COMMUNICATION IN CRISIS

Communicate with urgency, transparency, and empathy

COMMUNICATE FREQUENTLY

• Utilize different channels
• Manage information
• Manage meaning

PROVIDE SAFE CHANNELS FOR FEEDBACK

• Leverage existing channels
• Create a safe environment

PROVIDE TIMELY GUIDANCE

• Explain how to adapt existing protocols & policies
• Create an easily accessible repository of these resources

PROVIDE REASSURANCE

• Share a plan for the future
• Recognize & celebrate wins
• Create wellness resources