

# Sharing the Journey

Family Assistance  
Foundation

*"Working Together is the Answer...Compassion Consciousness is the Goal!"*

VOLUME 17 ISSUE 1

The Official Newsletter of the Family Assistance Foundation

Winter 2017

## MEMBER - PARTNER MEETING IN HONG KONG

APRIL 25-26, 2017  
CATHAY CITY, HONG KONG

### THE ROLE OF SOCIAL CONNECTEDNESS IN HEALING FROM TRAUMA AIR ASIA CAPTAIN CYRANO LATIFF TO OPEN THE MEETING

#### ***Crucial Connections Between Flight Crew, Their Families, Fellow Pilots and Others***

Captain Latiff was co-pilot of Singapore Airlines Flight SQ006, which was involved in an accident on takeoff in Taipei on October 31, 2000. The investigation and subsequent circumstances surrounding his own survival of the accident have been fraught with emotional and psychological challenges. Cyrano will discuss the crucial role that his family, fellow pilots and compassionate others played in his ability to integrate the experience and move forward in his healing. Today, having earned his pilot's license again, he also offers support and education for other pilots and those who want to support them.

The theme of the conference will continue with speakers and panels that emphasize connection with others as the key component of planning and delivering response in the environment following a tragic event. All presentations are organized to support the conference theme.



Air Asia Captain Cyrano Latiff

#### ***Crucial Connections Between a Father, Airline and Police Personnel***

British citizen, Mr. Barry Sweeney's son, Liam, died in the crash of Malaysia Flight 17, July 17, 2014. Barry will talk about the support he received from the airline as well as the major role that the London Metropolitan Police Family Liaison Officers (FLO), played in his and his family's ability to cope during the immediate aftermath and the years that have followed. Aviem's own UK Director, Joan Sewell, formerly an FLO Advisor, will present with Mr. Sweeney and speak about the role that she and others played in the response to Mr. Sweeney and other families involved in the disaster.



Kimberley Hinds, FLO, Barry Sweeney and Joan Sewell, MBE, Foundation and Aviem Trainer/Leader in UK and Europe

#### **Foundation Annual Training**

July 28 & 29, 2017 - Miami, FL  
September 20 & 21, 2017 - Atlanta, GA

#### **Families Helping Families**

First in the Series: *Parents helping parents who have lost children  
in vehicular tragedies*  
August 23 & 24, 2017 - La Fonda Hotel, Santa Fe, NM

#### **2017 North America Member-Partner Meeting**

October 11 & 12, 2017

Sponsored by Foundation Partner Tauck, Inc.'s Headquarters-Wilton, CT

### **Crucial Connections Between Families and Their Loved Ones Provided by Disaster Victim's Identification Team Members**

Detective Superintendent Alan Crawford, Head of the UK DVI Team, will discuss the complicated process of identifying the 298 passengers and crew members who perished in the MH17 tragedy. DS Crawford will share about the enormous amount of work and dedication that went into identifying each person and giving them back their names making it possible to reunite the families with the remains of their loved ones.

