



Are Risk and Trust Related in a Public Health Emergency? Who do you trust?

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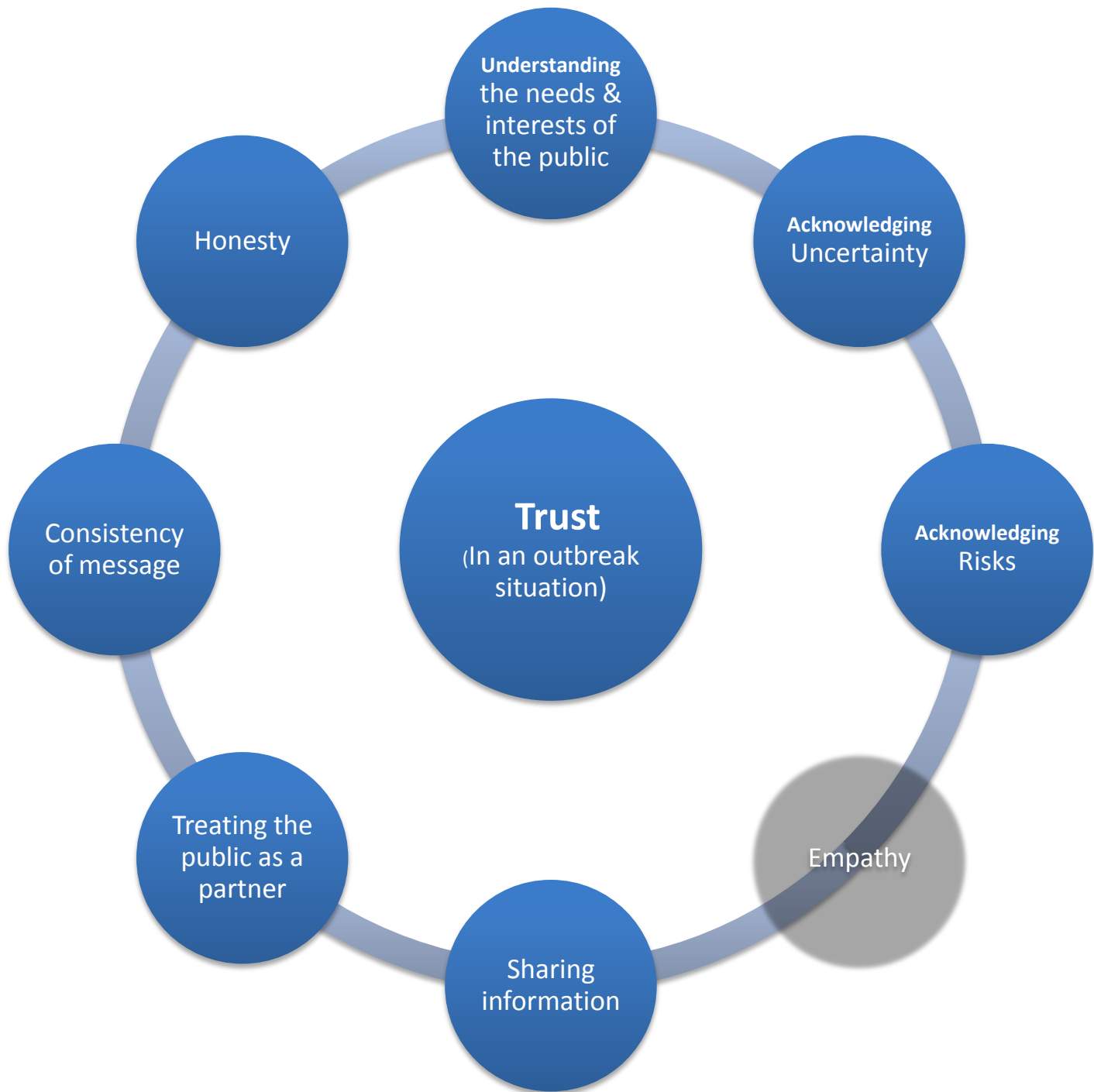
Crisis - readiness, response, recovery

