

BAM

Crisis Communications 101



FACING COVID-19

Hi there.



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Let's level set.

THIS IS NOT YOUR NORMAL CRISIS

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Let's talk.

TERMINOLOGY YOU NEED TO KNOW

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Terminology

- THE **VIRUS** IS NAMED SARS-COV-2 & THE **DISEASE** IT CAUSES IS NAMED COVID-19
- JUST LIKE HIV CAUSES AIDS, **SARS-COV-2 CAUSES COVID-19**
- **COVID** IS AN ACRONYM FOR **CORONA VIRUS DISEASE**
- THE “**19**” IS LITERALLY FOR 2019, WHEN THE OUTBREAK BEGAN
- A “**NOVEL CORONAVIRUS**” IS A NEW CORONAVIRUS THAT HASN’T BEEN PREVIOUSLY IDENTIFIED
- **PPE** = PERSONAL PROTECTIVE EQUIPMENT
- **COVID** SHOULD BE IN ALL CAPS TO ALIGN WITH THE CDC AND WHO



Terminology

- USE “**CORONAVIRUS**” WHEN TALKING ABOUT THE PANDEMIC
 - “Millions of schools are closed because of coronavirus.”
- USE “**COVID-19**” WHEN TALKING ABOUT THE DISEASE
 - “He tested positive for COVID-19.”
- **SOCIAL DISTANCING** IS AVOIDING CROWDS & STANDING AT LEAST 6 FEET AWAY FROM OTHERS
- **QUARANTINE** MEANS STAYING HOME BECAUSE YOU’RE CONTAGIOUS OR MIGHT BE
- **ISOLATION** REFERS TO PEOPLE WHO ARE DIAGNOSED AS CONTAGIOUS AND NEED TO BE ALONE
 - A COVID-19 positive patient is in isolation, while the rest of the family is in quarantine



Let's identify.

THE 101 vs. THE 911

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BE EMPATHETIC

Acknowledge what's happening + use a less formal tone that is reassuring and caring

KEEP IT SHORT & COMMUNICATE OFTEN

Brevity is best during a crisis, but make sure you communicate often what you're sure of

DOUBLE CHECK EVERYTHING

Share only what you know because misinformation is the worst

FOCUS ON SOLUTIONS

Talk about how you're addressing the challenge

PROVIDE SIMPLE CALLS-TO-ACTION

People want to do something when they have little control in a crisis

The 101

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Let's plan.

THE BASICS FOR A CRISIS COMMS PLAN

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What can you do today?

THE BASICS OF A CRISIS COMMS PLAN

- Flowchart (or a simple Q&A) that outlines how to distinguish from a “crisis” vs “issue”
- Contact list with emails and cell numbers who would be intimately involved in crisis management
- Identified and media trained spokespersons
- Revise your content strategy to bring new value, show human connection, and experiment with consumption



FINAL THOUGHT

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Questions?
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Appendix

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Terminology

WORDS MATTER. THEY GIVE US COMFORT DURING CHAOS. KEEP THINGS SIMPLE.

- Don't say "asymptomatic," **say "not showing any symptoms"**
- Don't say "transmit," **say "spread"**
- Don't say "medical professionals," **say "doctors and nurses"**
- Don't say "immunocompromised," **say "weak immune system"**
- Don't say "hygiene," **say "hand-washing"**

