

# 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



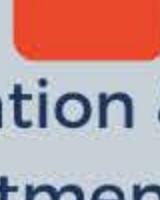
#### PILLARS OF TRUST



#### Use Empathy & Compassion

### Step 2

#### Limit Key Points



#### Show Dedication & Commitment

### Step 3

#### Use Simple Language



#### Lean on Competence & Expertise

### Step 4

#### Cite Credible Sources



#### Maintain Honesty & Openness

### Step 5

#### Reiterate Key Message



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

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