

# Crisis Communication Templates - Normality Phase



BlackBerry AtHoc.

## PURPOSE

The intent of this messaging template is to provide Crisis Management/BCP/ WSH Coordinators a quick means of communicating key information to staff and partners, in light of the current COVID-19 situation. While the situation is expected to evolve and will be a sustained event, the provided message contents will be relevant in many instances, and can be customised based on global, regional or local developments and any mandatory actions issued by the Government [in particular, messages 2(A), 2(B) and 2(C)].

This specific set of messages is intended to reflect current “return to normalcy” trends adopted by most Governments, following recent public health protection measures enforced. At present stage, there are no therapeutics or vaccines proven to treat or prevent COVID-19. Thus, users are recommended to keep their current continuity of ops plans “live”. The color codes provide a general reference on how frequent or critical a specific message should be published.

## NOTE:

- (a) The following are recommended messages to be sent as “Alerts” via BlackBerry® AtHoc®, based on the recommended issuance and frequency.
- (b) BCP/Crisis Management/WSH Coordinators are advised to revise/calibrate the message details in accordance to their local health advisories or Government directives.
- (c) Unless otherwise specified, all responses shall be “(1) Acknowledge”; or, “(2) I need further clarification”

THESE TEMPLATES ARE FOR EXAMPLE PURPOSES ONLY AND NEED TO  
BE TAILORED FOR YOUR BUSINESS AND COUNTRY

S/N	NAME/TITLE	RECOMMENDED ISSUANCE
<a href="#">1</a>	<a href="#">BlackBerry AtHoc Mobile App Registration</a>	 Immediate
<a href="#">2(A)</a>	<a href="#">Current State on COVID-19 - Transitioning to "New Normal" - Phase 1</a>	 Immediate
<a href="#">2(B)</a>	<a href="#">Current State on COVID-19 - Transitioning to "New Normal" - Phase 2</a>	 When advised by local Government or relevant health advisory
<a href="#">2(C)</a>	<a href="#">Current State on COVID-19 - Transitioning to "New Normal" - Phase 3</a>	 When advised by local Government or relevant health advisory
<a href="#">3</a>	<a href="#">Everyone has a part to play</a>	 Daily
<a href="#">4</a>	<a href="#">Current COVID-19 Situation Update (dated XX/YY/2020)</a>	 Weekly or when updated
<a href="#">5</a>	<a href="#">Current COVID-19 Travel Advisory Updates (dated XX/YY/2020)</a>	 Weekly or when updated
<a href="#">6</a>	<a href="#">Observing Business Continuity Readiness</a>	 Start and end of work week
<a href="#">7</a>	<a href="#">Activation of BCP - Work from Home</a>	 When health advisory has been issued, recommending closure of premises or at relevant declared health alert
<a href="#">8</a>	<a href="#">Return to Work Premises</a>	 When health advisory has been issued, recommending closure of premises or at relevant declared health alert

## 1. BlackBerry AtHoc Mobile App Registration

### RECOMMENDED ISSUANCE AND FREQUENCY

- Immediate.

### REMARKS

- For stakeholders who have yet to download the application, regardless of current health situation..

### MESSAGE BODY

The BlackBerry AtHoc Mobile App can be downloaded onto your mobile device and used to receive notifications.

Follow the instructions attached to this email.

The Org Code is: (ORG CODE)

You will find the BlackBerry Mobile app for iPhone:

<https://apps.apple.com/us/app/blackberry-athoc/id597971367>

You will find the BlackBerry Mobile app for Android:

[https://play.google.com/store/apps/details?id=com.athoc.panic&hl=en\\_US](https://play.google.com/store/apps/details?id=com.athoc.panic&hl=en_US)

## 2(A). Current State on COVID-19 - Transitioning to “New Normal” - Phase 1

### RECOMMENDED ISSUANCE AND FREQUENCY

- Immediate.

### REMARKS

- Applicable to all staff and contractors (after AtHoc has been downloaded).

