

# **EMERGENCY WALL CHART**

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BOMB THREAT	SUSPICIOUS PACKAGE	REPORTING CRIME	PERSON IN DISTRESS	ELEVATOR FAILURE	MEDIA CALLS	

## **INSIDE FRONT COVER**

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## **EMERGENCY CONTACTS**

Name	Phone Number
Counseling Center (Denton)	(940) 898-3801
Counseling Center (Dallas)	(214) 689-6655
Counseling Center (Houston)	(713) 794-2059
Crisis Counseling Hotline	(800) 985-5990
Department of Public Safety (DPS Denton)	(940) 898-2911
DPS (Dallas)	(214) 689-6666
DPS (Houston)	(713) 794-2222
Disability Support Services	(940) 898-3835
Emergency Management	(940) 898-4021
Employee Assistance Program	(800) 343-3822
Environmental Health and Safety	(940) 898-2924
Facilities Management	(940) 898-3131
Facilities (after hours/holidays)	Call DPS
Marketing and Communications (Media Relations)	(940) 898-3456
Off-Campus Emergencies	911
Service Desk (Phone/internet outage)	(940) 898-3971
Student Health Services	(888) 898-8825
Weather Closing and Emergency Hotline (Denton)	(940) 898-3430
Weather Closing and Emergency Hotline (Dallas)	(214) 689-6631
Weather Closing and Emergency Hotline (Houston)	(713) 794-2310

EMERGENCY CONTACTS \( \int \)

## **EMERGENCY NOTIFICATION**

One or more of the following methods may be used to notify the campus community of various emergency events that may impact students, staff, faculty, and visitors on the campus.

- Pioneer Alert: Important emergency alerts, notifications, and updates are sent to the following:
  - Registered phone numbers (Voice and text)
  - TWU E-mail account
  - Twitter: @PioneerAlert
  - TWU desktop computers

Pioneer Alert information can be updated through the Pioneer Portal. Check and update your Pioneer Alert information at least twice per year.

- *University Homepage:* Critical information is posted on TWU's home page at <a href="www.twu.edu">www.twu.edu</a> and may be viewed both internally (Students, faculty and staff) and externally (Parents, alumni and other constituents). The University will provide updates to the community as needed.
- Email: Broadcast emails are sent to TWU students, faculty and staff.
- **Facebook:** Information before, during, and after an emergency is also posted to the TWU Facebook page at <a href="https://www.facebook.com/texaswomansuniversity">www.facebook.com/texaswomansuniversity</a>.
- *Twitter:* Information before, during, and after an emergency is also provided by Twitter @TWUNews, @TWUReady, and @PioneerAlert.

EMERGENCY NOTIFICATION			

## **MEDICAL EMERGENCIES**

**When To Act:** Take action upon witnessing someone with an injury or illness that appears life-threatening to the person.

- Do not move a seriously injured person unless there is a life-threatening situation.
- Call 911 immediately.
- Give the operator your name, location, and telephone number.
- Give as much information as possible regarding the nature of the injury or illness, whether or not the victim is conscious, etc.
- Do not hang up until directed to do so by the emergency operator.
- Administer First Aid if the person has severe wounds to their body.
- Remain with the person until a first responder arrives.
- Check the person's breathing and pulse, if it is irregular or is absent use an Automated External Defibrillator (AED) as soon as possible.
- If you have already used the AED or an AED does not exist, then perform CPR (Hands only) on the person for about 2 minutes. If needed, use the AED again after 2 minutes of CPR.

#### **How to Use an AED:**

- Check for puddles or water near person before using the AED.
- Move person to a dry area and stay away from wet areas while using AED.
- Open the lid on the AED.
  - Follow voice prompts from the AED.
- Expose the person's chest:
  - If person's chest is wet, then dry it.
  - If person has too much hair on their chest, then trim it with scissors or razor, if available.
- Tear open apply the sticky pads with sensors to person's chest as directed by voice prompts and diagrams on the pad wrappers.
- Check the person to make sure they do not have a pacemaker (Usually will see outlines around the chest or abdomen area).

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	MEDICAL EMERGENCIES		

### MEDICAL EMERGENCIES continued

- Make sure no one else is touching the person while administering the AED.
- Press the AED's "Analyze" button and stay clear while machine checks for person's heart rhythm.
- The AED will tell you when to deliver the shock, if needed. Make sure to stand clear of the person and push the "Shock" button on the AED.
- After delivering the shock, start or resume CPR for another 2 minutes and repeat as needed.

