

Emergency Action Plan

Introduction

This emergency action plan has been developed to prepare and mitigate the impacts that probable hazards may have on this event. Th (Market Name) ("staff") strives to follow the operational best practices to ensure our events run safely. This will be accomplished through a combination of event personnel and outside emergency action agencies, with the participation of each being determined based upon the severity of the situation.

Market Name Staff understand that such action should be pre-planned in writing, prior to an emergency, and should be consistent across all operations. This Emergency Action Plan hereinafter referred to as the "EAP", is part of staff's effort to meet this objective.

This plan is intended to act as a guide in actual emergency situations, assign responsibility for implementation of the plan in the event of an emergency, and familiarize site personnel with local emergency action authorities, the location of the potential hazards, and the plan to control emergency situations, should they arise.



Extension
UNIVERSITY OF WISCONSIN-MADISON

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Emergency Action Plan

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ORDER OF AUTHORITY

	NAME	POSITION	PHONE NUMBER
1st			
2nd			
3rd			



Emergency Action Plan

CHAIN OF COMMAND

This section of the EAP addresses who has the authority to activate the **Emergency Action Plan**, Postpone the Event, End the Event Early, or Cancel the Event.

ON-SITE POLICE OFFICERS

For the Market only, the (Market Name) has two (2) (Police Dept Name) Police officers from ?am-?pm.

Emergency dispatch (24 hours)

Non-emergency dispatch (24 hours)

EMERGENCY ACTION PLAN ACTIVATION

Portions of this Emergency Action Plan can be implemented, without the “plan” being activated (ie: small fire extinguishment, active threat (shooter), etc.); however, any emergency that occurs on-site, shall be reported to staff when safe to do so.

EMERGENCY COMMUNICATIONS

Internal Communications

As it pertains to anticipated emergencies, such as future weather or transportation disruptions, information will be shared internally with staff members first to finalize actions and communicate them across staff. From there, respective staff members will send out newsletters via email to vendors and volunteers warning the expected emergencies and anticipated actions that we will take. (Market Name) communications will let the broader community know of any anticipated emergencies, actions and/or changes through (Market Name) newsletter and social media channels.

Staff

Once the nature of the emergency presents itself, the on-site staff member will communicate to the appropriate team member in the chain of command via cell phone call. The on-site staff member, and all appropriate staff members, should share as much information as possible about the nature of the emergency in (communication of choice) or text. The on-site staff member should use the (communication of choice) to market staff to check (communication of choice) or text messages. All staff must maintain the utmost confidentiality in these situations and must receive consent before sharing any internal info with external parties.

Vendors and Volunteers

As emergencies are happening and actions need to be communicated, staff will use (communication of choice) as an Emergency Text System to text vendors, volunteers and staff. Examples emergencies that warrant use of the Emergency Text System include:

- There's lightning in the forecast and we need to enact our emergency weather plan
- There's an active assailant and we need to tell people to shelter, run, hide or fight.
- There is an unforeseen major road closure and we need to redirect folks to take alternative transportation routes

External Communications

In the event of an emergency or anticipated emergency, after staff, vendors, and volunteers have been contacted via Mobile Text Alerts, staff will share information with the general public and the media.

Chain of Execution

Once (Market Name) staff have activated the EAP and determined and executed the internal communications (outlined above), then the staff will activate the external communications plan in the following manner:

General Public

Staff will alert the general public about the emergency or anticipated emergency and any relevant information via email (example: Gmail, Mailchimp) and social media (example: Instagram, Facebook) as soon as possible after staff, vendors, and volunteers are alerted via Mobile Text Alerts.

For inclement weather emergencies, templates for emails and social media posts can be found here.

Media

(Market Name) will always default to a no comment policy with the media. Depending on the emergency at hand, the staff may draft a media statement.

Once a media statement has been decided up — even if it is no comment — the staff will use Mobile Text Alerts to send a notice to staff, volunteers, and vendors to ensure all (Market Name) representatives are aligned in how to communicate with the media. See below for a sample no comment text alert:

Please be advised that (Market Name) is advising no comment be made to the media. All (Market Name) representatives (staff, volunteers, and vendors) are urged not to make a statement at this time.



