

# Crisis comms 101

## Aged care & COVID-19



# What we will cover today



Insights



Principles



Protocols



Messaging

# Insights



Personal experiences more positive than views of the broader system



People are more interested in personal care than organisational failures



Front-line staff are the most important communication channel during crisis



Our clients and families can be our advocates during crisis

# Principles (six Ps)



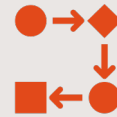
**Problem**



**Prepare**



**Prioritise**



**Process**



**Proactive**



**Positive**

# Own the *problem*



Own the issue to the extent that you can, and take responsibility



This makes everything else you say more persuasive and believable.

# Prepare, prepare, *prepare*



Good communications is 80% preparation and 20% execution



Make sure you've thought through your scenarios and likely questions



# *Prioritise your audiences and channels*

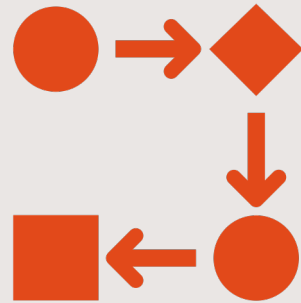


Make sure you are putting the audiences that matter the most first - your clients and their families



National media is less important to your business than direct conversations and clear concise direct comms

# Set up a *process* and focus on what you are doing



Set up a process to demonstrate what you are doing about the problem



Instead of defensively explaining why it happened



# Be *proactive*



Get out ahead of bad press  
with proactive communications



Frame the conversation with  
families on your terms

# Be *positive*



Tell positive stories about the good things you are doing in response



Improvements, not excuses, are what people care about most

# Protocols – before a crisis

- **Crisis committee ‘war room’ with single channel for sharing updates**
- **Clearly defined roles**
- **Urgent decision-making process**
- **Review scenarios**
- **Templates**
- **Clean up email lists and other direct channels**



# Protocols – during a crisis

- **Notification – reception, security, entrances, ‘take a message’**
- **Include relevant member of frontline staff in crisis response team**
- **Refer to check lists and scenario plans**
- **Pause, monitor development, reassess**
- **Activate your supporters: staff, families, stakeholders**
- **Test your messages**
- **Get external support if you need it**



# Protocols – developing your response/s



Assess the issue



Set objectives



Identify key audiences and channels



Respond



Evaluate and adjust

# Messaging



**Concern** – put people at the centre of your communications



**Active** – demonstrate determination to resolve, present tense



**Simple** – people need clarity, use plain non-defensive language



**Inclusion** – include your key audiences in the solution

# Messaging – COVID-19 safety measures

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What has happened

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What we are doing

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Why we are doing it

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What we need from you

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What happens next

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Where to get information

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# Questions?

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