


## Summer Camp Program Communication and COVID-19

Consistent, clear communication is *critical* to managing the fluid COVID-19 impact on 2020 summer camp programs. Communications should be audience specific, proactive and intentional. The message of camp’s role in Scouting should be communicated as well as the desire to offer the camp experience in the best way possible to our Scouting families.

	<h3 style="text-align: center;">Summer Camp(s) &amp; COVID-19 Communication Grid</h3> <p style="text-align: center;"><i>What kind of messaging should you craft for each audience?</i></p>				
<b>Audience</b>	<b>Health &amp; Safety</b>	<b>Mission Focus</b>	<b>Our Camp Community</b>	<b>Camp Planning</b>	<b>Financial Focus</b>
Parent – Cub Scout	✓	✓	✓	✓	✓
Parent – Scouts BSA	✓	✓	✓	✓	✓
Unit Leaders	✓	✓	✓	✓	✓
Staff	✓	✓	✓	✓	
Council Leadership	✓	✓		✓	✓
Vendors	✓			✓	
Donors	✓	✓			✓
Other	✓		✓		

<b>Audience</b>	<b>Health &amp; Safety</b>
<b>Parent – Cub Scout</b>	<ul style="list-style-type: none"> <li>• <b>The safety of everyone is our top priority.</b></li> <li>• How do we keep our campers safe?</li> <li>• Safety and daily screening...</li> <li>• Handwashing stations and other facility adjustments...</li> <li>• Cleaning procedures throughout camp..</li> <li>• Cleaning procedures between sessions</li> <li>• Communicable disease management plan, including updates from your council health supervisor...</li> <li>• Reinforce consistent BSA process and procedures (health forms, emergency procedures, standing orders, on-site medical care etc.)...</li> <li>• Remind parents and leaders they are key to ensuring the health and safety by staying home if ill or if they have been exposed to illness.</li> </ul>
<b>Parent – Scouts BSA</b>	<ul style="list-style-type: none"> <li>• <b>The safety of everyone is our top priority.</b></li> <li>• How do we keep our campers safe?</li> <li>• Safety and daily screening...</li> <li>• Handwashing stations and other facility adjustments...</li> <li>• Cleaning procedures throughout camp...</li> <li>• Cleaning procedures between sessions</li> <li>• Communicable disease management plan, including updates from your council health supervisor...</li> <li>• Reinforce consistent BSA process and procedures (health forms, emergency procedures, standing orders, on-site medical care etc.)...</li> <li>• Remind parents and leaders they are key to ensuring the health and safety by staying home if ill or if they have been exposed to illness.</li> </ul>
<b>Unit Leaders</b>	<ul style="list-style-type: none"> <li>• <b>The safety of everyone is our top priority.</b></li> <li>• How do we keep our campers safe?</li> <li>• Safety and daily screening...</li> <li>• Handwashing stations and other facility adjustments...</li> <li>• Cleaning procedures throughout camp...</li> <li>• Cleaning procedures between sessions</li> <li>• Communicable disease management plan, including updates from your council health supervisor...</li> <li>• Reinforce consistent BSA process and procedures (health forms, emergency procedures, standing orders, on-site medical care etc.)...</li> <li>• Remind parents and leaders they are key to ensuring the health and safety by staying home if ill or if they have been exposed to illness.</li> </ul>
<b>Staff</b>	<ul style="list-style-type: none"> <li>• <b>The safety of everyone is our top priority.</b></li> <li>• Safety and daily screening...</li> </ul>

	<ul style="list-style-type: none"> <li>• Communicable disease management plan, including updates from your council health supervisor...</li> <li>• Cleaning procedures between sessions</li> <li>• Reinforce consistent BSA process and procedures (health forms, emergency procedures, standing orders, on-site medical care etc.)...</li> <li>• Adjustments to camp staff role as applicable...</li> </ul>
<b>Council Leadership</b>	<ul style="list-style-type: none"> <li>• <b>The safety of everyone is our top priority.</b></li> <li>• Communicable disease management plan, including updates from your council health supervisor...</li> <li>• Reinforce consistent BSA process and procedures (health forms, emergency procedures, standing orders, on-site medical care etc.)...</li> </ul>
<b>Vendors</b>	<ul style="list-style-type: none"> <li>• The safety of everyone is our top priority.</li> <li>• Safety and daily screening...</li> <li>• Please help us understand</li> </ul>
<b>Donors</b>	<ul style="list-style-type: none"> <li>• The safety of everyone is our top priority.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• The safety of everyone is our top priority.</li> </ul>