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Emergency Communications

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STAFF

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Emergency Action Plan

Emergency Action Procedures

The following section provides an overview of emergency action procedures for the top hazards identified as risks in the Hazard Assessment. These include emergency evacuation, shelter in place, medical emergency, severe weather (thunderstorm, high winds, and flooding), fire/smoke, the active assailant (shooter), bomb threat, missing child/adult.



Emergency Evacuation

Evacuation should occur when the impact of a hazard (ie: fire, shooter, flood) will be more detrimental to the persons on site than sheltering in place. Multiple hazards may require a partial or total evacuation of the venue. The authority to evacuate the venue is managed by the positions listed in the chain of command. However, there may be certain circumstances when emergency evacuation shall occur without approval from the emergency management team. These hazards are categorized as an immediate threat to life incidents (active assailant (shooter), fire, etc.).

Emergency Evacuation Phases

If there is a potential for an evacuation, the following Evacuation Phases will be implemented:

Note: These may not be followed in order depending on the hazard

- Emergency Action Team Preparation Phase - review all weather, safety and news sources for potential incoming threats
- Staff Preparation Phase - Communicate to all staff members, vendors and/or volunteers all risks and actions required to address risks
- Partial Evacuation
- Total Evacuation (to safer areas on the site property or off the property)

All exits and emergency exits will remain unobstructed and be clearly identified and well-lit. In normal circumstances, patrons will exit through the official entrance and exit lanes, in addition, to select emergency exits, if needed.

Shelter in Place

Persons on site should shelter in place when the impact of a hazard will be more detrimental to their life safety if they evacuate or remain outdoors. These hazards could include (hazardous materials plumes, severe weather, etc.). Sheltering in place is the act of seeking shelter in a sturdy shelter to lessen the impact of the hazard. NOTE: Tents should not be considered suitable shelter from most hazards.

The designated assembling places for staff and volunteers at (Day) on the (Location).

(Repeat above sentence for all market that occur on a different day).



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MEDICAL EMERGENCIES

Medical Reporting Protocol

In the event of a medical emergency, immediately notify 911, if necessary, then immediately report to the staff on site.

Clearly and calmly state the following to emergency services:

- Your name
- Your location
- Who needs medical assistance
- The nature of the medical emergency
- If trained and qualified, take appropriate first aid measures
- Do not move the patron unless absolutely necessary – try to make the patron comfortable
- Remain at the scene until assistance arrives, answer any questions from dispatcher/medical staff

Local Hospital, Urgent Care Facilities, and Pharmacies

Note: These facilities are not endorsed or sponsored by the venue or DCFM, but may be shared with inquiring patrons.

Hospital:

Hospital Name, number and address (Repeat if multiple hospitals in the area)

Urgent Care:

Urgent Care name, number, hours and address (Repeat if multiple Urgent Cares in the area)

Pharmacy:

Pharmacy name, number, hours and address (Repeat if multiple pharmacies in the area)



SEVERE WEATHER

Severe weather addressed in this plan includes thunderstorms (severe and nonsevere), lightning, high winds, flooding, and extreme heat. The National Weather Service issues multiple types of alerts for weather hazards. Below provides a definition of the types of alerts that they may issue.

- **Outlook** - A Hazardous Weather Outlook is issued daily to indicate that hazardous weather may occur in the next several days. The outlook will include information about potential severe thunderstorms, heavy rain or flooding, extremes of heat or cold, etc., that may develop over the next 7 days.
- **Watch** - A watch is used when the risk of hazardous weather has increased significantly, but its occurrence, location, or timing is still uncertain. A watch means that hazardous weather is possible. Usually lasts for 6-8 hours.
- **Advisory** - An advisory is issued when a hazardous weather is occurring, imminent, or likely. Advisories are for conditions rather than warnings that may cause significant inconvenience, and if caution is not exercised could lead to situations that may threaten life or property.
- **Warning** - A warning is issued when hazardous weather is occurring, imminent, or likely. A warning means weather conditions pose a threat to life or property. People in the path of the storm need to take protective action. Usually lasts 30 minutes or less.

Below outlines the severe weather alerting thresholds.