#### **How to Use an AED on Children Under 8 Years:**

- If an AED is to be used on a child under 8 years old, pediatric defibrillation pads should be used. If the AED is so equipped, the pediatric pads will not be attached to the device, but will be stored in a pocket on the rear of the AED carrying bag. Do not delay using the AED if you are not sure of exact age of individual (when unsure, use adult pads).
- Open the lid to the AED.
- Disconnect the normal adult defibrillation pads by unplugging the pads from the AED.
- Plug the pediatric defibrillation pads into the same plug socket on the AED that the adult pads were plugged into.
- Expose the child's chest.
- If child's chest is wet, then dry it.
- Apply the pads to the child's chest as directed by voice prompts and diagrams on the pad wrappers.
- Make sure no one is touching the person while a shock is being administered by the AED.

#### **ACTIVE SHOOTER**

When to Act: When you hear gunshots or receive a Pioneer Alert for an active shooter situation.

First, quickly assess the situation. If you are not in the building with the assailant, follow lockdown protocol by staying in the building and doing the following:

- Go to a room that can be locked or barricaded (Doors swing inward).
- Lock the door (If possible) and place heavy items in front of the door to barricade it.
- Turn off the lights in the room.
- Do not use cell phones and stay silent.
- Do not leave the safe area until instructed to do so by campus authorities.

If you are in the building with the assailant, follow these guidelines according to your situation:

#### **RUN:**

- If the assailant is not close to your location, get out of the building.
- Move quickly toward the nearest emergency exit while staying aware of your surroundings.
- If you encounter law enforcement, make your hands visible and follow instructions.
- Once outside, find a safe place to hide and call 940-898-2911 to report the emergency.

#### HIDE:

- Hide in a room or area that can be locked or barricaded (Doors swing inward).
- Block entry to your hiding place and lock doors.
- Turn off all lights and silence cell phones.
- Do not leave the hiding place until it is safe to do so.

#### FIGHT:

- Only when it appears your life will be threatened by the assailant.
- Form a plan with the rest of the room before the assailant enters.
- Spread out in the room.
- Have some of the people in the room throw items at the assailant to cause hesitation.

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	ACTIVE SHOOTER	

## **ACTIVE SHOOTER** continued

- Have others positioned near the entries and ready to attack with whatever items are in the room (Ex: Chairs, books, & tools).
- Take down the assailant using any means possible and make sure to get the weapon away from the assailant.

## Call 911 or DPS at the following when it is safe to do so:

• Denton Campus:940-898-2911

• Dallas Campus: 214-689-6666

• Houston Campus: 713-794-2310

#### **LOCKDOWN**

**When to Act:** When you receive a Pioneer Alert notifying campus to lockdown due to an already occurring or impending threat to campus (Ex: Active shooter or a potentially dangerous person reported near or on campus).

#### IF A LOCKDOWN IS ORDERED:

- Stay Inside! Do not leave the building unless an imminently dangerous situation arises inside. If outside, seek shelter in the nearest building.
- Go to the nearest room or area that can be locked or barricaded (Doors swing inward).
- Lock the door, if possible, and put heavy items in front of the door to barricade it.
- Turn out the lights and avoid using cell phones and remain silent.
- Close windows, shades and blinds, and avoid being seen from outside the room if possible.
- Monitor Pioneer Alert and email for updates and further instructions. A description of the actor will be disseminated as soon as possible using these methods.
- Report any emergency or unusual condition to DPS at
  - o Denton Campus:940-898-2911
  - o Dallas Campus: 214-689-6666
  - Houston Campus: 713-794-2310
- Once in a secure location, do not leave until receiving the "all clear" from a police officer, Pioneer Alert, email or website communication.

		LOCKDOWN	

#### **FIRE**

When to Act: Take action upon hearing activation of the building's fire alarm system or if you observe smoke or fire (Do not assume it is a false alarm).

