COVID-19 has been declared a pandemic by the World Health Organization (WHO) and unlike seasonal flu scenarios, is expected to last for at least a year or more (i.e., a sustained event). The approach to be considered goes beyond an organization’s traditional pandemic response plan. Organizations should consider how best to adapt to the current situation, be ready to bounce back when the crisis subsides, continuously provide the mandatory level of care for staff, and constantly communicate the right situation/developments, providing assurance in a timely manner.

Top 10 Actions to Take During a Pandemic
1. Review your current plans (i.e., pandemic response or infectious disease response plans) and compare if there are any deviations to local health advisories for COVID-19. Update the key points as soon as possible, considering the current dynamics.

2. Communicate these plans to all staff and covered vendors (contracted to/residing in your organization). If this is already in the organization's online portal, do a quick summary and communicate out again. Stress on the relevant points.

3. Initiate approved staff/vendors communication campaign. Determine frequency of key points/reminders release. Exceptions would be those points that are “breaking news” or “with immediate effect”.

4. Review current client/legal agreements and activate your respective business continuity plans, especially where supply of goods or services may either be disrupted or need to be deferred.

5. If a pre-arrangement has been made, ramp up your personal proactive equipment (PPE) such as face masks, hand sanitizers and thermometers (in addition to your current stockpile which may have been based on old planning assumptions). However, only issue them based on local health authority’s recommendation.

6. Initiate a calibrated approach for remote working, virtual meetings, non-critical events deferment/postponement, as well as social distancing.

7. As COVID-19 will require workplace segregation and designated routes to be taken (in the premises) in event staff needs to be conveyed to hospital, establish if such measures will impact the processes of other physical safety and security scenario plans.

8. Review staff counseling initiatives.

9. Think about post recovery where your company can be brought back up to business as usual and even thrive. Review current organization staff skillsets and invest in training. Likewise, consider technology initiatives that will not only facilitate the current COVID-19 situation, but can also be a part of enhancing organizational resilience during normalcy or future crises.

10. Continue to monitor developments closely and adapt your plan(s) accordingly. Above all, stay calm, but do not be complacent.

For more information and current updates on the COVID-19 situation, please visit the World Health Organization (WHO) or the Centers for Disease Control and Prevention (CDC).

BlackBerry AtHoc
When emergencies strike, BlackBerry® AtHoc® unifies crisis communications between organizations, people, devices, and external entities. Leading corporations, healthcare institutions, universities, and government agencies trust BlackBerry AtHoc to help them enact the most immediate and effective response to crisis situations. Your organization deserves the leader in networked crisis communication. Go to www.blackberry.com/athoc or call 650-685-3000 to learn more.
About BlackBerry

BlackBerry (NYSE: BB; TSX: BB) provides intelligent security software and services to enterprises and governments around the world. The company secures more than 500M endpoints including 150M cars on the road today. Based in Waterloo, Ontario, the company leverages AI and machine learning to deliver innovative solutions in the areas of cybersecurity, safety and data privacy solutions, and is a leader in the areas of endpoint security management, encryption, and embedded systems. BlackBerry’s vision is clear - to secure a connected future you can trust.


For more information, visit BlackBerry.com and follow @BlackBerry.