### MESSAGE BODY

As of today, global response measures against COVID-19 is still on-going.

Given the current trend and dynamics, this pandemic is expected to last for quite some time.

Following the Government and public health expert guidelines and community risk assessments, staff and in-house vendors may return to their respective work premises over 3 phases.

Throughout every phase, staff and in-house vendors are requested to abide to prevailing health advisories as well as office workplace safety and health (WSH) measures.

As part of Phase 1, it is important to observe the following:

- a) Wash your hands frequently (soap and water, or alcohol-based hand rub).
- b) Maintain social distancing (at least 1 meter). For social settings of more than 10 persons and appropriate distancing is not practical, this should be avoided.
- c) Avoid touching eyes, nose and mouth.
- d) Cover your mouth and nose when coughing or sneezing. Use tissue and dispose immediately.
- e) If you have a fever, cough or breathing difficulty, seek medical care early. Do not return to office until permitted by your health practitioner.
- f) Put on a face mask/covering while in public and travelling on public transportation.
- g) Minimize non-essential travel in accordance to company travel guidelines.
- h) Stay informed and follow the advice of your healthcare provider, health authorities, or Government advisories.

NOTE: (i) Vulnerable individuals (i.e., elderly or existing serious medical conditions) should not return to physical premises, yet; (ii) Staff who can still work remotely shall continue to do so.

As we are now undergoing a transition phase, work from home measures (or relevant business continuity initiatives) may still be activated based on the relevant public health risk assessments. Staff and in-house vendors returning to office are therefore requested to bring their office laptops home at the end of each day.

Staff and vendors may return to their physical premises, with effect from <insert date>. Should you have any concerns or clarifications, do reach out to your Managers, or HR Business Partners.

**MORE INFO LINK/ ATTACHMENTS**

<https://www.who.int/emergencies/diseases/novel-coronavirus-2019>

<https://www.cdc.gov/coronavirus/2019-nCoV/index.html>

<https://www.cdc.gov/coronavirus/2019-ncov/specific-groups/high-risk-complications.html#who-is-higher-risk>

<https://www.whitehouse.gov/openingamerica/>

## 2(B). Current State on COVID-19 - Transitioning to “New Normal” - Phase 2

### RECOMMENDED ISSUANCE AND FREQUENCY

- Immediate.

### REMARKS

- All staff and vendors.

### MESSAGE BODY

As of today, global response measures against COVID-19 is still on-going.

Given the current trend and dynamics, this pandemic is expected to last for quite some time.

Following the Government and public health expert guidelines and community risk assessments, we will now transition to Phase 2.

Throughout every phase, staff and in-house vendors are requested to abide to prevailing health advisories as well as office workplace safety and health (WSH) measures.

As part of Phase 2, it is important to observe the following:

- a) Wash your hands frequently (soap and water, or alcohol-based hand rub).
- b) Maintain social distancing (at least 1 meter). For social settings of more than 50 persons and appropriate distancing is not practical, this should be avoided.
- c) Avoid touching eyes, nose and mouth.
- d) Cover your mouth and nose when coughing or sneezing. Use tissue and dispose immediately.
- e) If you have a fever, cough or breathing difficulty, seek medical care early. Do not return to office until permitted by your health practitioner.
- f) Put on a face mask/covering while in public and travelling on public transportation.
- g) Non-essential travel can now resume in accordance to company travel guidelines.
- h) Stay informed and follow the advice of your healthcare provider, health authorities, or Government advisories.

NOTE: (i) Vulnerable individuals (i.e., elderly or existing serious medical conditions) should not return to physical premises, yet; (ii) Staff who can still work remotely shall continue to do so.

As we are now undergoing a transition phase, work from home measures (or relevant business continuity initiatives) may still be activated based on the relevant public health risk assessments. Staff and in-house vendors are therefore requested to bring their office laptops home at the end of each day. Should you have any concerns or clarifications, do reach out to your Managers, or HR Business Partners.

