




Why these conversations matter

-  Families are grieving, even from afar. News of a tragic incident at any camp can deeply shake parents' trust, even if your camp is far away.
-  Trust must be rebuilt, not assumed. Proactive, heartfelt conversations show you take their concerns seriously.
-  The camp must feel as safe as possible. No matter how fun your program is, safety is the priority.

How to talk with families

Lead with empathy

"I want to start by saying our hearts are with the families impacted. I can only imagine how difficult this is to hear. It's completely natural to feel unsettled. Your child's safety is our number one priority."

Reassure with facts

"Our camp meets and often exceeds all state and ACA safety standards. Every staff member is background-checked and trained in CPR, first aid, and emergency response protocols. We have detailed safety plans for all situations—from medical emergencies to severe weather."

Highlight communication

"We believe in full transparency. We never want you to feel in the dark. You'll always know how your child is doing."

Keep it a conversation

"Is there something specific you'd like to walk through about how we handle safety? Your concerns are completely valid, and we're here to talk through them."





Use confident, reassuring language

"We've designed this camp to be safe and fun. You trust us with your child. We don't take that lightly."

Offer perspective

"Most parents I talk to feel nervous at first. But once they see how their child grows and thrives here, they're so glad they gave it a chance. What would give you peace of mind this summer?"

What does this look like

-  Personal, one-on-one phone calls or video chats with concerned families.
-  Calm, warm, informed staff who can explain safety policies with both heart and clarity.
-  Written follow-ups or resources that reinforce what you've said.
-  A camp culture that doesn't shy away from tough conversations but meets them with confidence and compassion.