

# Arkansas Department of Parks and Tourism and the Prepare Training® Program – John Latch

## Introduction

---

This case study of Arkansas Department of Parks and Tourism is based on an August 2016 survey of Crisis Prevention Institute customers by TechValidate, a 3rd-party research service.



“CPI improved staff de-escalation skills, overall safety, and has become ingrained in our training.”

## Challenges

---

- Sought CPI training to:
  - Reduce disruptive incidents
  - Improve customer and employee interactions
  - Improve staff confidence in working with challenging clients
  - Improve staff skills in managing behaviors

## Environment

---

- Categorizes their organization as government/public service

## Results

---

- Improved staff skills and confidence by 25–49% since implementing CPI de-escalation techniques
- Achieved return on investment with CPI by:
  - Reducing disruptive incidents
  - Improving customer and employee interactions
  - Improving staff skills and confidence

### Organization Profile

Organization:  
**Arkansas Department of Parks and Tourism**

Organization Size:  
**State & Local**

Industry:  
**Government**

### About Crisis Prevention Institute

CPI is a standard-setting resource for organizations that serve society's most vulnerable. Their proven model for staff training and personalized support empowers professionals who strive to sustain true cultures of compassion.

**Learn More:**

[Crisis Prevention Institute](#)