- “Weather Alert”- means that inclement weather has the potential to affect the event. Staff needs to be notified of the inclement weather, potential impacts, and timing of the impact. Weather alerts provide time for staff to monitor the weather and to prepare to take action.
- “Weather Warning”- means that inclement weather will impact the event and immediate action shall occur to protect life safety and property (ie: delay opening, suspend event, cancel event). Weather warnings require the event to take immediate action to preserve life, property, and the environment.

Severe Weather Alert + Action Overview

Below you will find an overview of the Weather Alert, Warning, and Market Closure Action Thresholds. Read below for a detailed view, including Emergency Messages templates, of Thunderstorm, High Wind, Flooding, and Extreme Heat.

THUNDERSTORM/ LIGHTNING

A thunderstorm is a conductive weather pattern that has the potential to bring heavy rains, lightning, thunder, hail, and high winds. Severe thunderstorms are defined as a storm with winds greater than 58 mph and hail greater than 1”.

ALERT: Severe Thunderstorm Watch

Severe Thunderstorm Watch occurs under the following conditions:

- Lightning within 20 miles of the event
- Hail within 20 miles of the event
- Winds greater than 30 MPH within 20 miles of the event

In the event of a weather alert, the staff must alert all vendors and patrons that there is a storm coming and there is potential market closure.

WARNING: Severe Thunderstorm Warning

Severe Thunderstorm Warning occurs under the following conditions:

- Severe Thunderstorm Warning (with the event in the path of the alert polygon)
- Lightning within 10 miles of the event
- Hail within 10 miles of the event
- Winds 50 MPH or greater at the event



Emergency Action Plan

In the event of a weather warning, the staff will alert vendors that they have the option to leave the market, take down pop-up tents, stop sales, and/or seek shelter.

MARKET CLOSURE: Severe Thunderstorm

In the event that there are tornado sirens or lightning, hail, or wind of 50 MPH within 5 miles of the event, the premises will be evacuated and the event will shut down. Staff will communicate via social media of a market shutdown.

See here for Emergency Social Media Templates for Thunderstorms, including Text Alerts Communications, (social media), and (email) messaging guidelines.

HIGH WINDS

High winds are categorized as sustained winds equal to or greater than 31 mph and wind gusts of 47 mph+.

ALERT: High Wind Watch

High Wind Watch occurs under the following conditions:

- Winds greater than 30 MPH within 20 miles of the venue heading towards the event

In the event of a weather alert, staff will conduct a tent safety review to ensure all vendor tents are adequately weighted on all legs at the start of the event. Staff will also warn vendors that they will instruct them to take down tents if they see it as a safety risk. Staff will not put up tents that are not stationed with (Market Name) staff at all event times.

WARNING: High Wind Warning

High Wind Warning occurs under the following conditions:

- Winds 50 MPH or greater at the event

In the event of a weather warning, all vendors, staff, volunteers, and sponsors will be instructed to not put up any tents. This will be communicated through vendor newsletters and/or emergency text service.

FLOODING

Flooding of the site can occur from excessive rainfall, or it could occur from the general drainage overflowing.

ALERT: Flood, or Flash Flood Watch

Weather alerts for flooding occur when a Flash Flood Watch is issued by the National Weather Service. In the event of a weather alert, staff should inform vendors of the possibility of potential flooding and market closure.

WARNING: Flood, Lake Level Flood, or Flash Flood Warning

Weather alerts for flooding occur when a Flash Flood Warning is issued by the National Weather Service. In the event of a weather alert, staff should inform vendors of the option to stop sales, break down, and shelter in place.

MARKET CLOSURE: Flood or Flash Flood

In the event of Flooding, the event will shut down if there is not a safe, dry pathway for people to walk or drive through.

EXTREME HEAT

Extreme heat influences a person's body function and could have fatal consequences if not cared for properly. According to the CDC, those at greatest risk for heat-related illness include infants and children up to four years of age, people 65 years of age and older, people who are overweight, and people who are ill or on certain medications. In addition, special care should be provided for pregnant women in extreme heat situations.

One way to prevent the medical effect from heat is to provide shade, hydration, and if needed postponement or cancellation of the event. One of the values that is used to determine preventative actions to prevent extreme heat medical emergencies is heat index.

The heat index is a value that combines air temperature and relative humidity, in shaded areas, as an attempt to determine the human-perceived equivalent temperature. In the event of extreme heat, water will be made available free of cost to vendors and shoppers as needed. Extreme heat is categorized as a heat index greater than 95.

