Centers for Disease Control and Prevention (CDC)

Crisis and Emergency Risk Communication (CERC)

http://emergency.cdc.gov/cerc/pdf/CERC-SEPTo2.pdf

Crisis Communication Lifecycle

Figure 1–1. Crisis Communication Life Cycle

Precrisis Initial Maintenance Resolution Evaluation

- Be prepared.
- Foster alliances.
- Develop consensus recommendations.
- Test messages.
- Acknowledge the event with empathy.
- Explain and inform the public, in simplest forms, about the risk.
- Establish agency/spokesperson credibility.
- Provide emergency courses of action (including how/where to get more information).
- Commit to stakeholders and public to continued communication.

- Help public more accurately understand its own risks.
- Provide background and encompassing information to those who need it.
- Gain understanding and support for response and recovery plans.
- Listen to stakeholder and audience feedback, and correct misinformation.
- Explain emergency recommendations.
- Empower risk/benefit decision-making.

- Improve appropriate public response in future similar emergencies through education.
- Honestly examine problems and mishaps, and then reinforce what worked in the recovery and response efforts.
- Persuade the public to support public policy and resource allocation to the problem
- Promote the activities and capabilities of the agency (corporate identity reinforced internally, too).

- Evaluate communication plan performance.
- Document lessons learned.
- Determine specific actions to improve crisis systems or the crisis plan.

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
 - Constitency
 - Speed