- Stop all normal activities immediately.
- If time permits, turn off fire/heat producing equipment and secure other hazardous processes/ equipment to prevent a secondary emergency.
- Take critical personal belonging with you only if you can do so quickly...
- Leave the building immediately via the nearest emergency exit (See the Maps tab for the nearest evacuation route).
- Feel doors before opening, and close doors and windows as you leave if safe to do so.
- Warn others as you leave (If fire alarm has not gone off and there is a fire, use the fire alarm pull station).
- Do not use elevators.
- If trapped, keep doors closed and place cloth under them to keep smoke out.
  - Contact DPS at the following to let them know your whereabouts
    - Denton Campus: 940-898-2911
    - Dallas Campus: 214-689-6666
    - Houston Campus: 713-794-2222
  - Hang a shirt or jacket out the window to attract attention for first responders.
- Help those with a mobility impairment down the emergency stairwells by using an evacuation chair (If available; see the Maps tab for evacuation chair locations).
- Proceed down the emergency stairwell and once out of the building gather in the designated area (To see the designated areas, go to the Maps tab).
- Once outside and safe, report the fire to DPS.
- Take account of those who were in the classroom to make sure everyone is accounted for.
- Notify first responders of anyone who is trapped or any other special circumstances.
- Do not go back in the building for any reason until an authorized university official deems it safe to re-enter.

#### **EVACUATION**

#### **BUILDING EVACUATION**

**When To Act:** Take the following actions to evacuate the building if there is a fire, chemical spill (Defined in the Chemical Spill tab), or if ordered to do so by university officials (Ex: TWU Police Officer or through a Pioneer Alert).

- Immediately stop all activities occurring in the room or area.
- If time permits, turn off fire/heat producing equipment and secure other hazardous processes/ equipment to prevent a secondary emergency.
- Move your group to the closest exit and proceed down the EXIT stairwell in a safe and orderly manner. Take personal belongings with you. Do NOT use elevators.
- For information on the nearest emergency exit, see the Maps tab at the end of the guidebook.
- Upon going outside, proceed to the nearest designated area (Locations are provided in the Maps tab). If you are not sure, remain at least 100 feet outside of the building and await further instructions.
- Once at the designated area, take account of the group to make sure everyone is present and accounted for. Notify DPS of anyone who is missing.
- Be aware of approaching emergency vehicles. Notify emergency responders of anyone trapped or any special conditions in the building.
- Do not go back in the building for any reason until an authorized university official deems it safe to re-enter.

#### LARGE-SCALE EVACUATION

**When To Act:** Upon receiving a Pioneer Alert or notice from a university official to evacuate campus. If you receive this notice take the following actions:

- Immediately stop all activities in the room or area.
- Proceed to the nearest emergency exit by finding the EXIT sign or checking the Maps tab.
- Follow instructions provided by the university as to where you need to evacuate.
- Continue to monitor Pioneer Alert, E-mail, Facebook, Twitter (@TWUNews, @TWUReady, and @ PioneerAlert, and the University website for additional information.
- Those in need of transportation will be directed to areas to await transport to an off-campus site.

EVACUATION	/ /	/			/
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#### **EVACUATING PERSONS WITH DISABILITIES**

Pre-Planning is Important. If you may need assistance evacuating in an emergency should pre-plan and contact Disability Support Services at (940) 898-3835. Disability Services works with Student Life regarding the living arrangements and class schedules of students with disabilities as well as with other university departments to help provide work arrangements for employees.

- Evaluate your need to identify as someone who requires assistance during an evacuation. Some people who may need assistance have no visible disability.
- Master the skill of giving quick information on how best to assist you. Be clear and concise. If you
  have difficulty speaking, consider using a carry-with-you preprinted message.
- Establish a personal network consisting of people who are regularly in the same area as you. Do not depend on any one person as they may not always be available. Assess your own abilities and communicate your capabilities and limitations to those in your network.
- Determine all your evacuation options and prioritize them. Consider the pros and cons of each:
  - Being carried You have a chance to get out but you and/or your helpers may be injured in the process.
  - Evacuation chairs Evacuation chairs are safer than being carried and you don't have to wait for emergency responders to reach you. These take practice to use safely, however, and the device has to be nearby.
  - Areas of Refuge Areas of refuge are fire-resistant spaces where people unable to use stairs can call for help by way of two-way communication devices. An area of refuge is a good option if you feel that you may be injured if you evacuate using the stairs; however, they are typically not available in older buildings and you may be overcome by smoke before getting help from rescue personnel.
  - Uses of elevators Elevators are useful in non-fire emergencies however they may be shut down automatically if the fire alarm is activated. The elevator shaft can also become a chimney for smoke and the power can go out, leave the elevator stuck between floors.

#### **Evacuation Procedures**

- Attempt a rescue evacuation only when the person with a disability is in immediate danger and cannot wait for professional assistance.
- If the building has an Area of Refuge, assist the person to that area. If possible, at least one person should wait with the person with a disability. For buildings that do not have an Area of Refuge, the person with a disability should be moved to the nearest enclosed stairwell.

