Crisis and Emergency Risk Communication

CDC

Precrisis

- Be prepared.
- Foster alliances.
- Develop consensus recommendations.
- Test messages.

Resolution

- Acknowledge the event with empathy.
- Explain and inform the public, in simplest forms, about the risk.
- Establish agency/spokesperson credibility.
- Provide emergency courses of action (including how/where to get more information).
- Commit to stakeholders and public to continued communication.

- Help public more accurately understand its own risks.
- Provide background and encompassing information to those who need it.
- Gain understanding and support for response and recovery plans.
- Listen to stakeholder and audience feedback, and correct misinformation.
- Explain emergency recommendations.
- Empower risk/benefit decision-making.

- Improve appropriate public response in future similar emergencies through education.
- Honestly examine problems and mishaps, and then reinforce what worked in the recovery and response efforts.
- Persuade the public to support public policy and resource allocation to the problem
- Promote the activities and capabilities of the agency (corporate identity reinforced— internally, too).

Evaluation

- Evaluate communication plan performance.
- Document lessons learned.
- Determine specific actions to improve crisis systems or the crisis plan.

Precrisis phase

Communication objectives during the precrisis phase are the following:

- Be prepared.

- Foster alliances.

- Develop consensus recommendations.

- Test messages.

This is where all the planning and most of the work should be done. Types of disasters that your organization may need to address can be anticipated. Reasonable questions can be anticipated, and preliminary answers can be sought. Initial communication can be drafted with blanks to be filled in later. Spokespersons, resources, and resource mechanisms can be identified. Training and refinements to plans and messages can be made. Alliances and partnerships can be fostered to ensure that experts are speaking with one voice.

Initial phase

Communication objectives during the initial phase are the following:

- Acknowledge the event with empathy.

- Explain and inform the public, in simplest terms, about the risk.

- Establish organizational/spokesperson credibility.

- Provide emergency courses of action (including how/where to get more information).

- Commit to stakeholders and public to continued communication.

Simplicity, credibility, verifiability, consistency, and speed count when communicating in the initial phases of an emergency.

The initial phase of a crisis is characterized by confusion and intense media interest. Information is usually incomplete, and the facts are disperse. It's important to recognize that information from the media, other organizations, and within your organization may not be accurate. Your role is to learn the facts about what happened, to determine your organization's response is to the problem, and to verify the true magnitude of the event as quickly as possible.

In the initial phase of a crisis, there is no second chance to get it right. Your organization's reputation depends on what you do and do not say and on when or whether you say it.

One of the best ways to limit public anxiety in a crisis is to provide useful information about the nature of the problem and what the public can do about it. During the initial phase of an event, establish your organization as a credible source of information. Even when there is little information to offer, you can still communicate how the organization is investigating the event and when more information will be available. At the very least, messages should demonstrate that your organization is addressing the issues head-on—that its approach is reasonable, caring, and timely.

Of course, the pressure to release information prematurely can be intense. Remember that all information must be approved by the appropriate managers before its release to the media.

In the initial phase of a crisis or emergency, people want information—*now*. They want timely and accurate facts about what happened, and where, and what is being done. They will question the magnitude of the crisis, the immediacy of the threat to them, the duration of the threat, and who is going to fix the problem. Communicators should be prepared to answer these questions as quickly, accurately, and fully as possible.

Crisis maintenance

Communication objectives during the crisis maintenance phase are as follows:

- Help people more accurately understand their own risks.

- Provide background and encompassing information to those who need it. (How could this happen? Has this happened before? How can I prevent this from happening again? Will I be all right in the long term—will I recover?)

- Gain understanding and support for response and recovery plans.

- Listen to stakeholder and audience feedback and correct misinformation.

- Explain emergency recommendations.

- Empower risk/benefit decisionmaking.

As the crisis evolves, anticipate sustained media interest and scrutiny. Unexpected developments, rumors, or misinformation may place further media demands on organization communicators. Experts, professionals, and others not associated with your organization will comment publicly on the issue and sometimes contradict or misinterpret your messages. Expect to be criticized about your handling of the situation.

Staying on top of the information flow and maintaining tight coordination are essential. Processes for tracking communication activities become increasingly important as the workload increases.

The crisis maintenance phase includes an ongoing assessment of the event and allocation of resources.

Resolution

Communication objectives for the resolution phase are as follows:

- Improve appropriate public response in future similar emergencies through education.

- Honestly examine problems and mishaps, and then reinforce what worked in the recovery and response efforts.

- Persuade the public to support public policy and resource allocation.

- Promote the activities and capabilities of the organization (corporate identity reinforced—internally, too).

As the crisis resolves, there is a return to stasis, with increased understanding about the crisis as complete recovery systems are put in place. This phase is characterized by a reduction in public/media interest. Once the crisis is resolved, you may need to respond to intense media scrutiny of how the event was handled. You may have an opportunity to reinforce public health messages while the issue is still current. A public education campaign or changes to a Web site may be necessary. Research has shown that a community is usually most responsive to risk avoidance and mitigation education directly after a disaster has occurred.

Evaluation

When the crisis is over, evaluate communication plan performance, document lessons learned, and determine specific actions to improve crisis systems or the crisis plan.

COVID-19

Core bioethical principles and the ethics of continued care during the COVID-19 war

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https://www.fertstertdialog.com/users/16110-fertility-and-sterility/posts/66118-core-bioethical-principles-and-the-ethics-of-continued-care-during-the-covid-19-war

How could you summarize this article in ten lines?

How could you translate the information you extrapolated from the article to a 25-year-old girl (without specific scientific experience)?

What tool would you use to "advertise" the content?

Would you use images? If so, which ones?

today's exercise has no value for the final exam.