

Crisis Communication

During times of uncertainty, it is often difficult to process rapidly deployed information. Crisis creates fear and stress, thus leading to increased anxiety and decreased ability to digest critical information. Lean on the pillars below and follow the steps for effective crisis communication.

Before You Start:

Anticipate needs/fears of your audience

Prepare around needs/fears of your audience

Practice communication in advance of delivering your message

Step 1

Introduce Key Message



- Initiate with empathy
- Adhere to Primacy/Recency Principle*

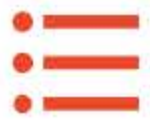
PILLARS OF TRUST



Use Empathy & Compassion

Step 2

Limit Key Points



- Limit messaging to 3-5 points
- Use as few words as possible



Show Dedication & Commitment

Step 3

Use Simple Language



- Construct messaging that is easily digested
- Use memory aids like analogies, graphics and narratives



Lean on Competence & Expertise

Step 4

Cite Credible Sources



- To ensure consistency and validity of messaging



Maintain Honesty & Openness

Step 5

Reiterate Key Message



- Primary/Recency principle*

* **Primary/Recency principle:** information presented at beginning and end of communication is retained more effectively than information in the middle.

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