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EVACUATING PERSONS WITH DISABILITIES		

### **EVACUATING PERSONS WITH DISABILITIES** continued

- Ask others leaving the building to notify emergency responders that the person with a disability needs assistance in evacuating. Give the specific location.
- If waiting for rescue is not an option, two physically capable occupants of the building could volunteer to assist the person in evacuating. Ask how the person can best be assisted or moved, and whether they require any special considerations or items that need to come with the person. Keep in mind that you may need to clear debris in order to safely evacuate.
- Do not use elevators unless told to do so by emergency responders.

### TORNADO/SEVERE WEATHER

#### For Tornado

**When To Act:** Be weather alert if you hear of a Tornado Watch for our area. This means that you need to be ready to act in case a warning is issued. If a Tornado Warning is issued for campus, take the following actions immediately:

- Stop all activities immediately and make an announcement to the group about the situation.
- If time permits, turn off fire/heat producing equipment and other hazardous areas.
- Lead the group to one of the designated severe weather areas in the building (See the Maps tab for locations). If you are unsure of where to go, proceed to the lowest floor in the building and find an interior room away from windows.
- Monitor your cell phone for updates on Pioneer Alert regarding the situation (Remember you can receive alerts and information via Twitter @TWUReady and @PioneerAlert).
- Wait for a notification from Pioneer Alert to resume normal operations before leaving the shelter-inplace location.

## **For Severe Thunderstorm**

**When To Act:** Be weather alert if you hear of a Severe Thunderstorm Watch for our area. This means you need to be prepared and ready if a warning is issued. If a Severe Thunderstorm Warning is issued for campus, take the following actions immediately:

- Inform the group of the Severe Thunderstorm Warning.
- Advise others to not go outside until the storm passes as large hail and flying debris could cause serious injury.
- If in an area that is surrounded by windows, have people move toward the interior of the room to avoid possible injury from shattered glass (Large hail and other debris can come through windows).
- If instructed to do so, stop all activities in the room and move everyone to the severe weather area. (This will be done in cases where the severe thunderstorm is producing very dangerous hail and/or wind speeds in excess of 80 mph).
- Monitor your cell phone for updates from Pioneer Alert, the @TWUReady or @PioneerAlert Twitter feeds, or the TWU Emergency Management website for updates.
- Do not go outdoors or near windows until the storm passes. (Remember, Severe Thunderstorms can produce very large hail and can cause flying debris to come into the building).

If there is a medical emergency, dial 911 immediately to report the emergency and follow the actions outlined in the Medical Emergency tab.

	TORNADO/SEVERE WEATHER		$\int$

### **WINTER STORM**

When to Act: Begin to take notice when you see or hear of winter weather in the forecast. Information on the possibility of winter weather will be provided by TWU Emergency Management.

Texas Woman's University implements the following procedures for announcing operational changes during periods of inclement winter weather:

- The university will send out communication to the campus community alerting them of the possibility of inclement weather if a Winter Storm Watch is issued by National Weather Service (NWS).
- If a Winter Weather Outlook is issued by NWS, then the university will begin gathering information from credible sources and begin making plans for the possibility of delay or closure.
- If winter weather is likely or imminent (Ex: Winter Storm Warning), then university officials will discuss the latest information and situation on a Winter Weather Coordination Call to determine if and when to delay or close campus.
- Decisions to delay or close campus due to winter weather will be made no later than 4:30 AM.
- Closings and delays are announced to the campus community using the following methods:
  - Pioneer Alert
  - Emergency/Weather closing hotline:

• Denton: 940-898-3430

Dallas: 214-689-6631

Houston: 713-794-2310

- Local TV Stations
- Local Radio Stations
- University website
- o Social media (Facebook and Twitter)
- Do not come to campus when a weather-related closing is announced. Access to inner-campus is typically limited to emergency vehicles and snow removal personnel. Only critical facilities such as those needed to support housing and feeding students will be available. If a weather closing is possible, take any needed items from campus in advance as you may not be permitted to enter until snow/ice removal is complete.

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## **HAZARDOUS MATERIALS RELEASE**

**When To Act:** Take immediate action to shelter-in-place when either you witness a hazardous situation outside (Visible debris in the air) or upon receiving a Pioneer Alert from the university.

The university will ask you to shelter-in-place during a hazardous materials release that is occurring outside in situations where the air is already too contaminated and dangerous to breathe.