<b><i>Audience</i></b>	<b><i>Mission Focus</i></b>
<b>Parent – Cub Scout</b>	<ul style="list-style-type: none"> <li>• Outdoor program is a key experience in the year of a Scout.</li> <li>• Outdoor programs are an incredible opportunity for Scout families to participate in together.</li> <li>• Find ways to get outside now!</li> <li>• Advancement opportunities.</li> </ul>
<b>Parent – Scouts BSA</b>	<ul style="list-style-type: none"> <li>• Outdoor program is a key experience in the year of a Scout.</li> <li>• Advancement opportunities.</li> <li>• Find ways to get outside now!</li> </ul>
<b>Unit Leaders</b>	<ul style="list-style-type: none"> <li>• Outdoor program is a key experience in the year of a Scout.</li> <li>• Advancement opportunities.</li> <li>• Find ways to get outside now!</li> </ul>
<b>Staff</b>	<ul style="list-style-type: none"> <li>• Outdoor program is a key experience in the year of a Scout.</li> <li>• Our camp staff is our greatest asset! We need you!</li> <li>• How can you help us engage our campers now?</li> <li>• Find ways to get outside now!</li> </ul>


<b>Council Leadership</b>	<ul style="list-style-type: none"> <li>• Outdoor program is a key experience in the year of a Scout.</li> <li>• We are committed to offering programs to meet the BSA mission</li> </ul>
<b>Donors</b>	<ul style="list-style-type: none"> <li>• Outdoor program is a key experience in the year of a Scout.</li> </ul>
<b>Other</b>	

<b>Audience</b>	<b><i>Our Camp Community</i></b>
<b>Parent – Cub Scout</b>	<ul style="list-style-type: none"> <li>• Camp is not about the buildings or location</li> <li>• Camp is about the people and the experiences...this is how we are giving the experience</li> </ul>
<b>Parent – Scouts BSA</b>	<ul style="list-style-type: none"> <li>• Camp is not about the buildings or location</li> <li>• Camp is about the people and the experiences...this is how we are giving the experience</li> </ul>
<b>Unit Leaders</b>	<ul style="list-style-type: none"> <li>• Camp is not about the buildings or location</li> <li>• Camp is about the people and the experiences...this is how we are giving the experience</li> <li>• Your site will be ready when you come to camp and will be clean</li> </ul>
<b>Staff</b>	<ul style="list-style-type: none"> <li>• Camp is not about the buildings or location</li> <li>• Camp is about the people and the experiences...this is how we are giving the experience</li> <li>• What is changing for me as a camp staff member?</li> <li>• How can you as a staff member engage with campers online?</li> <li>• How can you provide a “camp spirit” for our Scouts?</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Engage camp alumni to help pass on the camp culture and serve as ambassadors for your camp</li> </ul>