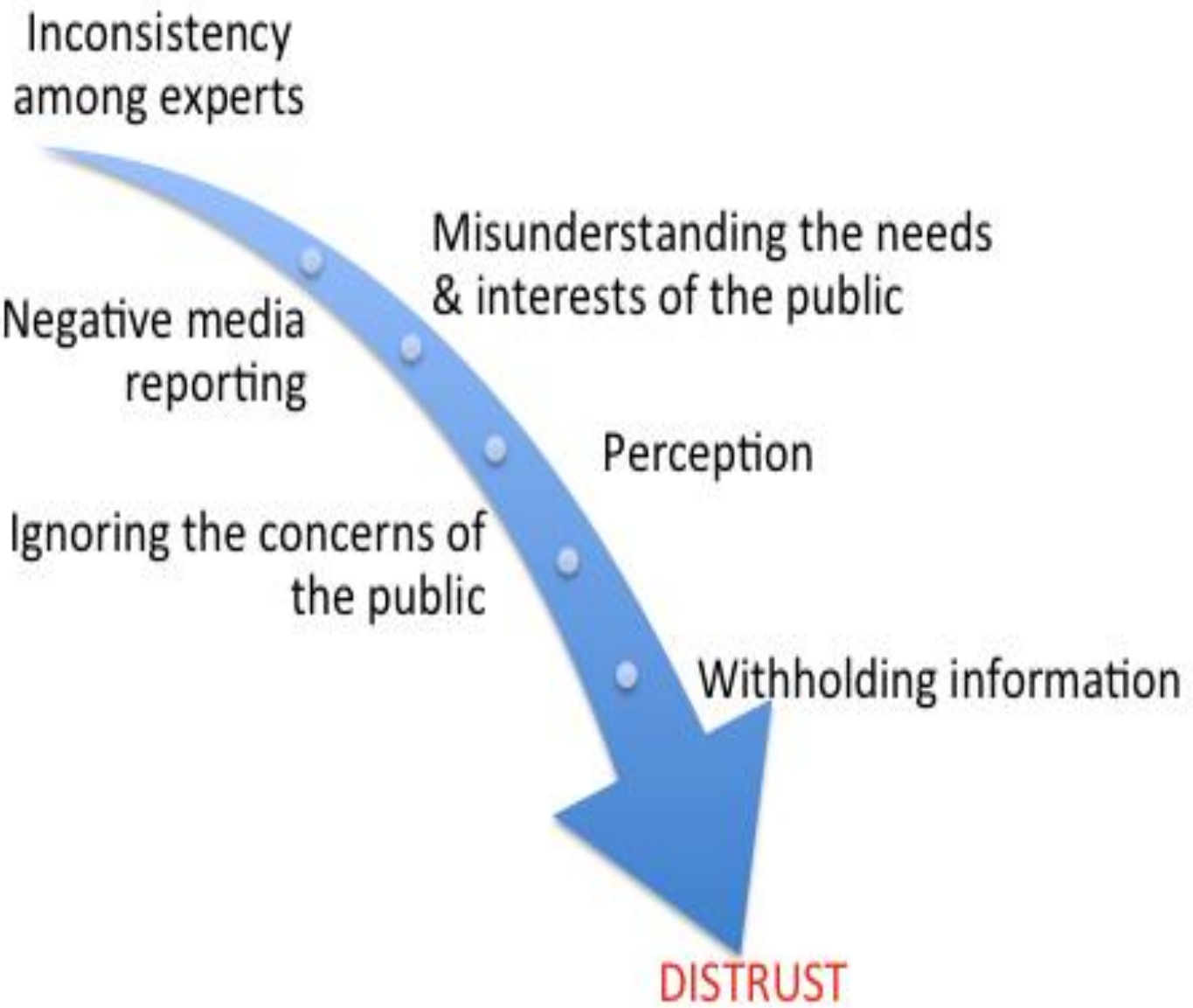


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