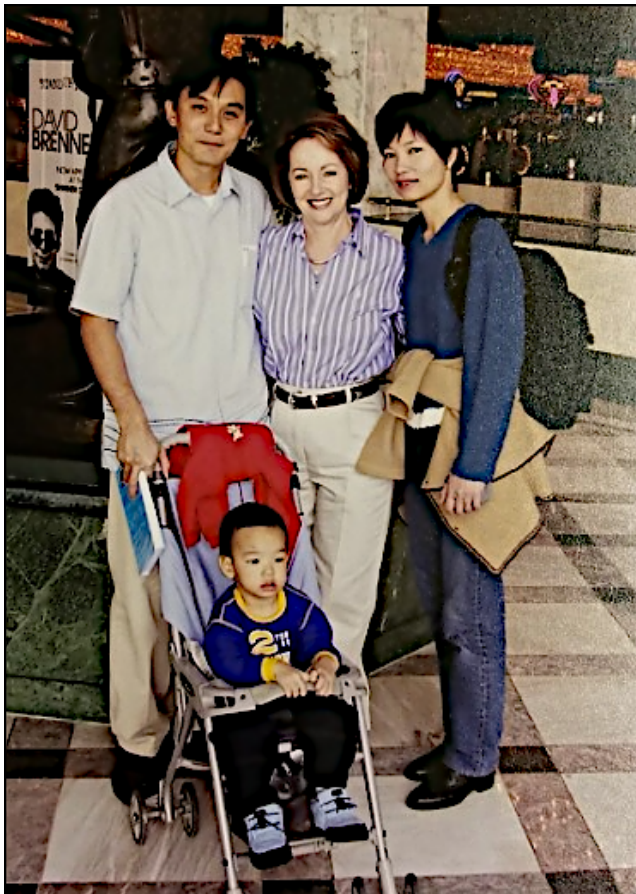


**Jeff Morgan**

### **Crucial Connections Provided by Effective Team Leadership**

Foundation Co-Founder and Chairman Jeff Morgan will lead a panel of experienced family assistance team leaders and coordinators discussing the importance of planning and organizing in ensuring that connections are made between families and their loved-ones, both on-site as well as on a long-distance basis. Jeff will lead experienced

responders in presentations on organization of internal resources as well as lessons learned on interacting with local and other organizations who must respond along with the employee leaders of the company experiencing the trauma.



**Cyrano Latiff, Carolyn Coarsey, Cyrena Latiff and Ruzdeeno Latiff at the 2005 Family Assistance Foundation in Las Vegas, NV where Cyrano felt that for the first time he received respect as a human being**

### **The Role of Effective Agency Coordination in Helping Survivors Make Crucial Connections with Those Who Can Assist Them with Information and Other Needs**

Foundation Executive Director Russell Goutierez, an experienced Care Team leader and responder, will facilitate a panel on how airports can unite stakeholders and resources to meet the needs of people involved in both aviation and non-aviation crises, and how those plans and processes translate to other transportation facilities, such as ports.



**Russell Goutierez**

### **Cruise Line Employees and Guests: Keeping Them Safe with Support and Proper Protocol**

Foundation leader Ray Gonzalez, an experienced Care Team leader and cruise line trainer will moderate a panel designed to shed light on signs and indicators of potential problems for both guests on board and crew members. Crew members on board face unique personal challenges that their leadership and other responders should be aware of and incorporate into their response to assisting them from harming themselves. The panel will also discuss approaches and protocol for assisting guests who attempt suicide or demonstrate other behavior of concern for their own safety or that of others on board.



**Ray Gonzalez**

### **Family Assistance Responders: Providing Connections Between Survivors and Those Who Can Help Them**

A panel of experienced family assistance responders will present case studies from various industries and multiple cultures. Attendees will have a first-hand opportunity to learn from experienced responders who have faced many different types of challenges, including handling families of passengers and guests, families and friends of crew members involved in numerous tragedies.



**Cyrano Latiff with his family. Pictured from L to R - Cyrena, Deeno, Cyrano, Shereen, Yono, Juffri. This picture was taken in early 2015.**



# KNOWLEDGE AND DECISION MAKING

by Jeff Morgan



*"Ideas are Everywhere, but Knowledge is Rare."* Thomas Sowell

Thomas Sowell is an American economist, social theorist, political philosopher, and author. Sowell announced recently, at age 86, that he is retiring from writing and other ventures. As such, much of his writings and quotes are being showcased and recognized by many social, academic, and politically based organizations. One of his books, *Knowledge & Decisions*, published in 1980, caught my eye because of its relevance to what I see working in family assistance and emergency response. Using the ideas in Sowell's book I have identified some of the biggest issues we see in organizational emergency planning, and especially with family assistance.

## Superficial Knowledge and Acting On It

In the book Sowell states: *"In an economy, it is not the superficial possession of knowledge in the abstract that counts, but the effective application of it. The abstract existence of knowledge means nothing unless it is applied at the point of decision and action."* Though he was referring to the economy, I saw a number of parallels in our work with family assistance and emergency management.

