

## Worksheet 6: Sample Crisis Scenarios

The following are examples of common scenarios that your organization might experience. Read each scenario thoroughly and consider how your organization could respond. Use each scenario as a way to practice how you might deal with the crisis described. Keep in mind that there are no perfect responses to these scenarios. Instead, your goal is to consider *how* you might handle them if they occur. Consider returning to this exercise frequently in order to hone your responses and continue practicing how you might manage different crisis situations.

**Scenario 1:** Your organization runs a teen pregnancy prevention program. You have decided to engage youth in your community through Facebook and have encouraged teens in your program to post updates to your program’s Facebook page to encourage other teens in the community to get interested.

A teen from your program posts an update about reminding teens to buy condoms before spring break. An advocate in your community sees the post and alerts the local media. The local newspaper runs a story suggesting that your program just gives out condoms, but in fact your program focuses on both delaying sex and contraception.

- What are three steps you can take to resolve this situation?
- What are two or three things you can do to reduce the possibility that this will happen again while still allowing youth to post to your Facebook page?
- How will you use social media to respond to the situation, if at all?

Using the questions here and the tips in the *Handling a Crisis* section, craft a crisis communications plan for your organization.

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## Worksheet 6: Sample Crisis Scenarios—Continued

**Scenario 2:** Unexpectedly, a news story breaks at a school in your state. The story calls into question the effectiveness of the school’s sex education intervention given that one in seven girls at the school are pregnant or parenting. The school in question is one where your agency just started implementing an evidence-based teen pregnancy prevention program, and you have been working in the school for one semester with one classroom of students.

- How might your agency respond to a news article posted about this school?
- How might your agency respond to the principal and administrators when they want to know why your program is not working?
- How will you use social media to respond to the situation, if at all?

Using the questions here and the tips in the *Handling a Crisis* section, craft a crisis communications plan for your organization.

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**Scenario 3:** For the past decade, your state has funded teen pregnancy prevention efforts. However, given the impressive declines in the teen birth rate over a number of years, policy makers in your state want to cut the funding for teen pregnancy prevention to focus on other priority areas that have not seen similar improvements.

- What are two things you can do to educate the community about the continued importance of preventing teen pregnancy?
- How might your agency/organization respond to this news?
- How will you use social media to respond, if at all?

Using the questions here and the tips in the *Handling a Crisis* section, craft a crisis communications plan for your organization.

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## Worksheet 6: Sample Crisis Scenarios—Continued

**Scenario 4:** In your community, your organization has been implementing an evidence-based teen pregnancy prevention program both in schools and after school for several years. The program is federally funded and in general seems to be supported by adults and others in the community. The program is one of several operating around the state and is funded by the same funding stream. A recently elected state legislator found out about a similar program being implemented in his district and has started a Facebook group to “expose” the program and stop any funding for it across the state. At first, you do not pay much attention to the group, but you notice that they seem to be picking up support on their Facebook page.

- How might your organization educate the community about the content of the evidence-based program and the positive results the program has had in changing teen behavior?
- How will you use social media to address the situation, if at all?

Using the questions here and the tips in the *Handling a Crisis* section, craft a crisis communications plan for your organization.

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**Scenario 5:** Your agency spearheads a social marketing campaign that uses print ads to raise awareness about preventing teen pregnancy. You tested a few of the messages with teens, but had a fairly short timeframe to spend the funding and needed to make decisions quickly about what the campaign would look like. You got a relatively favorable response, but there was some pushback—primarily through social media—suggesting that your messages shame teen parents.

- How might your agency respond to the criticism that has been raised?
- How will you use social media to respond, if at all?

Using the questions here and the tips in the *Handling a Crisis* section, craft a crisis communications plan for your organization.

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**Worksheet 6: Sample Crisis Scenarios–Notes**

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