<b>Audience</b>	<b>Camp Planning</b>
<b>Parent – Cub Scout</b>	<ul style="list-style-type: none"> <li>• We continue to plan for an exciting summer camp season.</li> <li>• Adapting our schedule.</li> <li>• Amending our schedule or program plans.</li> <li>• Revisiting our planned programming.</li> <li>• Evaluating how we can offer our programing in new and innovative ways.</li> <li>• Considering opportunities to serve our Scouting community in ways we have not previously considered.</li> <li>• If guidance from the local health department/CDC/ WHO changes, we will adapt our schedule.</li> <li>• If we adapt our schedule, we will email you.</li> </ul>
<b>Parent – Scouts BSA</b>	<ul style="list-style-type: none"> <li>• We continue to plan for an exciting summer camp season.</li> <li>• Adapting our schedule.</li> <li>• Amending our schedule or program plans.</li> <li>• Revisiting our planned programming.</li> <li>• Evaluating how we can offer our programing in new and innovative ways.</li> <li>• Considering opportunities to serve our Scouting community in ways we have not previously considered.</li> <li>• If guidance from the local health department/CDC/ WHO changes, we will adapt our schedule.</li> <li>• If we adapt our schedule, we will email you.</li> </ul>
<b>Unit Leaders</b>	<ul style="list-style-type: none"> <li>• We continue to plan for an exciting summer camp season.</li> <li>• Adapting our schedule.</li> <li>• Amending our schedule or program plans.</li> <li>• Revisiting our planned programming.</li> <li>• Evaluating how we can offer our programing in new and innovative ways.</li> <li>• Considering opportunities to serve our Scouting community in ways we have not previously considered.</li> <li>• If guidance from the local health department/CDC/ WHO changes, we will adapt our schedule.</li> <li>• If we adapt our schedule, we will email you.</li> <li>• If we abbreviate our schedule, we will email units or unit contacts impacted by the abbreviated schedule.</li> <li>• If we adapt our schedule, we will reach out to out of council units to discuss travel plans.</li> </ul>
<b>Staff</b>	<ul style="list-style-type: none"> <li>• We continue to plan for an exciting summer camp season.</li> <li>• We value you and need you to make camp a success</li> <li>• What is changing for me as a camp staff member?</li> </ul>

	<ul style="list-style-type: none"> <li>• How do I as a camp staff member fit into the new delivery model?</li> </ul>
<b>Council Leadership</b>	<ul style="list-style-type: none"> <li>• We continue to plan for an exciting summer camp season.</li> <li>• Updates on modified schedule as appropriate</li> </ul>
<b>Vendors</b>	<ul style="list-style-type: none"> <li>• Update on modified order</li> <li>• Updates on new delivery schedule or cancelled orders</li> </ul>
<b>Other</b>	

<b><i>Audience</i></b>	<b><i>Financial Focus</i></b>
<b>Parent – Cub Scout</b>	<ul style="list-style-type: none"> <li>• Our cancellation and refund policy are...</li> <li>• The payment deadline have/have not been adjusted...</li> <li>• Fundraising opportunities are available by...</li> <li>• If camp closes do I still get my “stuff” (t-shirt, patch, etc)</li> </ul>
<b>Parent – Scouts BSA</b>	<ul style="list-style-type: none"> <li>• Our cancellation and refund policy are...</li> <li>• The payment deadline have/have not been adjusted...</li> <li>• Fundraising opportunities are available by...</li> </ul>
<b>Unit Leaders</b>	<ul style="list-style-type: none"> <li>• Our cancellation and refund policy are...</li> <li>• The payment deadline have/have not been adjusted...</li> <li>• Fundraising opportunities are available by...</li> </ul>
<b>Staff</b>	<ul style="list-style-type: none"> <li>• Your job will/will not be affected</li> <li>• Your pay will/will not be affected</li> </ul>
<b>Council Leadership</b>	<ul style="list-style-type: none"> <li>• The impact of the program delivery changes on finances</li> <li>• Our cancellation and refund policy</li> <li>• Data points to make informed decisions about opening/closing camp or alternative delivery of programs</li> </ul>
<b>Donors</b>	<ul style="list-style-type: none"> <li>• We need your support</li> </ul>
<b>Other</b>	

	<h2 style="text-align: center;">Summer Camp &amp; COVID-19 Communication Drip Plan</h2>					
<i><b>Audience</b></i>	<i><b>Do Immediately</b></i>	<i><b>On-Going</b></i>	<i><b>Pre-Camp "Meeting"</b></i>	<i><b>Week Before</b></i>	<i><b>24-48 Hrs Before</b></i>	<i><b>One-Two weeks after and continuing</b></i>
Parent – Cub Scout	✓	✓	✓	✓	✓	✓
Parent – Scouts BSA	✓	✓	✓	✓	✓	✓
Unit Leaders	✓	✓	✓	✓	✓	✓
Staff	✓	✓	✓	✓	✓	✓
Council Leadership	✓	✓				
Vendors	✓	✓				
Donors	✓	✓				
Other						