Unfortunately, there is a lot of superficial possession of knowledge on the subject of family assistance and how organizations plan and prepare for emergencies. Even with recent incidents, what we saw was that agencies and organizations had a superficial knowledge of how to take care of people in the midst of a crisis, but not the detailed knowledge or plans on "how" to do it. In other words, they were not able to "apply it at the point of decision and action."

The challenge for most organizations, private and public, is that responding to tragic events is not their core business and fortunately they do not have to do it very often. While they can practice responding to such events, the practice often trends toward the desired results and only at a superficial level. Rather than what the actual results would be, the contrived results support their level of planning. It's optimistic, based on their hoped-for outcome, not reality.

## Knowledge Versus Myths

From Thomas Sowell in *Knowledge And Decisions*:

*"Various kinds of ideas can be classified by their relationship to the authentication process. There are ideas systematically prepared for authentication (theories), ideas not derived from any systematic process (visions), ideas which could not survive any reasonable authentication process (illusions), ideas which exempt themselves from any authentication process (myths), ideas which have already passed authentication processes (facts), as well as ideas known to have failed - or certain to fail - such processes (falsehoods - both mistakes and lies)."*

We often see a combination of all of these (theories, visions, illusions, myths, facts and falsehoods) when working with organizations, both in their internally developed training programs and in their organizational response plans. For example, we occasionally still see organizations teaching Elizabeth Kubler-Ross's "Stages of Grief" or using a practice of using different responders for notification and others for support because they believe that a family member will be angry at the person delivering bad news and will not want their further assistance. Both of these examples have been proven incorrect and yet we still see them in practice.

So while these practices may feed an organization's beliefs that it will yield their desired outcomes, it's not until they have to execute their plans and practices that they realize these actions were not helpful, or worse, actually harmful to those they are attempting to assist.

## "Pencils" And Emergency Response Operations

Thomas Sowell, in *Knowledge & Decisions* goes on: *"It has been said that no one person knows how to make even a simple lead pencil. That is, there is no single person who knows how to mine the graphite, grow the wood, produce the rubber, process the metal, and handle all the financial complications of running a successful business. In short, we are all in the business of selling and buying knowledge from one another, because we are so profoundly ignorant of what it takes to complete the whole process of which we are a part."*

I believe this analogy also applies greatly to emergency operations and helping people in crisis. And in our world, it's not only the knowledge of what to do, but understanding that there are differing roles, responsibilities, jurisdictions and authorities. Many agencies and organizations must come together in a coordinated fashion to be successful in responding to mass casualty disasters.

Good organizations will recognize where they have the knowledge to carry out their necessary roles and where they need help from partners who possess the knowledge they don't have. This is where both FAF and Aviem strive to fill the knowledge gap, both with training and services in helping our members. Where organizations usually get into trouble is when, using the pencil analogy, they understand they cannot make the whole pencil, but yet when crisis strikes suddenly decide they CAN make the whole pencil! This sudden change in perception is often the result of fear, being overwhelmed and other decision makers not understanding the roles and value of their partners and other agencies and organizations that will be part of the response process.

## What Can We Learn?

So, how do we use the sage writings to improve our plans and preparedness?

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**Carolyn V. Coarsey,**  
Ph.D. President and  
Co-Founder, Family  
Assistance Foundation

## BOOK RECOMMENDATION

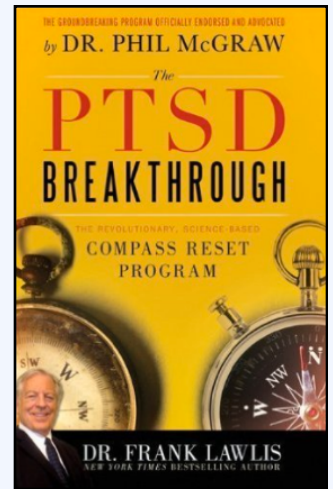
### *The PTSD Breakthrough* *The Revolutionary, Science-Based Compass Reset* *Program* by Dr. Frank Lawlis

Reviewed by Carolyn V. Coarsey

Anyone who watches “Dr. Phil” will recognize the name of Dr. Frank Lawlis, as he is frequently asked to comment on cases where adults and children are struggling with difficult behavioral problems which can be better understood and treated with an increased understanding of neuroscience. Dr. Lawlis wrote this book out of frustration and disappointment over how poorly the anxiety disorder, Post-traumatic Stress Disorder (PTSD) is understood and how badly veterans of war were being mistreated—and particularly by therapists.

