

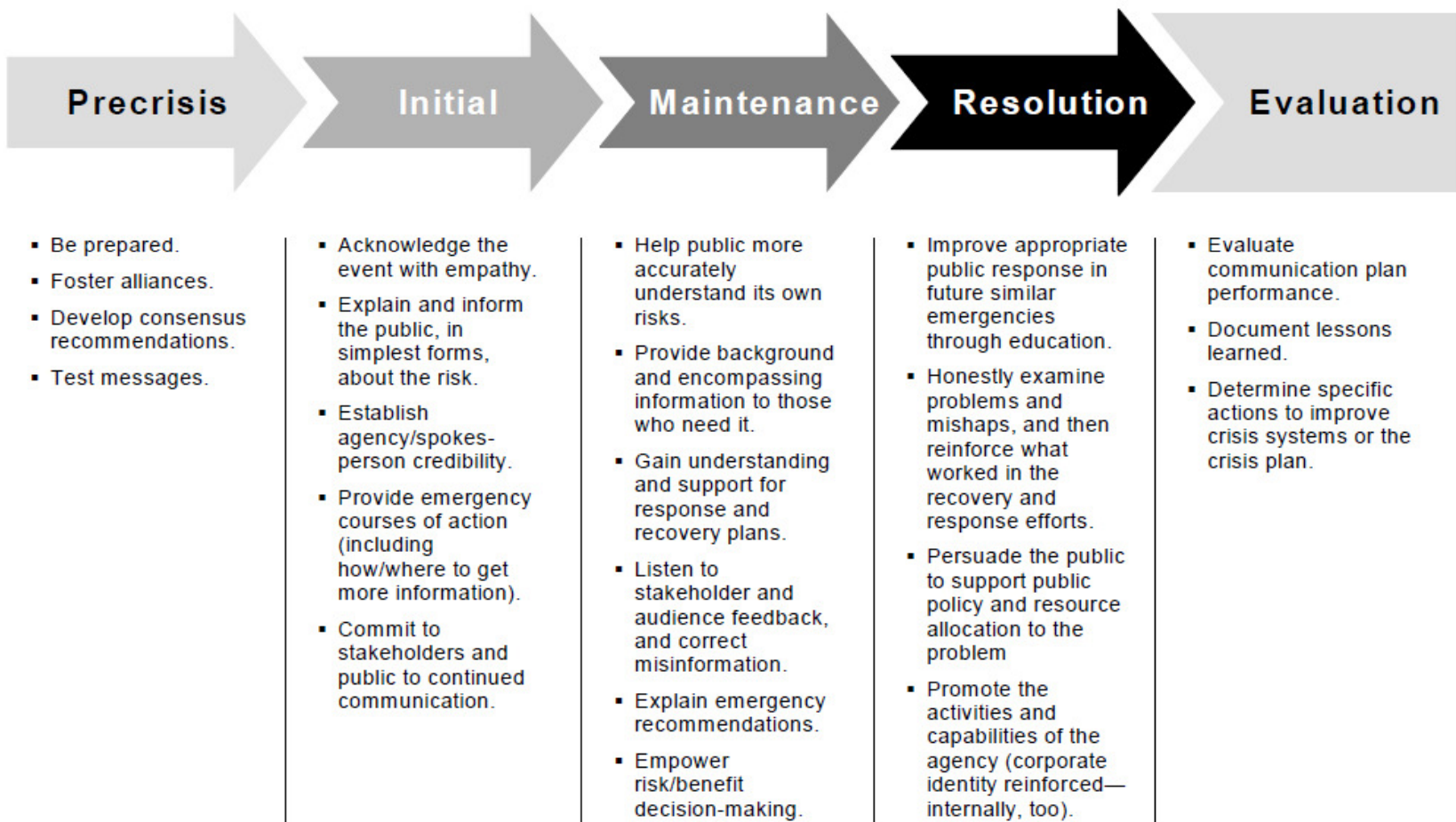
Centers for Disease Control and Prevention (CDC)

# **Crisis and Emergency Risk Communication (CERC)**

<http://emergency.cdc.gov/cerc/pdf/CERC-SEPT02.pdf>

# Crisis Communication Lifecycle

Figure 1–1. Crisis Communication Life Cycle



# Crisis Initial Phase

- Initial phase of crisis is often marked by confusion
- Even when little information is available, communicate how organization is investigating, and when/where more information will be available
- Goal: Provide useful information about nature of problem and what public can do about it

# Crisis Initial Phase

- Key characteristics of communication during emergency
  - Simplicity
  - Credibility
  - Verifiability
  - Constistency
  - Speed