ALERT: Excessive Heat Watch

Heat Advisory or Excessive Heat Watch occurs under the following conditions:

- NWS issued Heat Advisory or Excessive Heat Watch
- Heat Index value greater than 95°F

In the event of a weather alert, vendors and volunteers to be notified of extreme heat, advised to take frequent breaks, drink water, and wear light clothing. Prior to the



Emergency Action Plan

event, vendors, volunteers and staff will be notified of extreme heat conditions. People will be advised to take frequent breaks, drink water, and wear light clothing. If needed, customers may receive free water upon request.

WARNING: Excessive Heat Warning

Excessive Heat Warning occurs under the following conditions:

- NWS issued Excessive Heat Warning
- Heat Index value greater than 105°F

In the event of a weather warning, vendors will be given the option to stop sales, break down, and shelter in place. Staff will provide free ice water as needed. Vendors are encouraged to cool off in Shelter-In-Place sites.



AIR QUALITY

AQI (Air Quality Index), is the EPA's index for reporting air quality. AQI values at or below 100 are generally thought of as satisfactory. AQI above 100 are considered unhealthy: at first for certain sensitive groups, then for everyone as AQI values get higher.

ALERT: Unhealthy Air Quality

Unhealthy Air Quality Alert occurs at an AQI of 101-200. In the event of unhealthy air quality, vendors, staff, and volunteers should be given the option to not attend or leave the market without penalty. Market attendees, including vendors and staff, should be encouraged to wear face coverings to reduce their exposure to airborne particles.



WARNING: Very Unhealthy Air Quality

Very Unhealthy Air Quality occurs at an AQI of 201-300. In the event of very unhealthy air quality, vendors, volunteers, and customers should be alert for shortened programming hours, as well as given the option to leave the market without penalty.

MARKET CLOSURE: Hazardous Air Quality

Hazardous Air Quality occurs at an AQI of 300+. In the event of hazardous air quality, the market should be closed or canceled.



Severe Weather Alert + Action Overview

Below you will find an overview of the Weather Alert, Warning, and Market Closure Action Thresholds. Read below for a detailed view, including Emergency Messages templates, of Thunderstorm, High Wind, Flooding, and Extreme Heat.

RECOMMENDED EXAMPLE

Severe Weather	Alert Threshold	Alert Action	Warning Threshold	Warning Action	Closure Threshold
Thunderstorm	Lightening, hail or wind of 30 MPH within 20 miles	Remain alert for potential closure	Lightening, hail or wind of 50 MPH within 10 miles	Option to stop sales, break down, shelter in place	Tornado sirens or lightening, hail, or wind of 50 MPG within 5 miles
High Winds	Wind of 30 MPH within 20 miles	Staff conduct tent safety review	Wind gusts of 50 MPH at the event	All market tents taken down	N/A
Flooding	Flash Flood Watch issued by City	Remain alert for potential closure	Flash Flood Warning issued by city	Option to stop sales, break down, shelter in place	Flooding at the event that blocks walkways
Extreme Heat	Heat Advisory or heat index greater than 95F	Vendors and volunteers to be notified of extreme heat, advise to take frequent breaks, drink water, and wear light clothing.	Excessive Heat Warning or heat index greater than 105F	Option to stop sales, break down, shelter in place. Staff provides free ice water as needed. Vendors are encouraged to cool off in Shelter-In-Place sites.	N/A
Air Quality	AQI (Air Quality Index) of 101-200: Unhealthy	Option for staff, vendors, volunteers to leave the market without penalty	AQI of 201-300: Very Unhealthy	Be alert for shortened programming hours, option to leave market without penalty	AQI of 300+: Hazardous
MARKET NAME: _____					

Severe Weather	Alert Threshold	Alert Action	Warning Threshold	Warning Action	Closure Threshold
Thunderstorm					
High Winds					
Flooding					
Extreme Heat					
Air Quality					



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FIRE/SMOKE

All site personnel are responsible for preventing a fire and should have the appropriate fire extinguishment systems required by Building or Life Safety Code. Staff will continuously watch for potential hazards that could lead to a fire or explosion and will respond in the incident should one occur.

The event staff will notify the local fire department to respond to all reports of fire/ smoke on event grounds by calling 911.

