Critical analysis

Chapter 6 is about emergency communications framework. In this chapter, Walker (2011) talks about communications during emergencies and some of the measures that organizations can take to improve their emergency communication. One of the areas that he emphasizes is the interrelationship between people, technology, and processes during an emergency. The author states that every organization should be in the know of its primary source of information. It is also essential for organizations to have sufficient warning and response operations. A reliable technology may also be required to relay the warnings incase an emergency interrupts the current means of communication. Walker (2011) also emphasizes the need for using no-tech technologies to increase the efficiency and effectiveness of warning and response operations. It is essential to note when to activate emergency communiqués to avoid their misuse or overuse, which may result in problems. Walker (2011) goes further to explain the various phases of emergency management, including preparation, response, recovery, mitigation, and prevention. Other crucial information he divulges is people's responsibilities within an organization to help mitigate the damage that may arise from a hazard. Lastly, he talks about staff training and education within an organization to aid their disaster preparedness.

The information from chapter 6 is crucial because any organization is bound to face an emergency in its operation. The information gives organizations an overview of some of the measures that could be taken to improve their preparedness. For instance, knowing when to activate an emergency communique' aids in escalating the hazard. Also, staff training on how to respond to emergencies lowers the casualties that may result from a hazard. Lastly, giving various responsibilities to different people helps make sure that everybody plays their part, thus mitigating hazards.

A lot that is of help can be learned from chapter 6. Organizations should prepare for emergencies as they can occur at an unprecedented time and result in damage to property and fatalities. Having an emergency management plan will enable an organization to prepare and respond to it, recover from it, mitigate its effects, or prevent it altogether. The chapter also emphasizes the need to not only rely on technology alone in relaying messages but also use no-tech technologies.

Reference

Walker, D. C. (2011). Mass Notification and Crisis Communications: Planning, Preparedness, and Systems.