establishing a staging area, if necessary
   8. Determining the need for mutual aid and requesting the same, if required
   9. Determining if a unified command structure with assisting agencies is necessary
   10. Appointing command officers as needed and conducting initial briefings of command officers
   11. Appointing staff officers as needed and conducting initial briefings of staff officers. Personnel assigned by the incident commander have the authority of their assigned position regardless of the rank they hold within the Department or within their respective agencies.
   12. Review and update the incident action plan with staff

J. The Incident Commander shall approve plans for incident resolution and request for additional resources if required. The incident commander shall be informed of all activities associated with the incident. Only in exigent circumstances will modification of tactical plans occur without approval of the Incident Commander. Tactical objectives to be approved by the Incident Commander include, but are not limited to:
   1. Building or area evacuations
   2. Restructuring of perimeters and entry control points
   3. On-scene release of information to the press or public
   4. Establishment of staging areas
   5. University response plan activation
   6. Containment strategies
   7. Entry routes to the scene or within the perimeter
8. Application of chemical agents or distraction devices
9. Crowd disbursal or mass arrest decisions
10. Calls for mutual aid

K. Incident command is a police responsibility and will remain with the responding police officer until or unless relieved by a police supervisor or manager. Once the University response plan has been activated, the Emergency Operations Center will be responsible for releasing press releases and providing support to meet the tactical objectives. Mutual aid may be utilized to call for an emergency response team, negotiators, or assistance from other agencies. The incident commander shall assign a Department police liaison to the emergency response team commander in charge of tactical decisions.

L. The assigned Public Information Officer is responsible for the following:
   1. Obtaining briefing from the incident commander
   2. Establishing a single and separate information briefing center, if possible
   3. Obtaining copies of all media releases pertaining to the incident
   4. Preparing information summaries on media coverage for specific command post personnel
   5. Consulting with the incident commander prior to the release of information to the news media
   6. Providing press briefings and news releases as appropriate and as approved by the incident commander
   7. Arranging for meetings between news media and incident command personnel after consulting with the incident commander
   8. Providing escort services to the news media and other officials as necessary
   9. Maintaining a log of all activities.

M. The designated Safety Officer shall be responsible for monitoring safety conditions and developing measures for ensuring the safety of all assigned personnel. The Safety Officer is responsible for the safety function of the entire I.C.S. organization and reports directly to the incident commander.

N. The Liaison Officer serves as the point of contact for assisting and cooperating agencies. The Liaison Officer is responsible for the following:
   1. Obtaining briefings from the incident commander
   2. Providing a point of contact for assisting mutual aid agency representatives
   3. Identifying agency representatives from each jurisdiction including communication links and location of all personnel assigned to assist with the incident
   4. Handle all requests from the command post personnel for inter-organizational contacts
   5. Monitoring incident operations to identify current or potential inter-organizational conflicts or problems
   6. Providing information to appropriate government agencies
   7. Maintaining an activity log

O. When an incident requires activation of the Emergency Operations Center, the on-scene Incident Commander, working with the Emergency Management Lieutenant, will prepare a documented after-action report which includes the following:
   1. First indication of impending disaster, if any
   2. When required, Departmental notifications that were made
   3. Number of Department personnel required to handle the incident
   4. Level of response required, if any, of mutual aid Departments
   5. Identification of assigned key personnel during the incident
   6. What special equipment was required, if any
   7. The identification of any special issues / problems
   8. Cost calculation
   9. Recommendations for improvements to future events

P. If a command post is established:
   1. All personnel and resources external to the incident including the communications center will interface with the incident commander by broadcasting “self-identifier to command”.
   2. In some instances, personnel may be assigned to the command post to log activity and maintain radio frequency control.
Q. A detective or evidence technician will be assigned to investigate or assist with many situations that require an investigative function. Any investigative function that effects perimeters or uses patrol resources shall be cleared through the incident commander.

R. The need for unified command may be brought about because of an incident occurring in multiple jurisdictions. A unified command structure consists of a responsible key official from each jurisdiction involved or several functional Departments within a single political jurisdiction. Unified command means that all agencies that have a jurisdictional responsibility for a multi-jurisdictional incident will contribute to the process of:
1. Overall incident action plan
2. Selection of strategies
3. Ensuring that joint planning for tactical activities is accomplished
4. Ensuring that integrated tactical operations are conducted
5. Making maximum use of assigned resources

S. Common objectives and strategies for major multi-jurisdictional incidents should be written. The implementation of the incident action plan will be accomplished under the direction of the incident commander.

46.1.4 OPERATIONS FUNCTION
The operations function of the Incident Command System is responsible for the management of all tactical operations directly related to the primary mission. The following shall govern the operations function responsibility within the Incident Command System:

A. Until an Operations Section is established, the Incident Commander has direct control of all tactical resources. The Incident Commander will determine the need for a separate section at an incident. When the Incident Commander activates an Operations Section, an Operations Section Chief will be assigned. The Operations Section Chief will develop and manage the Operations Section to accomplish the incident objectives set forth by the Incident Commander. Operations Section Chief responsibilities include:
1. Establishing a perimeter, if not previously established
2. Conducting evacuations
3. Maintaining command post and scene security
4. Provide for detainee transport, processing and confinement
5. Directing and controlling traffic
6. Conducting the post-incident investigation

B. The Operations Section Chief may expand the section as necessary to deal with the situation. The Operations Section Chief may add supervisory levels to help manage the span of control. Divisions may be used to divide an incident geographically. Groups may be used to describe functional areas of operations. Branches may be used when the number of division or groups exceeds the span of control and can be either geographical or functional.

46.1.5 PLANNING FUNCTION
The following shall outline the responsibilities for the on-scene planning function:

A. The Incident Commander will determine the need for a Planning Section and designate a Planning Section Chief. If the Planning Section is not established, the Incident Commander will perform all planning functions. Planning responsibilities include preparing a documented incident action plan, gathering and disseminating information and intelligence, and planning post-incident demobilization.

B. The Planning Section may be further staffed with the following four units, as needed:
1. The resource unit, which conducts check-in activities and maintains status of resources
2. The situation unit, which collects and analyzes information on the situation, prepares displays, summaries, maps, and projections
3. The documentation unit, which provides duplication services including the written incident action plan and maintains and archives all incident-related documentation
4. The demobilization unit, which assists in ensuring that resources are released from the incident in an orderly, safe, and cost-effective manner

46.1.6 LOGISTICS FUNCTION
The following outlines responsibilities for the on-scene Logistics function:
A. The Incident Commander will determine the need for a logistics and designate a Logistics Section Chief. If a logistics section is not established, the Incident Commander will perform all logistics functions. Logistics is responsible for providing personnel, facilities, services, and materials in support of the incident communications, transportation, medical support, supplies, and special team and equipment needs.

B. The Logistics Section may be divided into a service branch and a support branch. The service branch may encompass a communications unit, medical unit, and food unit. The support branch may encompass a supply unit, facilities unit, and grounds support unit.

46.1.7 FINANCE/ADMINISTRATION FUNCTION
The following shall govern responsibilities for the on-scene finance and administration function:

A. The Incident Commander will determine the need for a Finance / Administration Section and designate a Finance / Administration Section Chief. If a Finance / Administration Section is not established, the Incident Commander will perform finance /administration functions.

B. Finance / administration responsibilities include:
   1. Recording personnel time
   2. Procuring additional resources
   3. Recording expenses
   4. Documenting injuries and liability issues

46.1.8 CRITICAL INCIDENT EQUIPMENT/OPERATIONAL READINESS
The following shall ensure the readiness of equipment to be used in support of emergency operations:

A. The Emergency Management Unit shall complete a documented quarterly inspection for operational readiness of equipment designated for use in support of critical incidents. Maintenance of items utilized in support of operational readiness shall be the responsibility of the units which employ them.

B. Critical incident response equipment may include, but is not limited to gas masks, riot gear, personnel protective equipment, and plans and supporting documentation used during incident management.

46.1.9 TRAINING AND MAINTENANCE OF THE UNIVERSITY RESPONSE PLAN
The following governs the process for updating the emergency response plan and training Department personnel:

A. The Emergency Management Sergeant or designee shall be responsible for verifying names, phone numbers, and pager numbers, listed in the University Response Plan and to relay the updated and verified information to the I.C.S. phone-messaging system.

B. A complete, quarterly updated copy of the University Response Plan, maintained by emergency management staff, shall be maintained in the following locations:
   1. 
   2. 
   3. 
   4. 

C. The Training Sergeant shall be responsible for documenting annual training on the University Response Plan for affected Department personnel. The training, conducted by emergency management staff, may include a table-top exercise, a functional exercise, a lecture, or some form of on-line training.

46.1.10 TESTING EMERGENCY RESPONSE AND EVACUATION PROCEDURES
The following provides direction for testing University of Wisconsin – Madison emergency response and evacuation procedures.

A. The Emergency Management Unit will conduct annual testing of the University of Wisconsin – Madison University Response Plan (URP). This testing may include, but is not limited to any of the following formats:
   1. Tabletop Exercise
   2. Functional Exercise
   3. Full-Scale Exercise

B. The emergency management unit will produce an after-action report describing each test to include:
   1. Description
   2. Date and time
   3. Whether the test was announced or unannounced

C. The emergency management unit will work with the department communication specialist to distribute a notice publicizing the emergency response and evacuation procedures to the campus community in conjunction with the test.

46.1.11 BOMB THREATS
The following provides for a consistent and efficient response to reported bomb threats:

A. Upon receiving information on the nature of the threat, the communications operator or investigating officer shall immediately notify the officer-in-charge and the manager-on-call. Incident command protocols shall be initiated.

B. If a decision is made to evacuate a building or area:
   1. The Madison Fire Department shall be notified.
   2. When building occupants are re-admitted to an area after a bomb threat, they should be instructed to thoroughly inspect their immediate work areas before resuming duties.

46.1.12 ACTIVE SHOOTER AND ACTIVE TERRORISM INCIDENT RESPONSE
The following outlines rapid deployment and active shooter procedures:

A. Rapid deployment/active shooter response may occur when an event is on-going and the offender is actively engaged in causing death or great bodily harm to persons. Rapid deployment involves the immediate use of law enforcement resources to isolate, contain, and neutralize the threat.