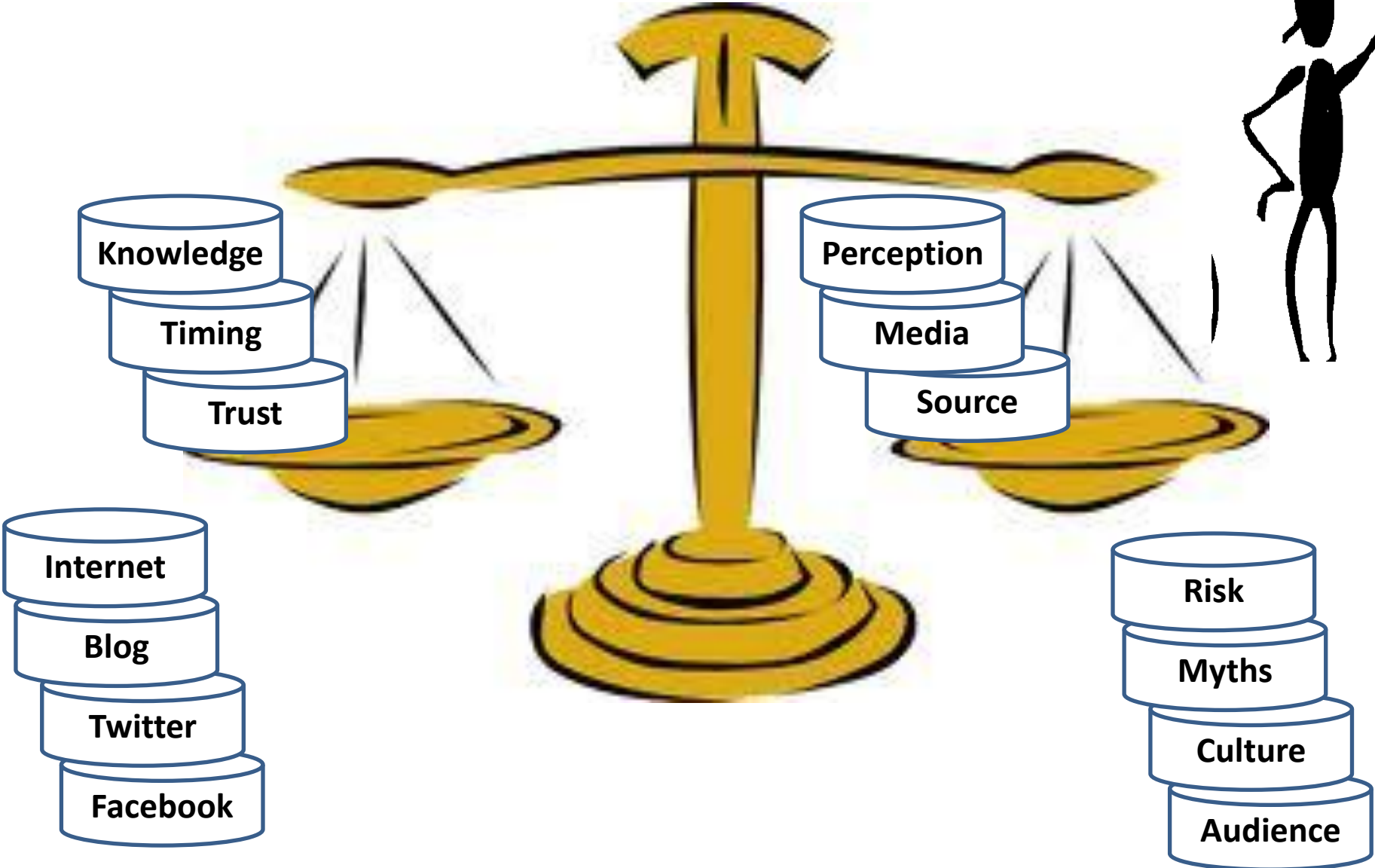
*Think the **!**unthinkable*