This is a book that uses plain, non-scientific language which puts the power of helping back into the hands of anyone who is suffering from the symptoms of trauma, and offers hope for all who want to understand what the disorder is and how the symptoms can be treated. While many for years have considered PTSD an emotional problem, today neuroscientists recognize the disorder as an injury to the brain that is both biological and psychological. PTSD is not considered only an emotional problem by today’s experts such as Dr. Lawlis. Evidence shows that PTSD is a complex medical condition.

To help oneself with curing the brain’s injury, Dr. Lawlis has developed a “RESET” program with the acronym representing several activities that can be done in the privacy of one’s home or in a physician’s office. Whether you suffer from the effects of trauma in your own life, or have an interest in understanding more about this disorder, you will find Dr. Lawlis’ book very easy to comprehend and very helpful in understanding this very complicated subject.



**Christopher Bage Wells perished along with 11 others in the 1988 crash of American Eagle Flight 3378.**

**At the Member-Partner meeting in London in December, Dr. Carolyn Coarsey told the story of how Bage's mother, Linda Wiggs, was handled in the aftermath of the accident. This discussion focused on how we continue to learn and evolve our responses from direct family and survivor experience.**



## RECENT TRAINING ILLUSTRATES BEST APPROACH TO COMPREHENSIVE READINESS

by Russell Goutierez



Organizations that embrace emergency preparedness know that it takes more than a plan. Comprehensive readiness results from broad thinking that includes every department. For example, we know that anyone in an organization may receive a call about a crisis or tragedy and must know how to handle them compassionately and effectively.

A recent training session we conducted for Aviation Sales Advisors at private jet operator XOJET well illustrates this approach. The company correctly assumes that in a crisis, customers' families and colleagues will most likely reach out to the people they know and interact with most frequently, so XOJET contacted Aviem to customize a course for their sales group.

Understandably, an agenda spot is invaluable any time 50+ people, based all over the country, convene in one room. But XOJET didn't just carve out time for the training, they made it the only mandatory unplugged, no-devices session of the entire conference. We shared Human Services Response™ fundamentals and skills, showed video of family members describing positive and negative experiences with initial telephone contact, and applied the attendees' new knowledge in a series of practice calls covering a range of potential scenarios.

Numerous participants expressed their appreciation that XOJET anticipated this possibility and provided them with the tools needed to uphold their usual exceptional standard of service should an emergency occur.

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1. Understand that in most organizations, emergency response is not your "day job" and therefore, it's understandable that your level of knowledge in this area is superficial and that you must look to your partners at Aviem and FAF to help fill those gaps.
2. Make sure that all of your organization's policies and procedures are based on facts and not illusions and myths. We often confuse these elements when we look to "lessons learned" from other organizations that have experienced recent tragedies. Just because they did things a certain way doesn't necessarily make it fact or the best practice for your organization. Here at Aviem and FAF, we rely upon 30+ years of research and work with families and organizations from all over the world to establish what is the factual basis for how we respond and how we provide our services.
3. Understand that no organization works in isolation when responding to crisis. Many agencies have a role by law or regulations and other organizations, both governmental and non-governmental, can play a significant role in responding to your disaster. You must understand their role and how they can be helpful. With better coordination and communications, you can help them perform their roles better by letting them know what you know and what things you can do to help. For most organizations, this usually comes in the form of money and people. Having these conversations in advance of a crisis will go a long way towards ensuring an effective response happens when disaster strikes.
4. Don't forget your partners, who can help you. It's so easy to get wrapped up in your own response that you are unable to accept the help your partners (including us) can provide. We encourage you to talk with us on a regular basis about exactly what help we can provide and how that would coordinate with your own resources. We've had any number of occurrences where we have met with a client or member and they find out after the fact ways we could have assisted them in a recent incident.

Talk to us now about how we can help you and be sure you and other decision makers in your organization understand what it is that we can do for you at Aviem and the Family Assistance Foundation.