### If a shelter-in-place is ordered for a hazardous materials release:

- If outside, seek shelter in the nearest building, and go toward the interior of the building and find a location with no windows (See the Maps tab for shelter-in-place locations for this building).
- Stop all educational activities and instruct everyone in the classroom to not leave the building and to move toward the shelter-in-place location.
- Once in the shelter-in-place location, close or tape off all vents supplying air to the room to prevent contaminants from outside coming into the room if supplies are available.
- Close all exterior doors, windows and any other openings to the outside.
- Allow access to others seeking shelter. Remember: a Shelter-in-Place order means there are dangerous environmental conditions but NOT any known threat of violent behavior. Allowing others into the building will not jeopardize your safety.
- Take account of everyone in your party to make sure all are accounted for.
- Once safe, reach out to your department's Additional Duty Safety Officer (ADSO) or Campus Emergency Response Team (CERT) member.
- Monitor your cell phone for updates from Pioneer Alert.
- Report any medical emergencies by calling 911.
- If there is a medical emergency occurring in your location, refer to the Medical Emergencies tab of the guidebook.
- Do not leave the building until receiving the "all clear" from DPS, Pioneer Alert, email or website communication.

		HAZARDOUS MATERIALS RELEASE	

#### **CHEMICAL SPILL**

When To Act: Take action when ANY of the following conditions apply:

You do not have access to the Safety Data Sheet (SDS) or do not remember the spill response procedure for the material.

- Do not have the necessary supplies/equipment/protective wear as listed on the SDS to clean the spill.
- Chemical is classified as a toxic or poison.
- Material is unknown or the hazards associated are unknown.
- Secondary emergency exists (Ex: Fire).
- You are uncomfortable with the situation or have not received appropriate training.

## If any of the aforementioned conditions apply, take the following action.

- · Do not attempt to clean up the spill.
- Close and lock the doors (If possible) to isolate the area.
- Evacuate yourself and others in the area out of the building.
- Immediately notify DPS at:
  - Denton Campus: 940-898-2911
  - o Dallas Campus: 214-689-6666
  - Houston Campus: 713-794-2222
- While speaking with DPS, provide them with the following information:
  - Where the spill occurred (Building and room #).
  - What chemicals were involved in the spill.
  - Let them know if anyone was injured or needs medical assistance.
  - Provide your name and phone number.
- If anyone had contact with the hazardous material, they should be isolated and await treatment by emergency personnel.
- Provide first responders with information about the spill, chemical and the spill area as they arrive on-scene.
- Check Pioneer Alert for updates on the situation.
- Re-enter the building only when an "all clear" is provided by first responders, university officials, or Pioneer Alert.

CHEMICAL SPILL

#### **BOMB THREAT**

Bomb threats usually come by telephone. If you receive a bomb threat call, remain calm and obtain as much information as possible from the caller.

- When will the bomb explode?
- What kind of bomb is it?
- What will cause it to explode?
- Where is it right now?
- What does it look like?
- Did you place the bomb?
- Who placed the bomb?
- Why did you place the bomb?
- How many bombs are there?
- What is your address?
- What is your name?
- Upon completion of the call, notify DPS by calling the following immediately to give the information you have obtained:
  - o Denton Campus: 940-898-3430
  - o Dallas Campus: 214-689-6666
  - o Houston Campus: 713-794-2310
- Describe the caller's voice, any background noises you heard, and the exact wording of the message.
- Do not touch suspicious packages. Be sure to inform DPS of any suspicious packages, items or people in the area.
- Follow instructions from first responders.

BOMB THREAT

#### SUSPICIOUS PACKAGE

When To Act: The following are features to look for that indicate something could be a suspicious package:

- Excessive postage, no postage, or non-canceled postage.
- · No return address.
- Package is emitting an unusual odor or is discolored.
- Package or item is unexpected and in an unusual location (Out of place).
- Unprofessionally wrapped packages with excessive use of tape, strings, or other wrapping.

If you see some of the aforementioned features and feel the item is a suspicious package, take the following actions:

- Do **NOT** open the suspicious item. If you have opened it, remain calm.
- Notify DPS immediately using a landline phone (Do NOT use a cell phone):

o Denton Campus: 940-898-3430

o Dallas Campus: 214-689-6666

Houston Campus: 713-794-2310

- Do NOT use cell phones near the suspicious package as it could result in detonating any explosive device that might be in it.
- Do not move the letter or package or examine it further.
- Keep others out of the area. Close off the area if possible.
- If the package is leaking a substance or powder and you came into contact with the substance, keep your hands away from your eyes, nose, mouth, or any part of your face. Do not touch others or let others touch you.
- Wash your hands and arms from the elbow down with soap and hot water.
- Do not attempt to clean or cover anything that might have spilled from a package.
- Do not leave the area until instructed to do so by first responders unless there is another condition (Ex: Fire) which requires immediate action.
- Follow all instructions given by first responders.

