

## **Preventing, Planning for, & Managing Your Health Center's Response to an Organizational Crisis**

Given the recent attention around workplace harassment and its ramifications, this year's CHI pre-session will include a two-part session focused on: 1) preventing harassment and bullying in the workplace and 2) developing a crisis communications plan for informing necessary stakeholders and responding to potential media inquiries if and when an instance of harassment or bullying becomes public. The session will also address the harassment of health center staff by patients.

### **Part I: For HR Personnel and Supervisors (10am - Noon)**

An in-depth training on harassment prevention by the employment law firm of Murphy, Hesse, Toomey & Lehane, LLP will provide your staff with the latest information and tools for recognizing conduct that may be considered unlawful harassment and for responding appropriately to complaints of harassment when they occur.

### **LUNCH (Noon – 1pm)**

### **Part II: For CEOs, HR Leaders and Communications Professionals (1 – 2:30pm)**

This presentation is designed for CEOs and leadership staff and will bring together law and public relations experts to provide a comprehensive strategy for preventing harassment in the first place, addressing allegations when they occur, and executing a crisis communications plan if an instance of harassment is made public.

Katherine Hesse from the employment law firm of Murphy, Hesse, Toomey & Lehane, LLP will guide CEOs and other leadership staff through the latest Equal Employment Opportunity Commission regulations **on workplace harassment** and **equal pay**, and discuss how and when to engage your legal team if an allegation of harassment is made.

Peter Howe, a former Boston Globe and NECN reporter who now works as a Senior Adviser at the public relations agency Denterlein Worldwide, and Denterlein Senior Executive Vice President Roberta Shaw will present the critical components of an effective crisis communications plan and lead participants through 4 different case-based harassment scenarios.

### **Part III: Panel and Q & A (2:30 – 3pm)**

Katherine Hesse will join Peter Howe and Roberta Shaw on a panel to talk about how your legal and PR teams can work together to limit risk while meeting the public's expectation for more information and increased transparency during a crisis.