

**THE JOCKEY CLUB  
THOROUGHBRED SAFETY COMMITTEE  
RECOMMENDATION  
March 27, 2019**

**Recommendation: Creation of an Industry Crisis Response Plan**

The public perception of Thoroughbred racing may be diminished due to failure to respond in a comprehensive, thoughtful, and coordinated manner during times of crises.

A crisis can be manifested in many ways, including natural disasters, scandals, crimes and accidents. It is imperative that the response uses data to define the issue and provide information as well as establishes clear communication methods to respond to both the reality and perception of crisis.

To assist racetracks, regulators, and horsemen in responding to critical matters and events necessitating rapid response, The Jockey Club Thoroughbred Safety Committee calls for:

“In coordination with other national industry organizations, The Jockey Club to assist with the creation of crisis best practices tailored to the horse racing industry for the types of crises specific to our industry; the creation of template materials that can assist organizations in crisis planning; and the creation of a list of crisis response resources in areas such as crisis response planning, crisis communications, technical skills specific to the industry, and outside legal assistance. These best practices can serve as guidance for individual organizations in planning for potential crises.”