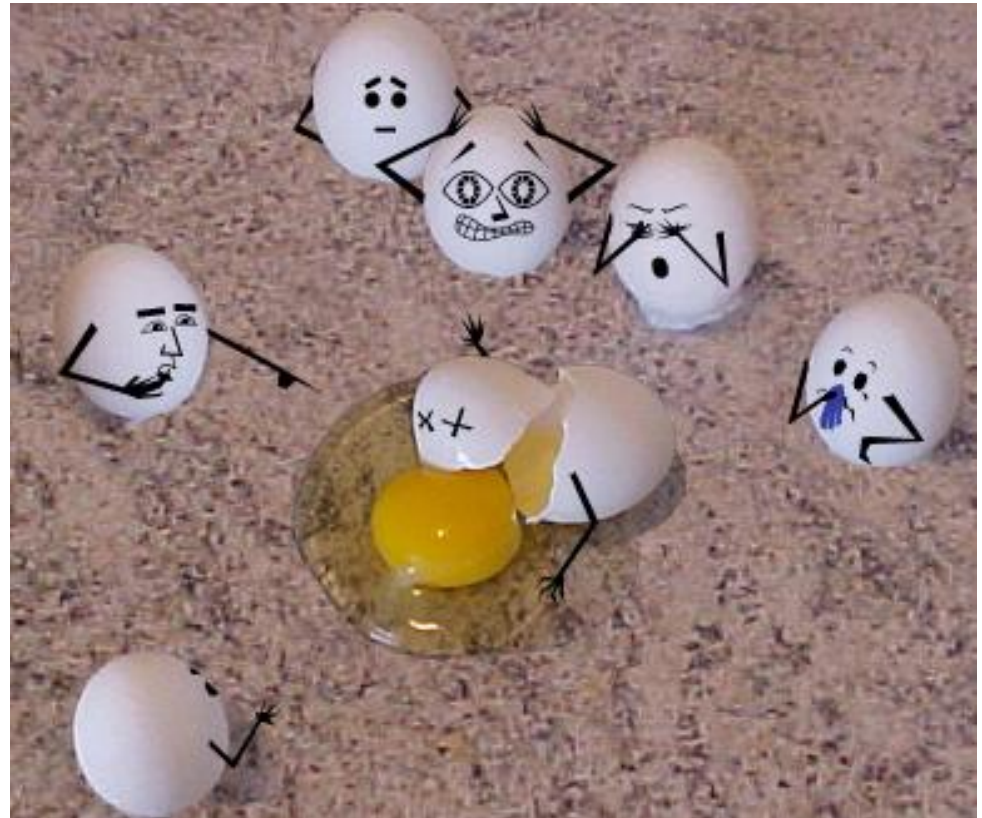


Public Acceptance

