

TRUST, EMPATHY & EFFECTIVE ENGAGEMENT IN A CRISIS

Communication strategies to use when people are caring loudly



WHAT WE'LL COVER

- Building trust & keeping it
- Leading with empathy
- Engaging effectively
- Q&A



WOULD YOU TRUST ME?

The most terrifying words in the English language are: I'm from the government and I'm here to help.

Ronald Reagan



TRUST US: WE'RE THE GOVERNMENT

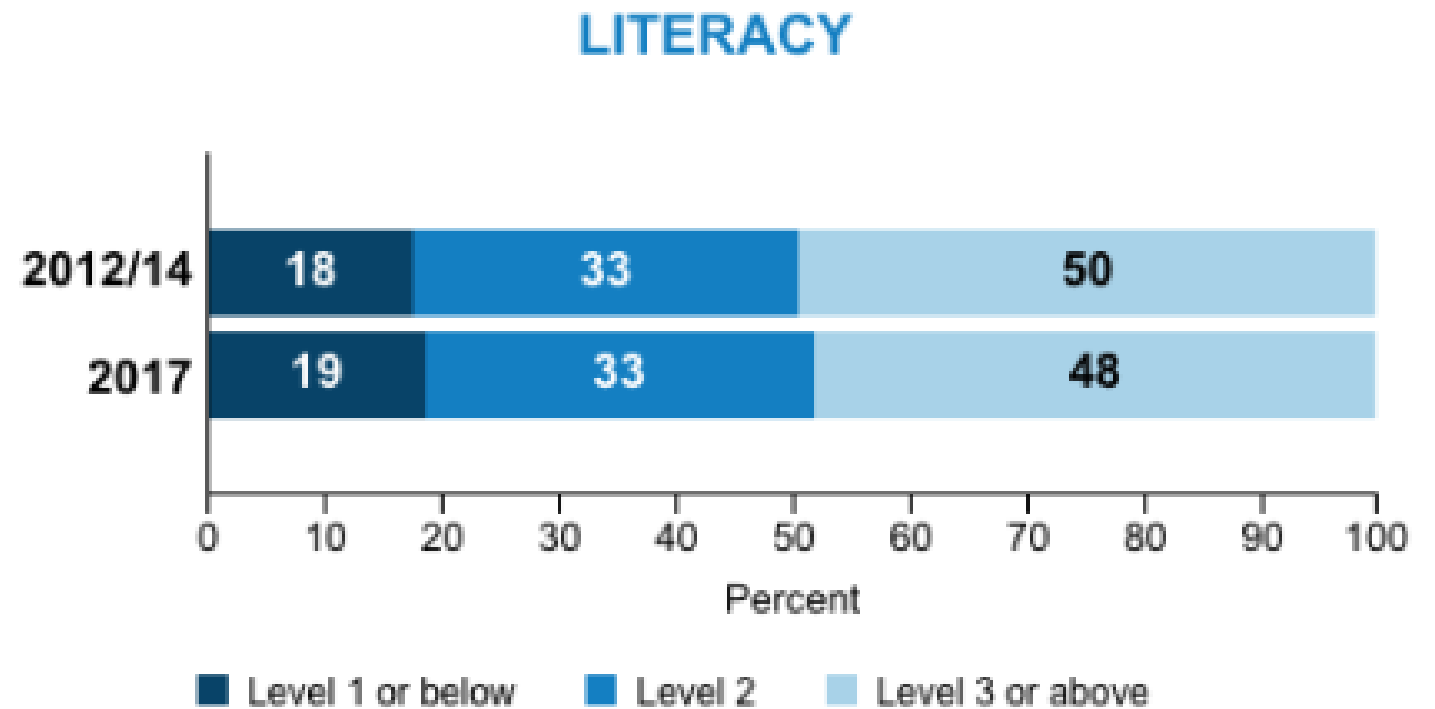


- What makes YOU a trusted source?
 - Transparent
 - Honest
 - Understandable
 - Informative
 - Empathetic
 - Consistent



SPEAK YOUR AUDIENCE'S LANGUAGE

KEEP IT
SIMPLE



[Full LIT data for U.S. adults age 16 to 65](#)

DOES THIS
MAKE
SENSE?





What I hear when I'm being yelled at is
people caring really loudly at me.



INDESTRUCTIBLE
NEWS FEED



SHOOTING AT KROGER IN COLLIERSVILLE

4:04

A

Acknowledge,
don't judge

B

Be human

C

Commanding
presence

D

De-escalate:
How do
you feel?

