

# Crisis Management Offerings

**Leavitt Partners**, a firm founded by former U.S. Health and Human Services Secretary Michael O. Leavitt, brings together high-level regulatory and food-safety experts to help you navigate the changing U.S. food-safety system. We bring knowledge, experience, and a network of global relationships that drive positive change.

## Landscape

Changing consumption patterns, large outbreaks of foodborne illness, evolving food safety science, and identification of new risks all contribute to the shifting food safety landscape. Consumer demand for fresh food year-round requires global sourcing of fresh food and ingredients. Several outbreaks of foodborne illness in recent years have exposed new risks and put food safety in the spotlight. These outbreaks have set the stage for increased scrutiny from the media, consumers, and Congress. Recent outbreaks have demonstrated that one incident can cause overnight harm to a brand and industry. In addition to losses due to decreased sales, recalls, and destroyed product, companies also face penalties from injured parties seeking compensation through the U.S. court system. The shifting food safety landscape adds complexity for food manufactures and processors and emphasizes the need for companies to identify risks throughout their entire supply chain and implement mitigation strategies to protect their consumers, brand, and industry.

## Our Past Experience

The principals at Leavitt Partners have been involved in some of the largest US outbreaks and recalls in US history and as such have had firsthand experience of food-related crises from a public health, regulatory and communication perspective. Our firm has worked directly with a number of large multinational firms who manufacture and process food as well as food service and retail companies to address food safety related crises and recalls. We can provide assistance in building a program to be prepared for a food crisis, work with a firm and their experts in managing a crisis and provide assistance in navigating a rapid recovery from a crisis. Our unique public health, medical and regulatory experience combined with the capability to communicate complex issues simply provides a solid platform to assist companies minimize damage during food-related crisis situations.

## Preparedness

Leavitt Partners can assist your firm in preparing for a potential crisis. Developing and implementing procedures for addressing a crisis will enable your firm to quickly respond in a coordinated fashion to any unexpected event and will limit exposure, brand damage, and lost revenue. Our experience has allowed us to see what works well and what does not, and that level of experience is brought directly to our clients to help them prepare for a crisis.

### Examples of Leavitt Partners Preparedness services in this area include:

- Assist in the development of or review of a crisis management plan.
- Raise awareness of how a crisis may start and what to look for in the early stages.
- Employee training on your firm's crisis management plans and the anatomy of an outbreak.

## Response

In the event of a crisis or emergency situation, Leavitt Partners offers a range of services to assist your firm in executing your crisis management plan, interacting with regulatory and public health officials, interacting with the media, and ensure the greatest concern is given to health and safety while minimizing the damage to your brand and pocketbook.

### Examples of Leavitt Partners Response services in this area include:

- Assess information to determine where the situation is headed and provide insight on the degree of public health risk associated with a situation.
- Assist with interactions with federal, state, and local public health and regulatory officials.
- Work with the designated spokesperson for your firm to develop messaging and, if necessary, be available for any direct media interviews.

## Recovery

Following any crisis or emergency, it is important to ensure employees, customers, and the media know when the issue has been resolved. Taking a proactive approach can reduce the impact on your brand and your bottom line.

### Examples of Leavitt Partners Recovery services in this area include:

- Develop talking points and FAQs around any issue to demonstrate to customers that the firm has found and addressed any problems.
- Work with the designated spokesperson for your firm to develop messaging and, if necessary, be available for any direct media interviews.
- Assist your firm in conducting a root cause analysis and identifying and implementing lessons learned.