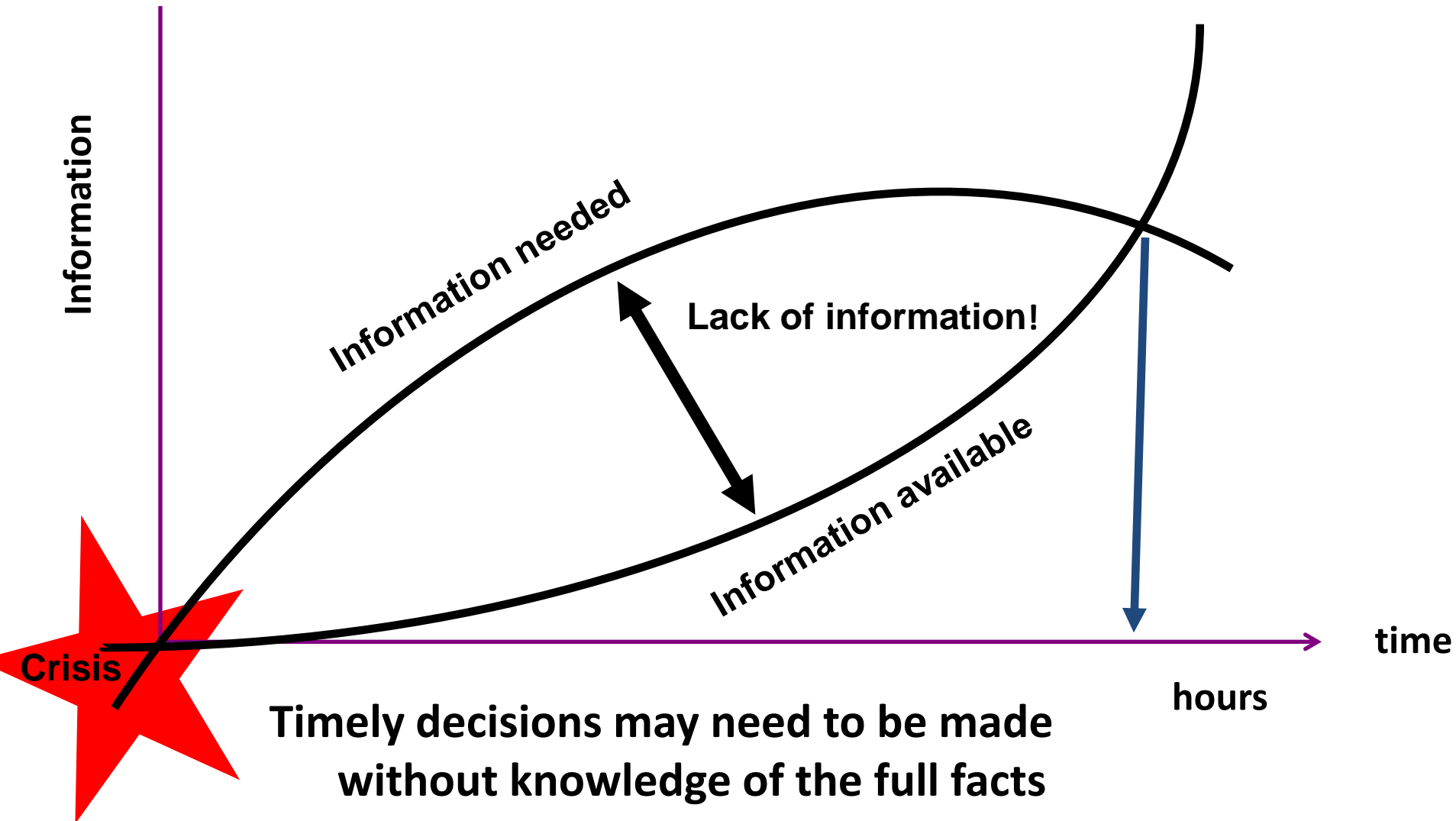


What will be impacted by a Public Health Emergency?