### Post-Meeting Workshops October 13, 2017

Two workshops will be offered following the North America Member-Partner Meeting:

- **Spokesperson Training** presented by Jeff Braun
- **QPR Train-the-Trainer for Preventing Suicide in the Workplace** presented by Dr. Carolyn Coarsey and Foundation Team

Details to be announced, including pricing and more on course offerings, later this spring. Seating is limited, so plan to register early.

## THE NEW NORMAL: HUMANIZING CORPORATE COMMUNICATIONS

by Jeff Braun



Think about calls you have made to customer service.

Frequently the person on the other end is reading a script and apologizing with all the sincerity of a robot. Do you find those exchanges satisfying? Useful? Worth your time and effort?

We all know when we are being treated like data points and not like humans and, while we may be accustomed to it, I have never heard anyone say they like it. Yet much of the communication at all organizational levels ends up being just as scripted and boilerplate.

Add to this our recent past wherein the media has been pilloried like never and the veracity of social media and its use and misuse examined minutely. We head into 2017 with an enormous sense of unpredictability, yet I am willing to predict this much – the way you communicate with your customers, workers and all your stakeholder will be scrutinized for its believability and sincerity using **current** criteria, and this includes all channels, from press releases to Tweets, meetings to webinars.

There are numerous barriers to communicating like an honest and forthright human being. Sometimes it's lawyers, sometimes its marketing people who have failed to move beyond internalized catch phrases, and sometimes it an overabundance of caution; a fear of change. In today's environment, sounding clichéd or scripted simply sounds utterly insincere and the speaker will be viewed with suspicion

or contempt, or they may just be ignored. What works today is communication that is approachable, relatable and instantly understood. There are so many messages in our lives today, some will inevitably be ignored and those that appear as just more hackneyed phrases will never connect.

If a message is tweeted and no one reads it, does it still exist?

The youngest, newest people where you work have lived this and understand it, but they are in no position to change things. The move to greater and more meaningful engagement must start at a managerial level. Managers must **demonstrate** the new way of talking and writing and make explicit what is needed.

“But I’m not comfortable being authentic at work.” There is good reason for caution and care. No one is suggesting you bare your soul or say whatever pops into your head, but with thoughtful practice, you can learn to do that which is uncomfortable but necessary if one is to be taken seriously or taken at all.

Change is inevitable and the rate of change shows no signs of slowing down. As we begin the seventeenth year of this century, take stock of your many communication channels and ask yourself if you are still communicating in a last century fashion.



**Stephen Young,**  
Manager of  
Production

Foundation Manager of Production, **Stephen Young**, created a new website for the Family Assistance Foundation. It is designed to be more informative as well as featuring previews of Foundation videos, Wednesday Wisdom and other resources intended to help our members and partners in training as well as responses.

<http://www.fafonline.org/>



**Jeff Morgan and Carolyn Coarsey welcomed their first grandbaby, Cristobelle Marie Morgan, born September 28, 2016. Proud parents are Jeffrey and Kari Morgan.**



## FOUNDATION ANNOUNCES NEW ADDITIONS TO THE TEAM



**Ray Gonzalez,**  
Director, Member  
Services & Business  
Development

**Ray Gonzalez** is our Director, Member Services and Business Development. He most recently lead Carnival's Care Team, which is comprised of over 400 land-based and some 4,000 shipboard company employees. These specially trained individuals assist guests, shipboard team members, and shore-side employees who experience a crisis or are involved in a traumatic event while vacationing aboard or working with Carnival. The team travels as needed to ports and locations worldwide to provide emotional and logistical support in various crises and emergency situations. Their training includes handling guests displaced by itinerary deviations and supporting people during the grief and trauma resulting from a more devastating event.

Ray has been involved in over 2,200 such activations in 26 countries and numerous US cities. He led recruiting and all Care Team related training programs for shipboard and shore side employees, port agents, tour operators, and ground handlers. Ray has worked closely with his counterparts in cruise lines, airlines, and government and private organizations to establish a wide network of support, increase awareness, share best practices and learning opportunities, and foster partnerships. Ray has been engaged in many Mass Rescue Operations and Contingency Planning Exercises to develop strategic, operational and community based plans during an emergency.



