

CRISIS COMMUNICATIONS & RESPONSE NUGGETS

WHAT MAKES EMERGENCY COMMUNICATION EFFECTIVE?

When evaluating alert systems, these 6 considerations are of the **UTMOST** importance*:

- **Update all** – Ensure everyone is fully aware of the emergency plan. Focus on how people will be informed in case of an emergency and who to contact to issue an alert;
- **Targeted** – Only publish alert messages in the affected area. It would be best to publish an alternative message in other areas, to inform the rest of the staff. Also ensure management is updated immediately on the calamity via a separate message;
- **Multimedia** – Ensure outreach via as many different media types possible, ranging from e-mails, text messages, instant messages, highly visual alert messages on PC and large screens, sound alerts/ sirens, etc;
- **One source** – Use one source to send out an alert message via all these dif-

ferent media types. It is best if this can be accessed online, so an alert message can be published from any location via a mobile device. Limit the number of people that is allowed to do this to 2-4 people;

- **Specific** – Alert messages should be catchy (visual!), brief and include specifics on what to do (to ensure it is taken seriously). Examples: "Bomb Alert. Leave Building Now" or "Fire in Entrance Hall. Evacuate via Rear Exit"
- **Time** – Whether it is a virus attack or shooting incident, time is of the essence. Make sure an alert message can go out within one minute.

*These guidelines incorporate lessons learned in learning and function psychology, as well as experiences from nuclear power plants, airports and police services.

Courtesy of Frank Hoen, CEO Netpresenter (www.netpresenter.com)

NATIONAL RESPONSE FRAMEWORK REPLACES NRP

The National Response Framework (NRF) presents the guiding principles that enable all response partners to prepare for and provide a unified national response to disasters and emergencies. It establishes a comprehensive, national, all-hazards approach to domestic incident response. The National Response Plan was replaced by the National Response Framework effective March 22, 2008.

The National Response Framework defines the principles, roles, and structures that organize how we respond as a nation. The National Response Framework:

- Describes how communities, tribes, states, the federal government, private-sectors, and nongovernmental partners work together to coordinate national response;
- Describes specific authorities and best practices for managing incidents; and
- Builds upon the National Incident Management System (NIMS), which provides a consistent template for managing incidents.

NRF Resource Center has the following documents:

- Brochure
- Fact Sheet
- Frequently Asked Questions

Visit www.GUIDErequest.com/CR to link to more information on the NRF.

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TO MEET ANY CHALLENGE YOU NEED THE RIGHT TOOLS

The disaster response and management landscape is constantly evolving. Fortunately, so are we.

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