FIRE EXTINGUISHERS

Fire extinguishers are to be placed (location) where it is required to do so, and all heat-producing products/ items. Fire extinguishers will have been serviced and tagged within the last 12 months by a licensed fire extinguisher service company. All prepared food vendors at any (Market Name) event or market are responsible for supplying a fire extinguisher for their booth.

Be advised, if safe to do so and if properly trained, attempt to extinguish small fires with proper fire extinguishment methods. Follow the acronyms of R.A.C.E. and P.A.S.S.

ACTIVE ASSAILANT

Reaction to any active assailant is the same regardless of their weapon (gun, knife, etc.):

- RUN
- HIDE
- FIGHT

RUN - Getting away from the assailant is the top priority. Leave your things behind and run away. If safe to do so, warn others nearby. Call 911 when you are safe and notify the staff after immediate danger has subsided. Describe each shooter, their locations, and weapons.

HIDE - If you can't get away safely, find a place to hide. Get out of the assailant's view and stay very quiet. Silence your electronic devices and make sure they won't vibrate. Lock and block doors, close blinds, and turn off the lights. Don't hide in groups— spread out along walls or hide separately to make it more difficult for the shooter. Try to communicate with police silently—like through text messages or by putting a sign in an exterior window. Stay in place until law enforcement gives you the all clear.

FIGHT - Your last resort when you are in immediate danger is to defend yourself. Commit to your actions and act aggressively to stop the assailant. Ambushing the assailant with makeshift weapons such as chairs, fire extinguishers, scissors, and books can distract and disarm the assailant.

R.A.C.E.

R - Rescue

A - Alarm - pull the alarm and call 911.

C - Contain the fire by closing all doors.

E - Extinguish if safe to do. Evacuate if necessary.

P.A.S.S.

P - Pull the pin.

A - Aim at the base of the fire.

S - Squeeze the trigger.

S - Sweep from side to side to cover area.



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HELPING THE WOUNDED - Take care of yourself first, and then you may be able to help the wounded before first responders arrive to STOP THE BLEED:

If the injured are in immediate danger, help get them to safety.

While you wait for first responders to arrive, provide first aid—apply direct pressure to wounds and use tourniquets if you have been trained to do so. Turn wounded people onto their sides if they are unconscious and keep them warm.

BOMB THREAT/SUSPICIOUS ITEM

Bomb threats are most commonly received via phone, but are also made in person, via email, written note, or other means. Every bomb threat is unique and should be handled in the context of the facility or environment in which it occurs. Facility supervisors and law enforcement will be in the best position to determine the credibility of the threat.

ACTION: Bomb Threat Procedures

1. Notify staff of any bomb threat that is delivered to you.
2. Report as much information as possible: who, what, where, and when.
3. Quietly and unobtrusively move persons not involved in the group away from the area.
4. Await instructions from Police once they arrive on-site.
5. Follow report writing procedures once clear of the area.
6. If you're part of the Security and Safety team, help clear the immediate area. Security will cordon off the suspicious area. Keep calm. Keep the crowd calm.

A suspicious item is any item (e.g., bag, package, vehicle, etc.) that is reasonably believed to contain explosives, an improvised explosive device (IED), or other hazardous material that requires a bomb technician and/or specialized equipment to further evaluate it. Examples that could indicate a bomb include unexplainable wires or electronics, other visible bomb-like components, and unusual sounds, vapors, mists, or odors. Generally speaking, anything that is HOT (Hidden, Obviously suspicious, and not Typical) should be deemed suspicious.

ACTION: Suspicious Item Procedures

If you come across an unattended bag
DON'T TOUCH IT!

1. Notify staff of any suspicious package.
2. Report as much information as possible: who, what, where, and when.
3. Quietly and unobtrusively move persons away from the area where the package is located.
4. Form a perimeter around the area if possible.
5. Await instructions from Police once they arrive on-site.
6. Follow report writing procedures once clear of the area.

MISSING PERSON

The following procedures have been developed to aid first responders and management with the action of a missing person (specifically a minor (under the age of 18 years old) or a person that is a harm to themselves or others).

