## Homeland Security Advisory System

### Recommendations

#### Businesses

<table>
<thead>
<tr>
<th>Risk of Attack</th>
<th>Recommended Actions</th>
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</table>
| **SEVERE** (Red) | - Complete recommended actions at lower levels  
- Listen to radio/TV for current information/instructions  
- Be alert to suspicious activity and report it to proper authorities immediately  
- Work with local community leaders, emergency management, government agencies, community organizations, and utilities to meet immediate needs of the community  
- Determine need to close business based on circumstances and in accordance with written emergency plan  
- Be prepared to work with a dispersed or smaller work force  
- Ensure mental health counselors available for employees |
| **HIGH** (Orange) | - Complete recommended actions at lower levels  
- Be alert to suspicious activity and report it to proper authorities  
- Review emergency plans to include continuity of operations and media materials on hand  
- Determine need to restrict access to business or provide private security firm support/reinforcement  
- Contact vendors/suppliers to confirm their emergency response plan procedures  
- If a need is announced, contact nearest blood collection agency and offer to organize a blood drive |
| **ELEVATED** (Yellow) | - Complete recommended actions at lower levels  
- Be alert to suspicious activity and report it to proper authorities  
- Contact private security firm for security risk assessment and to determine availability of support/reinforcement  
- Contact voluntary organizations you support to determine how you can provide assistance in case of emergency |
| **GUARDED** (Blue) | - Complete recommended actions at lower level  
- Be alert to suspicious activity and report it to proper authorities  
- Dialogue with community leaders, emergency management, government agencies, community organizations and utilities about disaster preparedness  
- Ensure emergency communication plan updated to include purchase of needed equipment.  
- Ask the local Red Cross chapter to provide a “Terrorism: Preparing for the Unexpected” presentation at your workplace for employees |
| **LOW** (Green) | - Use Red Cross [Emergency Management Guide for Business and Industry](#) to develop written emergency plans to address all hazards. Include an emergency communication plan to notify employees of activities; designate an off-site ‘report to’ location in case of evacuation.  
- Develop continuity of operations plan to include designating alternate work facility/location for business  
- Arrange for staff to take a Red Cross CPR/AED and first aid course  
- Obtain copies of [Terrorism: Preparing for the Unexpected](#) and [Preparing Your Business for the Unthinkable](#) brochures from your local Red Cross chapter for distribution to all employees/management as appropriate. |

Your local [American Red Cross chapter](#) has materials available to assist you in developing preparedness capabilities.