**Sylvia Farrington,**  
Director, Emergency  
Operations & Special  
Projects

**Sylvia Farrington** is our Director, Emergency Operations and Special Projects. She has extensive staff and project management expertise and significant field-based operational experience in over 50 medium-to-catastrophic level federally declared disasters. During her 20-year tenure with the Federal Emergency Management Agency (FEMA), Ms. Farrington gained substantial experience developing public, private, and academic partnerships which resulted in successful, sustainable hazard mitigation initiatives. She has earned advanced certifications in Emergency Preparedness and Response, Incident Command System, Disaster Field Operations Management, Mitigation Planning and Management, the National Response Plan, and has been a contributing author to national policy and institutionalized operational designs.

Ms. Farrington also served as the Director of Emergency Management for the University of North Carolina Asheville. In this capacity, she directly supervised the University Police, and the Environmental Health and Safety, Transportation, and Telecommunications Departments. She provided leadership and managerial oversight of the University's training and operational programs for safety, security, emergency management and campus-wide transit. Her work was recognized for the development of collaborative partnerships with local, state and federal agencies; private and public sector entities to support UNC Asheville's mission and strategic goals for emergency preparedness and response.

Ms. Farrington previously worked as a Senior Education Consultant/Program Implementation Specialist, providing consulting services to over 100 businesses and urban school districts for adult education programs. She updated training methodologies and designed integrated education technology products and services for adult education curricula and employability skills programs. Prior to educational consulting, she successfully worked as an AT&T Southeast Region Project Manager for call center development, customer service protocols and large team management for residential services.

She has served in voluntary positions and on the Board of Directors for several non-profit organizations providing job training, educational and life skills instructional services and resources in underserved communities.

Ms. Farrington holds a B.A. in Mathematics, from Columbia University, New York and is a Certified Emergency Manager (CEM), with the International Association of Emergency Managers. She currently resides in Tampa, Florida.

## AIDA CRUISE LINES CERTIFIES NEW HSR™ TRAINER



**Ines Kunstmann and Nils Markert**

AIDA Cruise Lines has a very active CareTeam program, and leader and Master HSR™ Trainer Nils Markert provided details about Ines Kunstmann and their team.

Ines grew up in the eastern part of Germany. She started her career as auditor but studied social education later on to work for a child welfare agency.

Ines has been with AIDA since 2011 and within the Passenger Care Department for two years.

Within her scope of duties are tasks referring to all guests that are medically disembarked. Also to take care of the needs of surviving dependents of deceased persons.

Furthermore, she is managing all pertinent tasks to be prepared for CareTeam deployments as well as getting through.

AIDA has approximately 120 volunteers who are willing to help in moments of crisis that might emerge in the cruise line industry. Trainings are conducted frequently ashore. 2017 will be the beginning to implement also on board Care training in the AIDA fleet.

AIDA Cruises CareTeam is a member and partner of the Special Assistance Team Alliance. Most of the German airlines, airports and tour operators are partners in that Alliance, to support each other in all possible ways. In moments of crisis there is no competing or holding back but only unconditional support.



**Brian Quinnett, Director; Dr. Paul Quinnett, Founder & CEO & Dr. Mark Besen, Foundation, Clinical Advisor**

## UPDATE ON QPR

In early February, Dr. Carolyn Coarsey travelled to Spokane, WA, home of the QPR Institute, to work with suicidologists for the purpose of continuing to develop prevention programs specific to various employee groups. Programs will be customized to specific work groups featuring videotaped interviews with those with direct experience in supporting people at risk, those who have responded to suicides, and families involved.

Certification of QPR Shipboard Trainers will be offered in April at Carnival UK in Southampton, England. Additional programs will be offered later in the year, including a Train-the-Trainer following the North America Member-Partner meeting, October 13, 2017. More details to be announced later in the spring.



## TRAINING CLASSES

**Oil Spill Response, Ltd.**



**Rocky Mountaineer**





# LONDON MEMBER-PARTNER MEETING









