

Crisis Communication Plan

Camp Twin Oaks-Tussock Moth Incident

By Maria Ballesteros

This crisis communication plan was developed to demonstrate a proactive, audience-centered approach to managing low-risk public concerns. The strategy prioritizes transparency, reassurance, and message consistency to maintain trust while avoiding unnecessary alarm.

SITUATION OVERVIEW

An early hatching of Tussock Moth caterpillars has occurred at Camp Twin Oaks in Apopka, Florida. While not life-threatening, contact with the caterpillars may cause skin irritation. The presence of large numbers near camp trails creates concern among parents due to the involvement of children.

CRISIS COMMUNICATION STRATEGY

This response follows a proactive transparency approach, prioritizing:

- Accuracy and consistency
- Parent-first communication
- Reassurance and trust-building

Because this situation involves minor health discomfort (not negligence), the goal is to inform without creating unnecessary alarm.

KEY PUBLICS

- Parents and guardians (primary)
- Camp staff
- Local community (secondary, if needed)

KEY MESSAGES

- The situation is not dangerous, only mildly irritating
- The camp is taking immediate precautionary action
- Camper safety is the top priority
- Activities have been safely adjusted

INTERNAL ACTION STEPS

- Confirm details with camp nurse (symptoms, treatment)
- Consult environmental experts
- Align all staff messaging before communication

EXTERNAL COMMUNICATION PLAN

Parent Email (Primary Communication)

Subject: Important Camp Update

We want to inform you of an early hatching of Tussock Moth caterpillars in areas near our wooded trails. While not dangerous, contact may cause temporary skin irritation.

Out of an abundance of caution, we have:

- Closed wooded trail areas
- Adjusted activities to indoor and open-field spaces
- Increased staff monitoring

Our camp nurse is actively monitoring all campers. The safety and well-being of your child remains our top priority.

Please feel free to reach out with any questions.

OBJECTIVE

EXPECTED OUTCOME

To inform parents quickly, reduce concern, and maintain trust in camp safety protocols.

Parents feel reassured, media attention remains minimal, and the camp maintains a positive reputation.

WEBSITE UPDATE

At Camp Twin Oaks, safety is our highest priority. This week, we identified an early hatch of Tussock Moth caterpillars near wooded trails. While not dangerous, contact may cause temporary irritation.

We have temporarily closed affected areas and adjusted programming to ensure all campers remain safe. Our team continues to monitor the situation closely and will provide updates as needed.

SOCIAL MEDIA

X (Twitter):

Trails temporarily closed due to early caterpillar hatch. No serious risk—just minor irritation. Campers safe & activities adjusted

Facebook:

We've identified an early caterpillar hatch in wooded areas. While not dangerous, trails are closed as a precaution. Campers are safe and enjoying adjusted activities. Learn more: [\[link\]](#)

MEDIA APPROACH

At this stage, a formal press release will not be issued in order to avoid unnecessary escalation and broader media attention. Because the situation poses minimal risk and is being effectively managed, the communication strategy prioritizes direct outreach to key stakeholders—specifically parents and staff—rather than mass media distribution.

A holding statement will be prepared in advance to ensure a timely, consistent response in the event of media inquiries. All external communication will be centralized through a designated spokesperson to maintain message control, accuracy, and alignment across all platforms.

This approach allows the organization to remain transparent while minimizing the risk of misinterpretation or amplification of concern, ultimately protecting both stakeholder trust and the organization's reputation.

CONCLUSION

By prioritizing transparency, consistency, and audience-focused communication, this crisis communication plan ensures that key stakeholders are informed while minimizing unnecessary concern. The strategy emphasizes maintaining trust through clear, controlled messaging and timely updates, allowing the organization to respond confidently without escalating the situation.

Overall, this approach reflects a balance between openness and message control, which is essential in public relations. By addressing concerns directly and reinforcing safety measures, Camp Twin Oaks is able to protect both its immediate reputation and long-term credibility.



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