

CCP SAILS INTO ACTION TO ASSIST CRUISE SHIP OPERATOR

BACKGROUND

Carnival UK (part of the Carnival Corporation), is a market leader in the cruise industry through their famous brand names P&O Cruises and Cunard, comprising a fleet of 10 ships which sail mainly around Europe and the Caribbean. The Company employs around 12,000 crew, of which approximately 4,000 originate from the Philippines.

CCP has worked with P&O Cruises and Cunard for over 13 years as their trauma care provider, in conjunction with the onboard Human Resources team. The service is provided for crew and passengers who experience traumatic incidents while at sea. These can range from the death of a colleague or passenger from natural causes, through to storms and other incidents.

AN UNPRECEDENTED INCIDENT THAT REQUIRED SPECIALIST SUPPORT



However one major incident, many miles away on the other side of the world, would challenge the existing onboard trauma care strategy.

On November 7th 2013 Typhoon Haiyan, said to be the strongest ever to make landfall with winds of up to 170 mph, struck the Philippines. Thousands were killed and many more were left without food and shelter. It was quite simply one of the worst humanitarian disasters of the 21st Century.

With P&O Cruises and Cunard employing so many staff from the affected area, and with the scale of the disaster increasing by the day, it was essential that the company offered the appropriate level of care to those crew on board grieving for relatives and loved ones.



CUNARD



P&O CRUISES



THE CCP SOLUTION

Up until Typhoon Haiyan, CCP had been used primarily to provide specialist trauma support on an individual basis to P&O Cruises and Cunard.

CCP was able to draw on experience after responding to other large scale natural disasters including Hurricane Wilma 2005, the 2004 Boxing Day Tsunami and Hurricane Dean 2007.

The number of people now affected meant that the provision of care had to be scaled up to an unprecedented level – and quickly.

CCP's Operations team, the company's shore based teams and the senior ship crew sprang into action. CCP's office had large maps of the Mediterranean and the Caribbean on the walls, together with the itineraries for each of the company's 10 ships, so that they could clearly see what needed to be done and how they could do it.

Sarah Cawley at CCP familiarised herself at record speed with the logistics of the cruises and formulated a plan for each ship to have a CCP Consultant onboard over the next 6 weeks. From Southampton to Lisbon, Germany, Gibraltar, Barbados and St Lucia, CCP literally travelled the world on behalf of P&O Cruises and Cunard in order to provide support to their employees.

Once on board, the crew were able to arrange individual appointments for those affected. CCP clinicians also had a visible presence in communal areas, such as the crew dining room, where they proactively offered reassurance and the opportunity to talk through their experiences. Some had been at home at the time the typhoon hit, and had stories of 'hell on earth' to share.

THE RESULTS

Carnival UK was acutely aware of the need to offer support to its staff following the disaster, together with fulfilling their duty of care obligations.

Due to the proactive way in which the support was arranged, CCP provided one to one support to over 400 of the crew. All of those who saw a CCP Consultant have subsequently reported their gratitude for the service being made available and the professionalism of delivery.



CLIENT SUMMARY

Andrew Baldwin, Customer Care and Communications Manager, Carnival UK said

'There was no doubt that in the immediate aftermath of Typhoon Haiyan we were in a unique and unprecedented situation given the high number of people who were likely to be affected simultaneously by the same event.

'Our response had to be effectively coordinated and delivered in a timely manner; giving initial priority to those ships where there were the highest numbers of crew residing in the Philippines.

'Fortunately with CCP we have a partner who is not only a specialist in the field of trauma care, but by using their own staff was able to offer the rapid response and a consistent approach across our entire fleet that was required.

'They are also highly skilled at adapting the support to specifically meet the needs of the individual, rather than simply relying on a one solution fits all strategy.'

TO FIND OUT MORE ABOUT HOW CCP CAN HELP YOUR PEOPLE, PROTECT YOUR BRAND REPUTATION AND ADD VALUE TO YOUR BUSINESS

T: 01756 796383 E: annachapman@ccpsupport.co.uk W: www.ccpsupport.co.uk  : CCP_Support