

Creating a culture of safety and wellbeing for students and staff



SafeZone
by criticalarc

The safety and wellbeing challenge

Universities risk serious reputational damage and legal challenges when students come to harm or have bad experiences, especially where there is a perceived failure by institutions to respond. Safety is now a top three consideration^[1] for prospective students and their parents, and it can impact recruitment and retention.

The solution: CriticalArc's SafeZone

Benefits for universities

Leading Universities world-wide are deploying SafeZone as part of a broader and more holistic approach to providing Duty of Care.

SafeZone not only keeps your community safe, it ensures people *feel* safe. By reducing corporate risks while improving student wellbeing and satisfaction, SafeZone supports universities' recruitment and retention efforts. For overseas students, it allows focused 'welcome' services to be provided.

SafeZone also typically delivers better financial value than the multiple older solutions it replaces.

Combining multiple essential functions, SafeZone allows individual users to request immediate assistance at the touch of a button. It makes it easy to ask for emergency help or routine advice, and to report concerns directly to the appropriate resource.

SafeZone shows response teams the precise locations of all checked-in users, allowing the fastest and most appropriate response. It also improves responder coordination by sharing fellow responders' locations.

In addition, SafeZone is a robust platform for mass communications, and targeted communications directed at specific groups (eg. by location, or by school, faculty, department, or role).

SafeZone combines essential communications, personal alarm, lone-worker support, team coordination and management functions within one powerful platform.



Safety is now a **top three consideration^[1]** for prospective students and their parents

^[1] Source: https://resources.idp-connect.com/hubfs/IDP_BuyerBehaviour_2019_infographic_WEB-V5.pdf

Benefits for students and staff

The SafeZone app is intuitive, making it easy for users to request help at any time, in any location, removing cultural, geographical and language barriers.

In emergencies, it puts the user immediately in contact with first responders; it saves time by presenting operators with information about that person's location, their identity, and any pre-registered vulnerabilities.

SafeZone also supports anonymous tip reporting, providing an easy, discrete route for individuals to request support for others, or to alert appropriate responders when something doesn't look or feel right; SafeZone enables up-to-the-minute mass communications alerts and targeted notification alerts, providing emergency management capabilities for major incidents requiring evacuation, lock-down, and building invacuation.

Mental wellbeing, and crisis response

Students or staff experiencing mental health difficulties can use SafeZone 24/7 to easily access support and information. For individuals in crisis, a unique patent-pending SafeZone feature, supporting CAPS and EAPS programs, allows timely intervention based on who that person is, where they are located, and what time of day or night it is. For anyone dealing with depression or anxiety, SafeZone makes it OK to ask for help.

Mutual support between institutions

Alliances between SafeZone institutions now let users access help services across safer cities and wider geographical areas. These alliances bring together neighbouring universities, NHS Trusts and local agencies. As a result, students and staff working at, on placement with, or simply visiting friends at other institutions, are assured of the same immediate support as they get on their own campus.

Easy steps to adopting SafeZone

The SafeZone customer success program establishes high levels of community engagement and confidence at each institution, ensuring support from students, staff, and stakeholders, from deployment through ongoing operational day-to-day use.



Foster a culture of safety – join
more than 50% of UK universities
in adopting SafeZone

To learn more, visit **CriticalArc.com**

Asia/Pacific

Suite 2, Level 1, 33-35 Belmont Street,
Sutherland NSW 2232, Australia
T: +61 1300 13 53 40

Europe

University Centre Maidstone (UCM),
MidKent College Maidstone Campus,
Tonbridge Road, Maidstone, Kent, ME16 8AQ
T: +44 (0) 800 368 9876

Americas

200 Union Blvd Suite 200 Lakewood,
CO 80228 USA
T: +1 800 985 9402



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