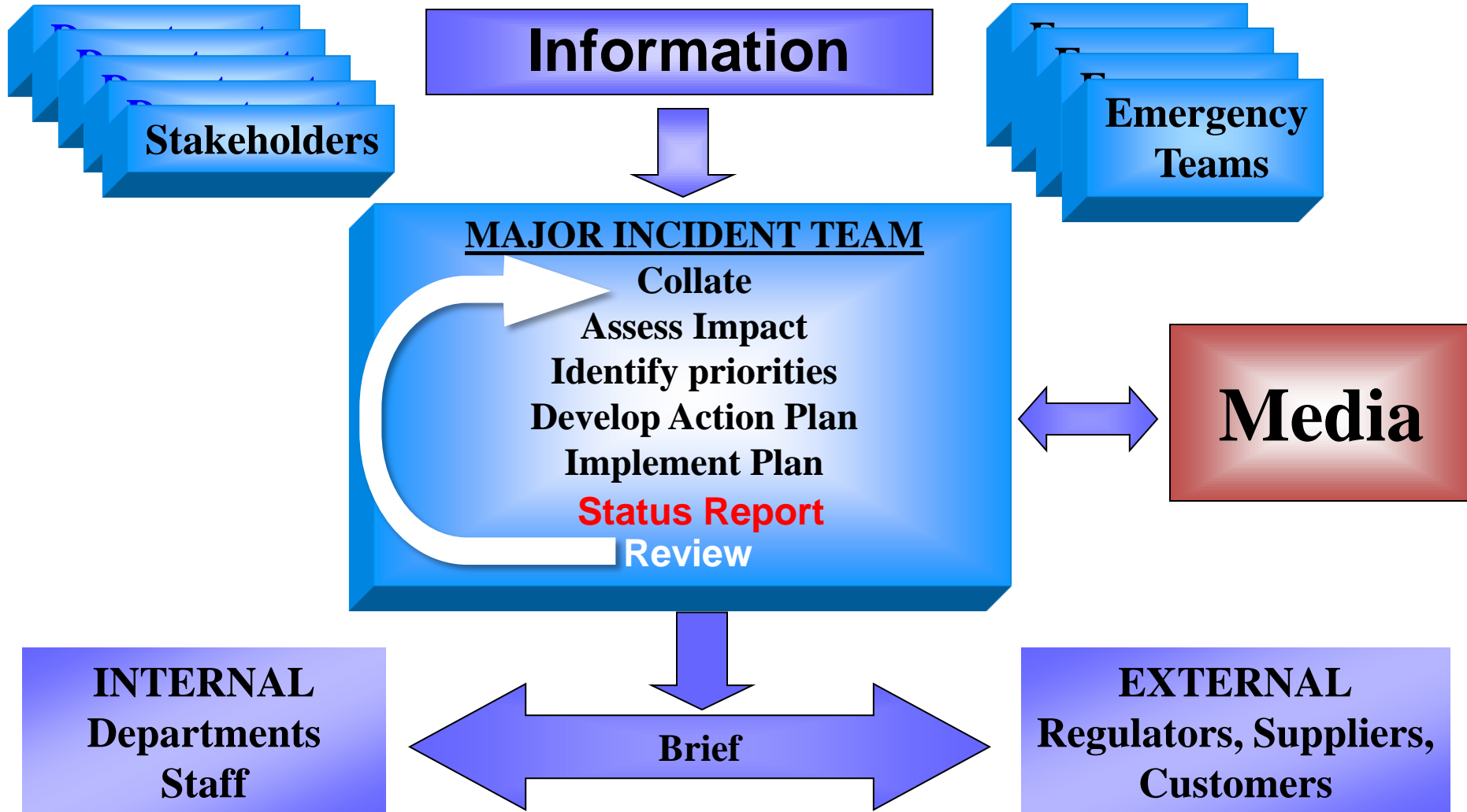
- People
- Assets
- Organisations
- Environment