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### REPORTING CRIME

When to Act: Upon witnessing ANY crime that is taking place or hearing of ANY crime that has already occurred.

All crimes must be reported to DPS at the following:

• Denton Campus: (940) 898-2911

• Dallas Campus: (214) 689-6666

• Houston Campus: 713-794-2222

Public Safety personnel will respond and will call local police for assistance if necessary. Call DPS immediately if you witness a crime in-progress. Give your name, location, and phone number. Do not hang up until the dispatcher tells you to do so. Remain at the location until an officer contacts you unless it is not safe to do so.

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## **PERSON IN DISTRESS**

When To Act: If you are in contact with a student who appears to be an immediate threat to his or her own safety or that of others, call DPS immediately at the following:

• DPS (Denton): 940-898-2911

• DPS (Dallas): 214-689-6666

• DPS (Houston): 713-794-2222

#### Recognize the following signs of a person who may be in distress:

- Significant and sudden change in performance and conduct.
- Atypical behavior or appearance.
- Traumatic event or change in relationships.
- Reference to suicide, homicide, or death.
- Disturbing content provided in their work.
- Disturbing posts on social media.

## If you recognize any of the aforementioned signs, take the following actions:

## **Respond to the Person**

- Speak privately with the individual to see what is going on.
- Directly and candidly discuss your observations and concerns.
- Offer support and assistance to the person.
- Discuss the behavior with the person's professor or supervisor.

## **Refer the individual to the Behavior Assessment Team (BAT)**

- Phone: 940-898-3615.
- Fill out the BAT Form at the TWU Student Life website.
- The BAT Team will triage the situation to determine the best course of action for the person.

## Refer the person to see a counselor

- For students, have them contact the Counseling Center at the following:
  - o Denton campus: 940-898-3801
  - Dallas campus: 214-689-6655
  - Houston campus: 713-794-2059
- For employees, refer them to the Employee Assistance Program (EAP) at 1-800-343-3822.

PERSON IN	/	/	/
DISTRESS		/	/
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#### **ELEVATOR FAILURE**

#### If you become trapped in an elevator, the following actions should be taken:

If you are unable to contact Facilities, call DPS at the following:

Denton Campus: 940-898-2911Dallas Campus: 214-689-6666

Houston Campus: 713-794-2222

- DO NOT panic. Use the elevator phone or your cell phone to call Facilities for assistance at:
  - o Denton Campus: 940-898-3131
  - o Dallas Campus: 214-689-6716
  - Houston Campus: 713-794-2056
- Make sure to report the following to Facilities or DPS:
  - Any injuries or medical conditions.
  - Number of people in the elevator.
  - Your name and contact information.
- Press the ALARM or HELP button to notify others who may be nearby.
- DO NOT attempt to force the door open or attempt to climb out of the elevator car. The elevator may re-start without warning.
- Your best course of action is to relax, get comfortable, and wait for professional assistance. Even if
  the air temperature feels warm, there is plenty of air circulating in the elevator and throughout the
  elevator shaft.

ELEVATOR FAILURE
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#### **MEDIA CALLS**

The TWU Office of Marketing and Communications serves as the point of contact for all media inquiries. During an emergency situation, it is especially important that reporters be directed to the Office of Marketing and Communications. This office speaks on behalf of the University and has the most accurate and up-to-date information available about an incident. In addition, the Office of Marketing and Communications works closely with the campus to coordinate what information can or should be released to the general public.

### When receiving any calls from a media representative, please take the following steps:

- Direct all media inquiries to the Office of Marketing and Communications at (940) 898-3456.
- Regardless of the situation or what the media questions might be, never say "No Comment". Better responses are the following
  - "Thanks for calling. Allow me to refer you to our Office of Marketing and Communications, which handles media questions and they will be able to assist you."
  - "The most up-to-date information will be on the TWU homepage at www.twu.edu."
- Never respond with "No Comment" or respond with any information including but not limited to:
  - How are you feeling?
  - Are you scared?
  - Do you know what is going on?
  - What can you tell me?
  - Are you a student?
  - Where are you?
- Remember, NOTHING is "off the record" with the media. Always assume that they will use any information that they obtain in their report.

## **MAPS**

## Maps to come from client

## **INSIDE BACK COVER**

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## **OUTSIDE BACK COVER**

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