<i><b>When</b></i>	<i><b>Do Immediately</b></i>
<b>Theme</b>	<ul style="list-style-type: none"> <li>• As always, your safety and the safety of all our members, volunteers, and employees is the Boy Scouts of America’s top priority...</li> <li>• We are closely monitoring this...</li> <li>• We look forward to providing the full range of Scouting programs as soon as we can and as the situation allows...</li> </ul>

	<ul style="list-style-type: none"> <li>• We hope all our Scouting families stay healthy and positive in our current environment and join us in preparing for great 2020 summer camp experiences.</li> <li>• This is an evolving situation and this information is subject to change.</li> <li>• We will commit to regular updates about our plans, policies, and new protective &amp; reactive procedures [let them know when how &amp; where they can expect the next update].</li> <li>• We are working closely with our local health department officials, our Council Health Supervisor and our council’s Enterprise Risk Management committee to <b><i>make informed decisions as efficiently as possible that prioritize the health and safety of our staff, participants, and communities.</i></b></li> <li>• Where to find good/current sources of information on how they can protect their family right now [CDC, their local Health Department etc.]</li> <li>• Reminder: Our cancellation and refund policy is [copy/paste current cancellation policy that they have already signed off on].</li> <li>• Who they can get in touch with and how they can do it if they have any questions?</li> </ul>
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<b>When</b>	<b>On-Going</b>
<b>Theme</b>	<ul style="list-style-type: none"> <li>• As always, your safety and the safety of all our members, volunteers, and employees is the Boy Scouts of America’s top priority...</li> <li>• We are closely monitoring this...</li> <li>• We look forward to providing the full range of Scouting programs as soon as we can and as the situation allows...</li> <li>• Stay engaged in outdoor program by...</li> <li>• Scouting At Home local resources</li> <li>• Where to find good/current sources of information on how they can protect their family right now [CDC, their local Health Department etc.]</li> <li>• Reminder: Our cancellation and refund policy is [copy/paste current cancellation policy that they have already signed off on]</li> <li>• Change your confirmation emails to include link to your current “statement about the virus”, where to find ongoing info on our camp website etc.</li> <li>• Any Camp Online/Video events to keep the community connected.</li> <li>• Talking to your child about COVID-19 resources.</li> </ul>

<b>When</b>	<b>Pre-Camp “Meeting”</b>
<b>Theme</b>	<ul style="list-style-type: none"> <li>• As always, your safety and the safety of all our members, volunteers, and employees is the Boy Scouts of America’s top priority...</li> <li>• We are closely monitoring this...</li> <li>• We have adjusted the following procedures...</li> </ul>



	<ul style="list-style-type: none"> <li>• You should be prepared too...</li> <li>• Don't forget...</li> <li>• Refer to the following screening guidelines...</li> <li>• What happens if someone becomes ill?</li> <li>• Reminder: Our cancellation and refund policy is [copy/paste current cancellation policy that they have already signed off on].</li> <li>• Who they can get in touch with and how they can do it if they have any questions?</li> </ul>
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<b>When</b>	<b>Week Before</b>
<b>Theme</b>	<ul style="list-style-type: none"> <li>• As always, your safety and the safety of all our members, volunteers, and employees is the Boy Scouts of America's top priority...</li> <li>• We are closely monitoring this...</li> <li>• Did you?...</li> <li>• Refer to the following screening guidelines...</li> <li>• What happens if someone becomes ill?</li> </ul>

<b>When</b>	<b>24-48 Hours Before Camp</b>
<b>Theme</b>	<ul style="list-style-type: none"> <li>• As always, your safety and the safety of all our members, volunteers, and employees is the Boy Scouts of America's top priority...</li> <li>• We are closely monitoring this...</li> <li>• Did you?...</li> <li>• Refer to the following screening guidelines...</li> </ul>

<b>When</b>	<b>One-Two weeks after camp/ongoing</b>
<b>Theme</b>	<ul style="list-style-type: none"> <li>• Is everyone still feeling OK? - <i>enact your response plan appropriately if the answer is no.</i></li> <li>• How was your experience?</li> <li>• Sign up for 2021</li> <li>• Plans for the fall and beyond</li> <li>• Start the drip communication for the fall activities and the 2021 season</li> </ul>