ACTION: Missing Persons Procedures

1. Notify nearest staff member
2. Provide staff member with a description of the lost person
3. Escort the lost person or individual looking for a lost person to the information tent
4. Confirm with chain of command when you have reached the information tent
5. Follow further instructions from the chain of command

Under no circumstance should the name of a lost child be broadcast or shared with inquiring persons.



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ACTION: Emergency Management Team's Procedures

- Emergency Management Team will coordinate with law enforcement to conduct a search plan
- Appoint a search manager
- Confirm the point last seen or last known location
- Ask family/party not to leave the main info tent location during the active search. If they insist on assisting with the search, assign a volunteer to go with them.
- A hasty search will be conducted starting from the point last seen. Teams (as designated by law enforcement) will systematically search around and expand out from the area the person was last seen.
- Teams should provide a regular status update on the progress of the search and any information obtained to the search manager.
- If the person is found, notify search manager immediately
- Law enforcement will investigate as needed, management will complete an incident report

Emergency Messaging Scripts



Evacuation

For your safety we are going to evacuate the event. Please walk to the nearest open exit. Event staff will guide you. Thank you.

Weather

Due to severe weather we need to evacuate the event. Please walk calmly to the nearest exit. Event staff will guide you. Please find shelter in any available indoor space. Thank you.

Area Shutdown

This stage/program must be shut down temporarily. Please clear the area while we resolve the issue. Thank you for your patience.

All Clear

The situation has been resolved. We have an all clear to resume.
Thank you for your patience.



Templates were in bedded in word documents and need to be sent to me via email as images

DOG INCIDENT LOG		
DATE:	COMPLETED BY:	TIME:
INFORMATION ABOUT PERSON INVOLVED IN THE INCIDENT		
Full Name:		
Home Address:		
Phone Number: ☐ Home Phone ☐ Cell Phone		
☐ Staff ☐ Vendor ☐ Volunteer ☐ Shopper ☐ Other, please describe:		
INFORMATION ABOUT DOG/DOG OWNER		
Full Name:		
Home Address:		
Phone Number: ☐ Home Phone ☐ Cell Phone		
☐ Staff ☐ Vendor ☐ Volunteer ☐ Shopper ☐ Other, please describe:		

MARKET LOCATION:	ACTION TAKEN BY MARKET PERSONNEL:
DETAILS OF INCIDENT/OTHER PERSONNEL INVOLVED:	WERE EMERGENCY SERVICES NOTIFIED? If yes, describe the response.

Incident Report Templates

ADA Request Log		
DATE:	COMPLETED BY:	TIME:
INCIDENT DETAILS		
MARKET LOCATION:	ACTION TAKEN BY MARKET PERSONNEL:	
DETAILS OF REQUEST/OTHER PERSONNEL INVOLVED:	Reasons why request was not fulfilled (if any):	

Full Name:	
Home Address:	
Phone Number: ☐ Home Phone ☐ Cell Phone	
☐ Staff ☐ Vendor ☐ Volunteer ☐ Shopper ☐ Other, please describe:	
MARKET LOCATION:	ACTION TAKEN BY MARKET PERSONNEL:
DETAILS OF INCIDENT/OTHER PERSONNEL INVOLVED:	WERE EMERGENCY SERVICES NOTIFIED? If yes, describe the response.

Post-Emergency/Crisis Events Information

Missing Person Questionnaire

MISSING PERSON QUESTIONNAIRE					
DATE:		COMPLETED BY:		TIME:	
INFORMANT IDENTIFICATION					
FIRST NAME:			LAST NAME:		
ADDRESS:			CITY:		
RELATIONSHIP TO PERSON:			STATE:		ZIP CODE:
HOME PHONE #:			ALT. PHONE #		
ADDITIONAL WITNESSES	NAME:		NAME:		NAME:
	PHONE:		PHONE:		PHONE:
MISSING PERSON'S INFORMATION					
FIRST NAME:			LAST NAME:		
MIDDLE NAME:			ANSWERS TO:		

DATE OF BIRTH (Y/M/D):		AGE:	SEX:	HEIGHT:	WEIGHT:
HAIR COLOR:	EYES:	HAIRSTYLE/LENGTH:			
COMPLEXION:		FIRST LANGUAGE:			
DISTINGUISHING MARKS:					

CLOTHING:
MEDICAL DISABILITIES, ALLERGIES, AND MEDICATION: