

4.10 Critical Incident and Media Policy

Policy number: 4.10
Date last reviewed: December 2024
Reviewed by: Child Care Team

This policy relates to	
National Quality Standards Early Childhood Education & Care	7.1.2, 7.1.3

Purpose

In responding to a critical incident, the service will aim to create an organisational environment which:

- Accepts feelings of distress as legitimate reactions to traumatic situations.
- Accepts organisational ownership of the crisis and its implications.
- Provides organisational support to aid recovery. This may be through debriefing, reallocation of workloads, defusing, organisation consultations, follow-up and referral and encouraging peer support.
- Values and supports crisis intervention through training of staff, educators and management in areas such as stress management, resilience, crisis mitigation and forward planning.

Policy

Definitions

A critical incident is defined as an extraordinary event outside the range of usual human experience. It has the potential to overcome the person’s normal ability to cope with stress. It is an event which can cause intense feelings of fear and helplessness and can involve:

- Threat or violence or death or injury to self or other.
- Seeing another person injured or killed by accident or violence.
- Experiencing or seeing human degradation, suffering or loss.

Procedures for dealing with a critical incident

In dealing with a critical incident, the following procedures are to be followed:

- (1) Safety for those affected are the priority.
- (2) The manager will contact the following parties:
- (3) The General Manager will convene a meeting with the Beaucare board to determine the organisational response and will arrange or implement outcomes from the meeting.
 - General Manager
 - Departmental officers
 - Families affected by the crisis
- (4) Evaluate process with report to Beaucare Board.

Every attempt will be made to ensure that affected parties are aware of the process, and confidentially and privacy provisions are respected.

Media Policy

In the event of a critical incident or other situation that creates media interest:

- All media enquiries will be directed to the Manager or the General Manager. In situations where the media has sought response from the Service in relation to an issue or incident, enquiries will be dealt with by the General Manager with reference to the President.
- Only the General Manager or President may act as spokesperson to the media or issue approval for media responses.
- Wherever possible, the response to the media will take the form of a written media release.

Associated Beaucare Policies and Documents

[Appendix D Privacy and Communication](#)

[Appendix E Marketing, Electronic and Social Media](#)

Relevant Legislation

National Law

National Regulations

National Quality Standard

The Communications Guide to Better Public Relations Family Day Care Assn. (2000) Successfully Managing Reputation Risk – The importance of Strategic Crisis planning within Not-for –Profit Organisations CPA Conference 2006 Working with the Media M Cozzi Workshop Notes FDC Conference (2004)

Commission for Children, Young People and Child Guardian: *Children and the Media – Tips for Interviews*

http://www.ccypcg.qld.gov.au/pdf/publications/brochures/children-and-the-media/2_GuidelinesforYPinteractingw_media.pdf

