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*

**Step 2**
Limit Key Points
- Limit messaging to 3-5 points
- Use as few words as possible

**Step 3**
Use Simple Language
- Construct messaging that is easily digested
- Use memory aids like analogies, graphics, and narratives

**Step 4**
Cite Credible Sources
- To ensure consistency and validity of messaging

**Step 5**
Reiterate Key Message
- Primary/Recency principle*

**PILLARS OF TRUST**

- Use Empathy & Compassion
- Show Dedication & Commitment
- Lean on Competence & Expertise
- Maintain Honesty & Openness

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

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