



Human Resources for Crisis Communication

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LTH • PREVENTION RESEARCH • PRIVATE SECTOR PARTNERSHIPS • PUBLIC HEALTH WORKFORCE • WOMEN'S HEALTH

Precrisis

- Provide training
- Acknowledge levels of experience
- Maintain a registry



Event Occurs

- Stagger work hours
- Initial phase
 - American Red Cross experience
 - 7–10 days work, 12–16 hour days
 - Maintenance
 - 10–12 hour days, 2 days off in 3 weeks
- Resolution
 - Debrief
 - Offer mental counseling



Who Can Do What in a Day?

Public response

- Scripted calls to public, 30–40 an *hour* per person
- Calls of reassurance, referral, or recommendation; 10–15 an *hour*

Media response

- Press officer: flat out, single message, 100 calls a *day*
- Experienced press officer: routine information calls, 40–50 calls a *day*
- Senior press officer: in-depth calls, 20–30 a *day*



Spokesperson Capacity in a Day?

- Top director: 4 TV, 2–3 print
- Limit the number of director, response leader exclusive interviews
- Subject matter expert (same as senior press officer): 6 TV

Personal Coping— Think RETALE

Recognize that emotions are high

Eat nutritious foods

Take mental breaks

Avoid lots of caffeine or alcohol

Leave when your shift is over

Exercise



Supervisor's Support— Think RIMEREAD

Remind workers about the value of their efforts

Insist that they take breaks

Make nutritious food and drinks available

Expect high emotions

Respond to timid requests for help

Encourage exercise

Accept nonoffensive “silliness”

Despite protest, insist on sleep breaks



Family Members of Workers

- Plan how key personnel will take care of their families during the crisis
- Give key personnel a chance to check in with their families during the crisis
- Resources include:
 - American Red Cross guidance
 - Brochure
 - Letter