**MORE INFO LINK/ ATTACHMENTS**

<https://www.who.int/emergencies/diseases/novel-coronavirus-2019>

<https://www.cdc.gov/coronavirus/2019-nCoV/index.html>

<https://www.cdc.gov/coronavirus/2019-ncov/specific-groups/high-risk-complications.html#who-is-higher-risk>

<https://www.whitehouse.gov/openingamerica/>

## 2(C) Current State on COVID-19 - Transitioning to “New Normal” - Phase 3

### RECOMMENDED ISSUANCE AND FREQUENCY

- When advised by local Government or relevant health advisory

### REMARKS

- All staff and vendors

### MESSAGE BODY

As of today, global response measures against COVID-19 is still on-going.

Given the current trend and dynamics, this pandemic is expected to last for quite some time.

Following the Government and public health expert guidelines and community risk assessments, we will now transition to Phase 3.

Throughout every phase, staff and in-house vendors are requested to abide to prevailing health advisories as well as office workplace safety and health (WSH) measures.

As part of Phase 3, it is important to observe the following:

- a) Maintain personal hygiene practices.
- b) Maintain social distancing (at least 1 meter), and limit your exposure timing.
- c) If you have a fever, cough or breathing difficulty, seek medical care early. Do not return to office until permitted by your health practitioner.
- d) Put on a face mask/covering while in public and travelling on public transportation.
- e) Non-essential travel can now resume in accordance to company travel guidelines.
- f) Stay informed and follow the advice of your healthcare provider, health authorities, or Government advisories.

NOTE: Vulnerable individuals (i.e., elderly or existing serious medical conditions) should not return to physical premises, yet.

As we are now undergoing a transition phase, work from home measures (or relevant business continuity initiatives) may still be activated based on the relevant public health risk assessments. Staff and in-house vendors are therefore requested to bring their office laptops home at the end of each day. Should you have any concerns or clarifications, do reach out to your Managers, or HR Business Partners.



**MORE INFO LINK/ ATTACHMENTS**

<https://www.cdc.gov/coronavirus/2019-ncov/cases-updates/summary>.

<https://www.cdc.gov/coronavirus/2019-nCoV/index.html>

<https://www.cdc.gov/coronavirus/2019-ncov/specific-groups/high-risk-complications.html#who-is-higher-risk>

<https://www.whitehouse.gov/openingamerica/>

### 3 Everyone has a part to play

#### RECOMMENDED ISSUANCE AND FREQUENCY

- Daily.

#### REMARKS

- All staff and vendors.
- Please check with Legal if permitted to request, prior to issuance.

#### MESSAGE BODY

At <Your Organization Name> the health and wellbeing of our employees, customers, visitors and their families is a top priority. In a response to the evolution and global impact of the COVID-19 novel coronavirus, we are taking measures to help prevent the exposure within our workplace.

To aid in this effort, we are asking for your assistance in completing this screening questionnaire.

Your participation is very important to our ongoing prevention efforts and we thank you for taking the time to complete it.

Please confirm the following:

S/N	INFO REQUIRED DAILY
1	You have not returned from any other country in the past 30 days.
2	You have NOT been within 2 meters (approx. six feet) of anyone confirmed to be sick with or under isolation for symptoms of COVID-19 in the last 14 days.
3	You have NOT experienced any cold or flu-like symptoms (fever, cough, sore throat, respiratory illness or difficulty breathing) in the last 14 days.

Please reply with CONFIRMED if the 3 preceding statements are true prior to visiting our offices.

If you cannot confirm the preceding statements are true or you do not wish to provide such information, please postpone your visit to our office or arrange to attend via teleconference or videoconference.

A copy of this confirmation will be deleted after 90 days

## 4. Current COVID-19 Situation Update (dated XX/YY/2020)

### RECOMMENDED ISSUANCE AND FREQUENCY

- Weekly or when updated.

### REMARKS

- Constantly communicated, regardless of pandemic phase.
- All staff and vendors.
- To be issued when travel advisory updates are noted by the BCP/Crisis Mgt/WSH Team.
- Other relevant links may be provided.

