STAYING IN FRONT OF COVID-19
CRISIS MESSAGING, STRATEGIES AND TACTICS

March 19, 2020  |  12 – 1:00 p.m.
Power Lunch Webinar
CAPIO WELCOME: RACHEL MCGUIRE, APR
CAPIO Education and Professional Development Chair and President, RMG Communications
KATIE COMBS-PRICHARD
Public Information Officer
Health and Human Services
Placer County

CHRIS GRAY-GARCIA
Deputy Director Communications
and Public Affairs
Placer County
COVID-19: Crisis Communications Planning

CAPIO / Webinar
March 2020

Sheri Benninghoven, APR
Scott Summerfield
Crisis Communications Trends
Crisis Communications Trends

- Minimal attention spans
  - Multitasking
  - Keep your story simple
- Empathy often missing
- SM will drive your story
  - Monitor, post, correct
  - Advise elected re: SM policy
Crisis Communications Trends

- Mobile news consumption
- Viral misinformation
- JIC/EOC challenges
  - Length of operation
  - Staffing - likely no mutual aid
  - Remote access
  - Not business as usual
What You Can Do Now

▪ Your guiding principles
  ➢ Over-communicate
  ➢ Empathy
  ➢ Flexibility
  ➢ Accessibility
What You Can Do Now

- OK to say “we don’t know”
- Acknowledge fears
- Avoid guesses about duration
- Can community access your facilities: parks, golf, etc?
- Create a communications team
What You Can Do Now

- Craft four vital documents
  - Crisis communications approach
  - Key message platform
  - Rude/internal Q&A
  - Holding statement

- Monitor other agencies
What You Can Do Now

- Be at the table
  - Bring your plan and review it
  - Point out pros and cons
  - Push back when necessary
  - Determine spokespersons
  - Train your leaders
Communications Planning Outline
Communications Outline

- Review supplemental document
  - Model for any crisis
- Typical planning approach
- Use to get management buy-in
- Keep simple
- Work it
- Note: one size doesn’t fit all
Crisis Communications Mindset

- Adopt EOC/JIC approach
  - Daily IMT call - all on same page
  - Daily PIO team call - ditto
  - Create PIO team:
    - Who writes good staff reports?
    - Who does personal SM
    - Who likes to do videos as hobby?
- JIC: write, disseminate, rumors
Communications Outline

- Background
- Goals
- Key messages
- Audiences
- Communications program: tactics
Tactical Categories - Use All

- Strategic Planning/Messaging
- Media Relations
- Internal Communications
- Community Relations
- Website / Materials
- Social Media / # Campaign
- Visual Storytelling
Quick Hits Tactics: Interesting Ideas
Video: 30 Seconds - 1 Minute-ish

- Inside the EOC
- Agency leaders
- Public health nurses doing testing
- Employees wiping rails, benches, mics
- Interview PD/FD re: training, equipment

- Can/can’t flush 😊
- Mental health leader re: how to talk to children
- Stress tips
- Help for those in need while quarantined
- Library: how to download
Social Media / Crisis Comms

- Use all channels
- Slice/dice content and post regularly during day
- Visuals a must
- Steal stuff: Canva

- Facebook Live - viewers don’t need an account
- Nextdoor - most credible?
- Use this/any crisis to push Nixle sign-ups
STOCK UP ON TAP WATER

FOR THOSE MOST SUSCEPTIBLE TO GETTING THE CORONAVIRUS, RELY ON TAP WATER TO AVOID BIG BOX STORES AND LARGE CROWDS.

LEARN MORE: WMWD.COM/CORONAVIRUS
Creative Visuals
Engagement: Online Survey

- Online survey
- Easy with Survey Monkey or other

Tell us what you want to know about the coronavirus in Santa Cruz County

- What do you want to know about the local response to the coronavirus?
- How has the local response to the coronavirus affected you personally?
- What ideas or solutions can you share that would help our community get through this time?
“Public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed.”

Abraham Lincoln
Strategic and Crisis Communications

Communicating COVID-19

Katie Combs Prichard and Chris Gray-Garcia
Making sure you're well stocked on the essentials is smart with uncertainty about how COVID-19 social distancing recommendations could affect your daily routine and your family's needs. Regardless of how COVID-19 spreads, however, Placer County will not order the closure of grocery stores or pharmacies. So, buy what you need to provide for your family for up to two weeks for general preparedness. But there's no need to stock up for any more than that. A little consideration for our neighbors is going to go a long way as we get through this together. Stay up to date on COVID-19: https://www.placer.ca.gov/coronavirus

Placer County will not order the closure of grocery stores or pharmacies.

in addition to the state and federal governments.
QUESTIONS?