B.
C. Response efforts should be coordinated through an incident commander. It is the responsibility of the officer in charge of an incident to verify the report of the incident, determine if the incident meets the criteria for activating the incident command system, and to begin the incident command system for requesting, staging, and deploying resources. Responsibilities of the incident commander may include, but are not limited to: securing communications, identifying the areas of danger, and coordinating additional resources.

E. 

F. In the event of an active gunman or active terrorism incident on campus, the Manager on Call or designee shall issue a Wiscalert to immediately notify the campus community.

G. The Department Emergency Management Unit shall conduct and document an annual review of the University Response Plan, including a review of active shooter and terrorism responses, with stakeholders. The Department and stakeholders should agree on specific plans and actions to take in responding to these situations.

46.1.13 SUSPECTED BIO-TERRORISM HAZARDS
The following procedures shall be employed when suspected bio-terrorism hazards exist:

A. Department personnel should take all reasonable precautions to prevent contamination to themselves and Department equipment.

B. The officer(s) responding to a suspected bio-terrorism hazard should coordinate response with the Madison Fire Department, if required. Initial screening questions may include, but are not limited to:

1. 

D.
E. When a suspicious substance has been located, the Madison Fire Department will become responsible for the initial scene.

F. Information on handling biological agent threats is available on the Department of Health and Human Services (D.H.H.S.) Centers for Disease Control and Prevention website.

G. This information should be taken into consideration when deciding on a location for treatment.

46.1.14 WISCALETS
The following procedures shall be utilized for Emergency Notifications to the campus community:

A. The University of Wisconsin-Madison maintains a multi-modal approach to all hazards emergency notification. Incidents and/or events may necessitate the notification of UW faculty, staff and students collectively or within impacted groups. The Department will immediately notify the campus community upon the confirmation of a significant emergency or dangerous situation involving an immediate threat to the health or safety of students or staff occurring on the campus. The Department will, without delay, and taking into account the safety of the community, determine the content of the notification, unless issuing a notification will, in the professional judgment of responsible authorities, compromise efforts to assist a victim or to contain, respond to or otherwise mitigate the emergency.

B. Department personnel will attempt to confirm the emergencies on campus, in conjunction with key administrative units, such as Facilities Management, Environmental Health and Safety, other local first responder agencies, and/or the National Weather Service if necessary. Complete notification of one-hundred (100) percent of campus population is not possible; however, attempts will be made to notify the largest percentage feasible of the impacted segment of the population given incident/event specifics.

C. All police managers are authorized for system use. In situations in which there is a time-critical threat to campus, or a major disruption to normal campus operations, a WiscAlert message and messages sent via the other systems listed below can be sent immediately on authority of the Department Manager on Call (MOC) or designee. The MOC or designee is responsible for drafting, determining the appropriate segment of the community to receive the message, and sending the message to the community using the appropriate systems listed below except the Reverse 911 system which is initiated by the Dane County 911 Center. Content of the message will be determined on a case-by-case basis and will depend on the type of emergency. If time permits, UW Communications may review media distributions prior to the University of Wisconsin – Madison Police Department sending them.

D. Situations for sending a WiscAlert include, but are not limited to: active shooter, significant and serious hazardous materials spill, closing a section of campus, multiple building closings, significant disruptions to campus infrastructure, or a mass casualty disaster. The Department may use some or all of the following systems to communicate an immediate threat to the community: WiscAlerts – Text, Email and Voice Calls may be used in combination with other warning mechanisms such as the Department twitter account, Department Facebook account, an RSS homepage message, Dane County Reverse 911, and media distribution.

E. Situations requiring a WiscAlert will almost always require ongoing communications support. The Department should determine what level emergency is present and use the University Response Plan (URP). Once the URP is activated the process of posting information on the university homepage and preparing a crisis communications response should begin. Depending on the level of the activation, UWPD, the Information Management Group and/or University Communications will work together to craft a consistent set of messages that can be efficiently distributed to update the campus community, either through other WiscAlerts or through the homepage, News Page, Parent Program page and My UW Portal. The URP Information Management Group and/or University Communications on-call staff will also provide assistance in handling media inquiries. In certain emergency situations, a campus affiliate group, such as UWHC may also propose sending a text message via WiscAlerts. Such requests should be evaluated on a case-by-case basis by the MOC, using the criteria listed above.
F. The Department will, without delay, and taking into account the safety of the community, determine the content of the notification and initiate the notification system, unless issuing a notification will, in the professional judgment of responsible authorities, compromise efforts to assist a victim or to contain, respond to, or otherwise mitigate the emergency.

G. Parents and the larger community can receive information pertaining to an emergency situation at the University of Wisconsin – Madison through the following systems: the Department twitter account, Department facebook account, a RSS homepage message, and media distribution. In addition, the Parent Program has the ability to communicate with parents who are part of the program.

H. The Department Emergency Management Unit shall test system functions quarterly. Emergency Management is responsible for handling administrative issues and working with the system provider.