### MESSAGE BODY

As communicated in our initial broadcast, the current situation is still dynamic.

As such, the following travel advisory updates can be found through the below links.

Do clarify with your Managers or WSH Team should you need further clarifications.

Thank you.

### MORE INFO LINK/ ATTACHMENTS

<https://www.cdc.gov/coronavirus/2019-ncov/cases-updates/summary.html>

## 5. Current COVID-19 Travel Advisory Updates (dated XX/YY/2020)

### RECOMMENDED ISSUANCE AND FREQUENCY

- Weekly or when updated.

### REMARKS

- Constantly communicated, regardless of pandemic phase.
- All staff and vendors.
- To be issued when travel advisory updates are noted by the BCP/Crisis Mgt/WSH Team.
- Other relevant links may be provided.

### MESSAGE BODY

As communicated in our initial broadcast, the current situation is still dynamic.

Based on the recommendations under the current phase, do note the recent travel advisory updates in the below links.

Do clarify with your Managers or WSH Team should you need further clarifications.

Thank you.

### MORE INFO LINK/ ATTACHMENTS

<https://www.cdc.gov/coronavirus/2019-ncov/travelers/index.html>

<https://travel.state.gov/content/travel/en/traveladvisories/ea/covid-19-information.html>

<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/travel-advice>

## 6. Observing Business Continuity Readiness

### RECOMMENDED ISSUANCE AND FREQUENCY

- Start and end of work week.

### REMARKS

- Weekly reminder to all staff and vendors.

### MESSAGE BODY

As part of our organization's business continuity measure, we will be preparing to transit into either split operations, or remote working. The options will be based on our respective job functions.

As part of preparatory measures, all staff (and supporting vendors) are requested to observe the following:

- a) Ensure you have a stable home internet/ WiFi connection.
- b) Ensure you have valid teleconferencing software installed.
- c) Review, reschedule or postpone non-business critical meetings or discussions in the event of BCP activation. If required, to opt for tele/video conferencing.
- d) Ensure you can access to our applications and files remotely.
- e) Provide an available cell line to your Managers in event of BCP activation.
- f) Ensure your device has been updated with the latest security patches.

As a gentle reminder, staff and vendors should be bringing their office IT devices/ laptops home, at the end of each business day.

### MORE INFO LINK/ ATTACHMENTS

<Insert any IT requirement checklist or intranet link for remote working facilitation>

## 7. Activation of BCP - Work from Home

### RECOMMENDED ISSUANCE AND FREQUENCY

- When health advisory has been issued, recommending closure of premises or at relevant declared health alert.

### REMARKS

- All staff and vendors.

### MESSAGE BODY

In line with current health advisories issued, the organization will be activating its business continuity plan (work from home) procedure.

With effect from <indicate date>, all staff and supporting vendors will commence remote working. Do ensure your contact details have been updated.

Staff and vendors are to conduct any required meetings and discussions via tele/video conferencing.

Do check with your Managers or the IT team for further clarification or support.

Stay safe and vigilant.

### MORE INFO LINK/ ATTACHMENTS

<Insert link to local health advisory>

## 8. Return to Work Premises

### RECOMMENDED ISSUANCE AND FREQUENCY

- When health advisory has been issued, declaring lowering of alert/improved state.

### REMARKS

- Issued to all staff and vendors when return to premises is permitted. To follow up with either 2(A)/(B)/(C )

### MESSAGE BODY

In line with current health advisories issued, the organization will be taking steps to return to work premises.

With effect from <indicate date>, all staff and supporting vendors will resume business as usual operations, unless specified.

A follow up advisory will be sent shortly.

Do check with your Managers for further clarification.

Thank you.

### MORE INFO LINK/ ATTACHMENTS

<Insert link to local health advisory>



## 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.

BlackBerry. Intelligent Security. Everywhere.

For more information, visit [BlackBerry.com](https://BlackBerry.com) and follow @BlackBerry.