

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