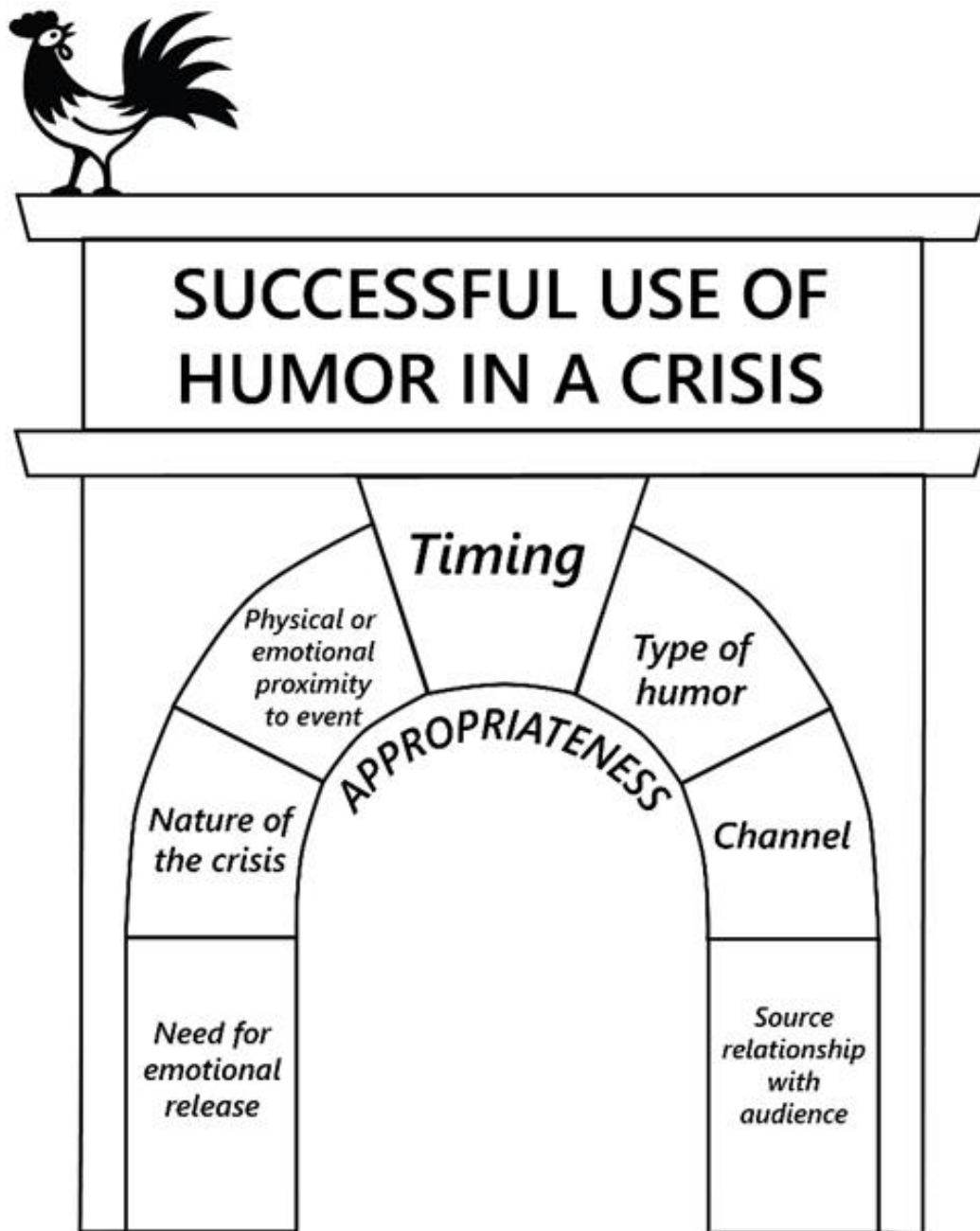
E

Establish an
emotional
connection

THE ABCs OF EMPATHY



**HOW HAVE YOU USED HUMOR
IN A CRISIS?**



**HUMOR:
EMPATHY &
ENGAGEMENT**



DO YOU HAVE A TEAM?

