



**Independence
Blue Cross**



INCLEMENT WEATHER CONTINGENCY PLAN

A rainy-day plan

We hope everyone has a sunny day and can walk outside on Wednesday, April 25, 2012. Just in case Mother Nature showers us with rain or even snow on the region's fourth annual *National Walk @ Lunch Day*, Independence Blue Cross is offering some planning tips to make your event a success in rain or shine. While we can't control the weather, we can plan ahead to prepare for any weather that comes our way!

Here are a few event planning tips to consider:

- **Take it inside.** Investigate indoor venues in your area. You may consider an indoor track at a local high school or a convention center, or perhaps consider renting large tents to cover your walking event. When researching the different indoor options, remember that it is imperative to reserve these venues early.
- **Nothing can stop us.** If you do not anticipate a *heavy* storm, you may want to provide ponchos and/or umbrellas for participants. Alert your employees via email that it might rain or snow but that the event will still go on! If you cannot provide ponchos or umbrellas, encourage your employees to come to work prepared. It's important to communicate throughout the week via reminder emails.
- **All clear in the afternoon.** Remember: The walk should not last much longer than your employees' regular lunch break. Often, we experience bad weather in the morning and clearing in the afternoon. If you find it necessary to move your walk to later in the afternoon, let everyone on your planning committee know, and remember to alert your participants to the change.

Getting the word out

Develop a communications plan to alert all of your participants to a change in the event time or date.

- Emails are an effective tool to quickly communicate your message. Make sure you have your list and message prepared in case you need to notify participants of any change.
- Encourage participants to log on to your website to receive the most accurate event information.
- A dedicated phone line with a recorded message is a quick and easy way for participants to check the status of the event.

Independence Blue Cross is an independent licensee of the Blue Cross and Blue Shield Association.