



Crisis and Emergency Risk Communication

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Course Overview

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- **Welcome**
- **Crisis and emergency risk communication**
 - Training to help people cope, empower decisionmaking, and begin to rebuild a sense of normalcy in their lives
- **Training agenda**
- **Purpose and learning objectives**
- **Conceptual overview**

Training Agenda

DAY ONE

- Course Overview
- Psychology of a Crisis
- Message
- Crisis Co
- Terrorism
- Commun
- Risk Con
- Assessment
- Setup for Case Study

DAY TWO

- Case Study
- Working with the Media
- ner

**A 1 ½-day interactive,
participatory training
on crisis and emergency
risk communication**

Purpose

- Emergency risk communication can help people cope, make risk/benefit decisions, and begin to return their lives to normal.
- Attempt to provide the public with information to make the best possible decisions within nearly impossible time constraints and to accept the imperfect nature of choice.



Learning Objectives

- Explain the psychology of a crisis and its impact
- Provide you with core planning tools to prepare for and respond to the communication challenges that occur in times of crisis



Conceptual Overview

There is:

- Crisis communication
- Issue(s) management communication
- Risk communication
- Crisis and emergency risk communication

Each has its own pressures. You must be familiar and prepared to deal with all of them.



Conceptual Overview

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- Crisis communication
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Communicator: Participant
Time Pressure: Urgent and unexpected
Message Purpose: Explain and persuade

Each has its own pressures. You must be familiar and prepared to deal with all of them.



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Communicator: Participant
Time Pressure: Anticipated
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Each has its own pressures. You must be familiar and prepared to deal with all of them.



Conceptual Overview

There is:

- Crisis communication
- Issue(s) management communication
- Risk communication
- Crisis and emergency risk communication

Communicator: Nonparticipant, neutral about outcome

Time Pressure: Anticipated, no time pressure

Message Purpose: Empower decisionmaking

Each has its own pressures. You must be familiar and prepared to deal with all of them.



Conceptual Overview

There is:

- Crisis communication
- Issue(s) management communication
- Risk communication
- Crisis and emergency risk communication

Communicator: After-event participant, invested in outcome

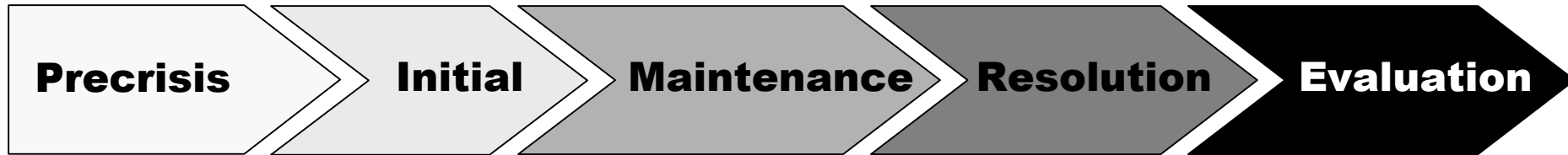
Time Pressure: Urgent and unexpected

Message Purpose: Explain, persuade, and empower decisionmaking

Each has its own pressures. You must be familiar and prepared to deal with all of them.



Crisis Communication Lifecycle



- Prepare
- Foster alliances
- Develop consensus recommendations
- Test message
- Evaluate plans

- Express empathy
- Provide simple risk explanations
- Establish credibility
- Recommend actions
- Commit to stakeholders

- Further explain risk by population groups
- Provide more background
- Gain support for response
- Empower risk/benefit decisionmaking
- Capture feedback for analysis

- Educate a primed public for future crises
- Examine problems
- Gain support for policy and resources
- Promote your organization's role

- Capture lessons learned
- Develop an event SWOT
- Improve plan
- Return to precrisis planning



Precrisis Phase

- Prepare
- Foster alliances
- Develop consensus recommendations
- Test message
- Evaluate plans

Initial Phase

- Express empathy
- Provide simple risk explanations
- Establish credibility
- Recommend actions
- Commit to stakeholders

Maintenance

- Further explain risk by population groups
- Provide more background
- Gain support for response
- Empower risk/benefit decisionmaking
- Capture feedback for analysis

Resolution

- Educate “primed” public for future crises
- Examine problems
- Gain support for policy and resources
- Promote your organization’s role

Evaluation

- Capture lessons learned
- Develop an event SWOT
- Improve plan
- Return to precrisis planning

The Risk of Disasters Is Increasing

- Increased terrorism
- Population density
- Aging U.S. population
- International travel speed
- Emerging diseases

Role of Crisis and Emergency Risk Communication

Customer Focus

- Gain wanted facts
- Empower decisionmaking
- Involve as a participant, not spectator
- Take feedback to responders
- Provide watchguard resource allocation
- Recover or preserve well-being and normalcy

Role of Crisis and Emergency Risk Communication

Organizational Focus

- Execute response and recovery efforts
- Gain support for crisis management plans
- Avoid misallocation of limited resources
- Ensure that decision-makers are well-informed
- Reduce rumors
- Decrease illness, injury, and deaths
- Avoid wasting resources

Contributors to a Poor Public Response to Recovery Plans

- Mixed messages from multiple experts
- Information released late
- Paternalistic attitudes
- No reality check on recommendations
- Not countering rumors and myths in real-time
- Public power struggles and confusion

Formula To Meet Customer and Organization Goals

- Executed solid communication plan
- Be the first source for information
- Express empathy early
- Show competence and expertise
- Remain honest and open
- Remain dedicated to customer long term
- Apply emergency risk communication principles



Emergency Risk Communication Is a Valid Tool

- Not mass mental therapy
- Mature approach to the selection of message, messenger, and method of delivery