EFFECTIVE ENGAGEMENT



Carrollton, TX - City Government ✓

February 18, 2021 · 🌐

Now that Frozone has done his damage, we are working to get back to The Incredible(s) life we love in Carrollton. A lot of information went out today. Here's a recap:

- 9pm update from [Oncor](#): Approx. 145,000 residents without power throughout the Oncor system. Approx. 700 of those are Carrollton residents. Oncor expects a "substantial amount" restored by Fri. evening. Currently not doing rotating outages. Report power outages to Oncor.
- Republic Services has suspended all trash/recycling svcs until Mon., 2/22.
- Cloudy sink water? Don't worry, it's safe to drink.
- Rumor Control: There is NO boil notice. Carrollton water is safe.
- Public-facing City facilities closed Fri., 2/19. [Carrollton Public Library](#) & [Carrollton Texas Parks & Recreation](#) Rec Centers closed through the weekend.
- Warming Center location change Fri., 2/19 at 3pm. Thank you for all the donations; no additional donations are needed at this time, but [Metrocrest Services](#) needs food pantry & monetary donations.
- Beware of scammers.
- Calls to Public Safety departments are up over 1,200% per dept. Be patient as crews work 24/7 to meet life safety needs.

For more details on all of these and more, check the previous posts from today or visit <https://www.cityofcarrollton.com/.../News/News/4040/27>



Carrollton, TX - City Government ✓

February 18, 2021 · 🌐



RUMOR CONTROL: The City is aware of rumors that water in Carrollton is being turned off and boil notices are in effect. These rumors are NOT true.

Carrollton water is safe ✓ to consume, and there is NO boil notice at this time. The City is still above the water pressure threshold required by the State for emergencies. At this time, Carrollton is prepared to continue to provide water service at its current level.

The rumor of bacteria contaminating water in Carrollton is NOT true. Water is currently safe to use. Check previous updates for details on how to respond to your water being off.

Avoid rumors: follow official City channels for the most accurate and up to date information.

<https://www.cityofcarrollton.com/.../News/News/4040/27>



Camano Island Fire and Rescue ✓

February 1, 2021 · 🌐



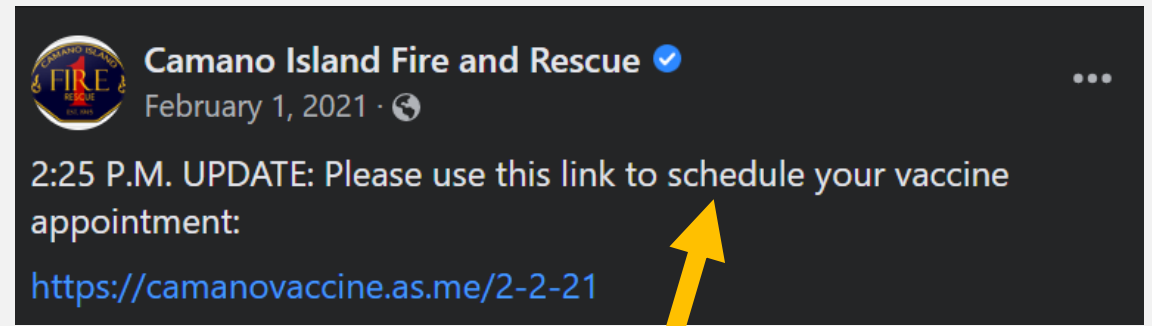
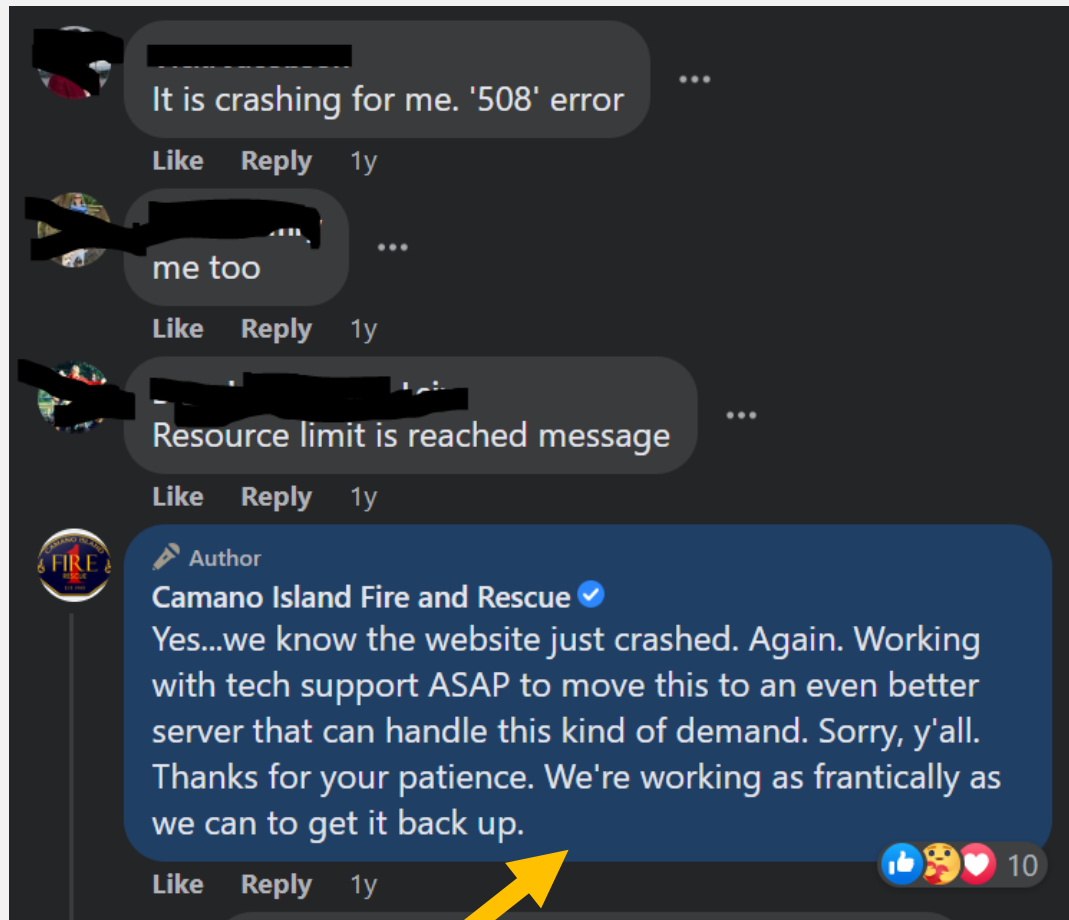
2:25 P.M. UPDATE: Please use this link to schedule your vaccine appointment:

<https://camanovaccine.as.me/2-2-21>

The link is good for this week ONLY.

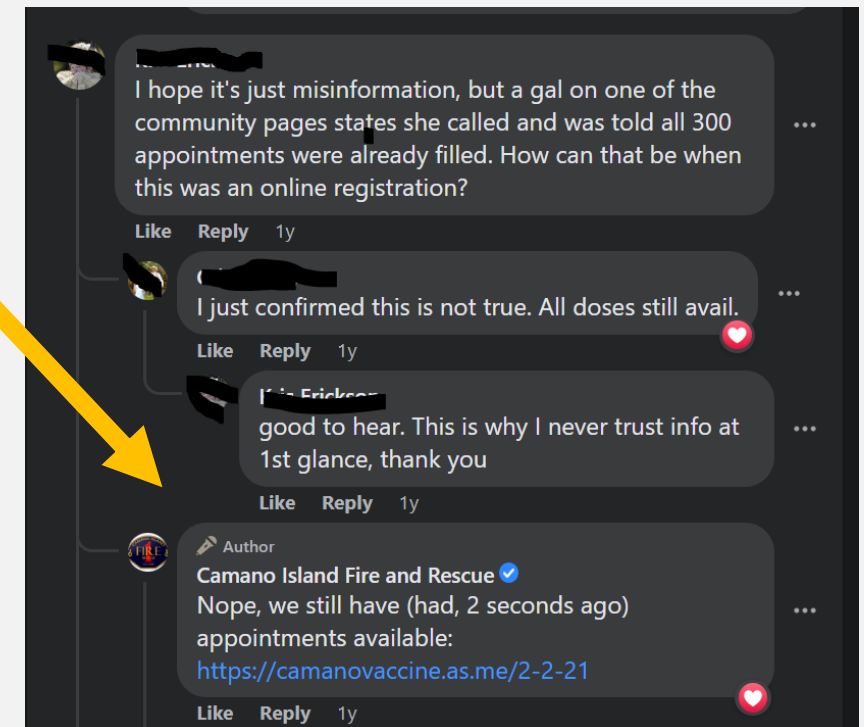
Next week, visit www.camanofire.com for clinic hours and scheduling information.

1 P.M. UPDATE: Yes, the site has crashed again due to overwhelming demand. We're working with our team now to scale up to meet the demand. Sorry for the delay. As soon as we're up, we'll let you know



Where CAN people go?

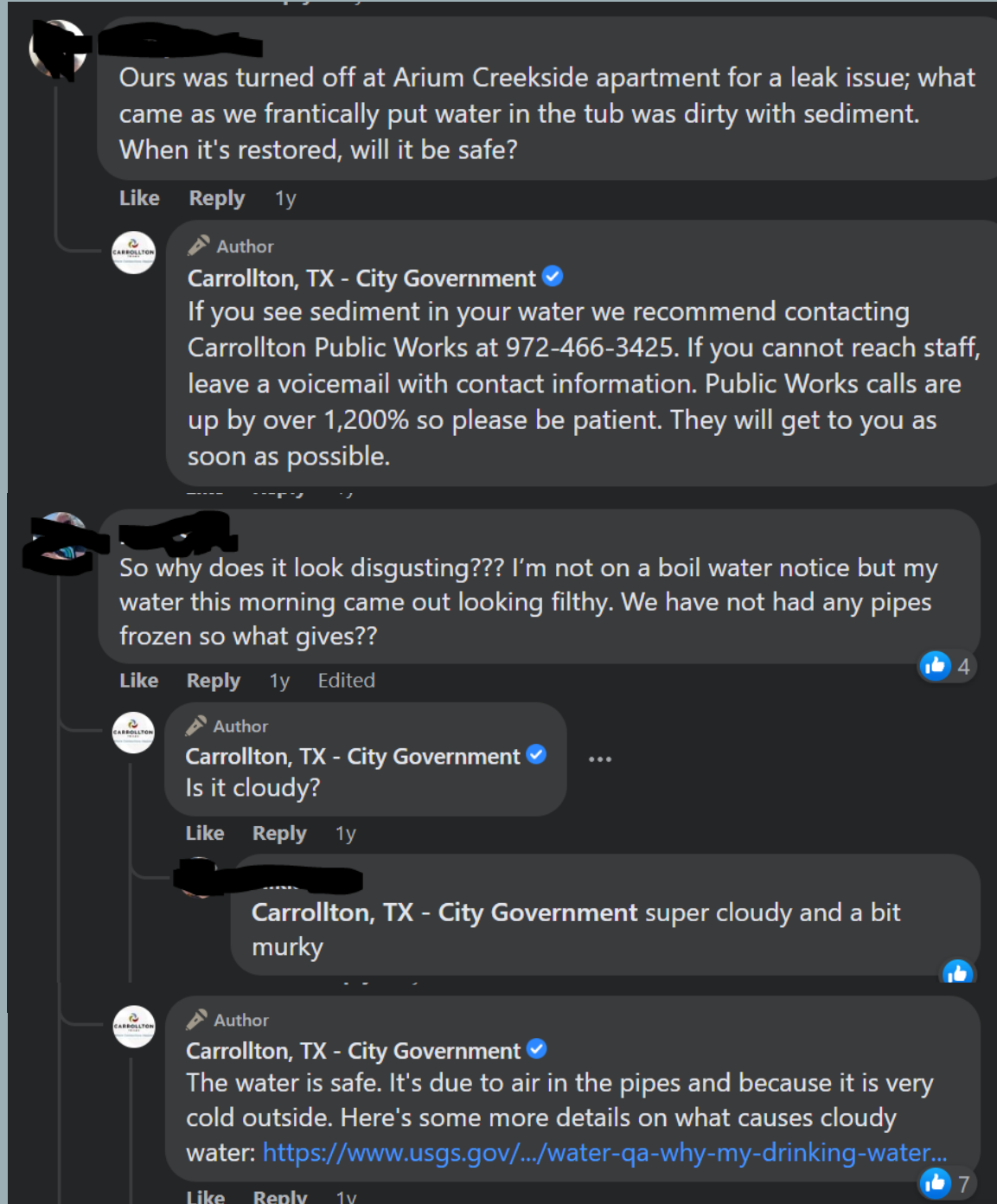
What's ACTUALLY HAPPENING?



What are you doing RIGHT NOW?

ENGAGEMENT IN PRACTICE

- Responses to comments
 - Legitimate or implied questions or concerns
 - Rumors or misinformation
- Responses to direct messages
- Benefits vs. Drawbacks



NWS Products in Cupcake Terms

Outlook



thinking about making
cupcakes...

it may happen

Watch



all the ingredients are
there for cupcakes...

it is likely

Warning



the cupcake is there...

it is here

TAKE ACTION

BEST PRACTICES

- Clarity is key
- Use analogies or real-life connections
- Sound bites
- Show, don't tell



#SeverePrepPA

Remember: Always keep one 6-foot-tall T-rex stuck on a fire truck between you and other people



BEST PRACTICES

- Clarity is key
- Use analogies or real-life connections
- Sound bites
- Show, don't tell

PHYSICAL DISTANCING



KEEP 1 ALLIGATOR

FROM LEON COUNTY

BEST PRACTICES

- Clarity is key
- Use analogies or real-life connections
- Sound bites
- Show, don't tell



GOT QUESTIONS?
NOW'S THE TIME TO ASK



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