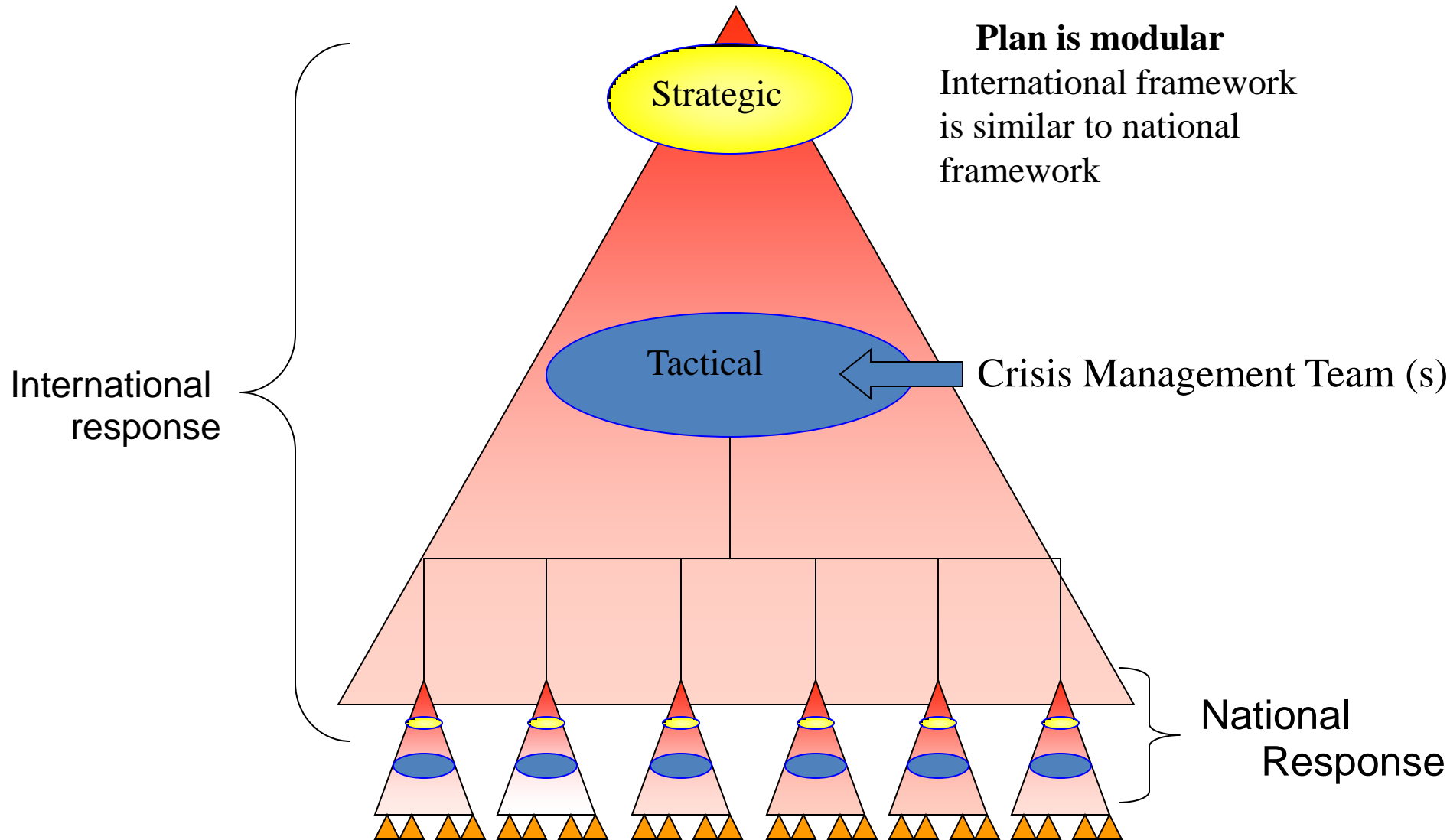
The Information Mismatch



Crisis Management Process



Crisis Communications



What is important for Crisis Management Teams

They must firstly:

1. Understand **THE FACTS/DETAIL** of the outbreak
2. Ask each stakeholder to state the **IMPACT** and **PRIORITIES** in their area of responsibility/expertise
3. Then **SUMMARISE** the overall impact and priorities
4. Ask if there are any **ISSUES** with the priorities
5. **IMPLEMENT** the action plan
6. Use the boards to list the **ISSUES** and **ACTIONS**
7. Keep a list of who has been informed on the **COMMUNICATIONS** board

Managing the information

Issues

Actions

Status

Strategy

From Executive

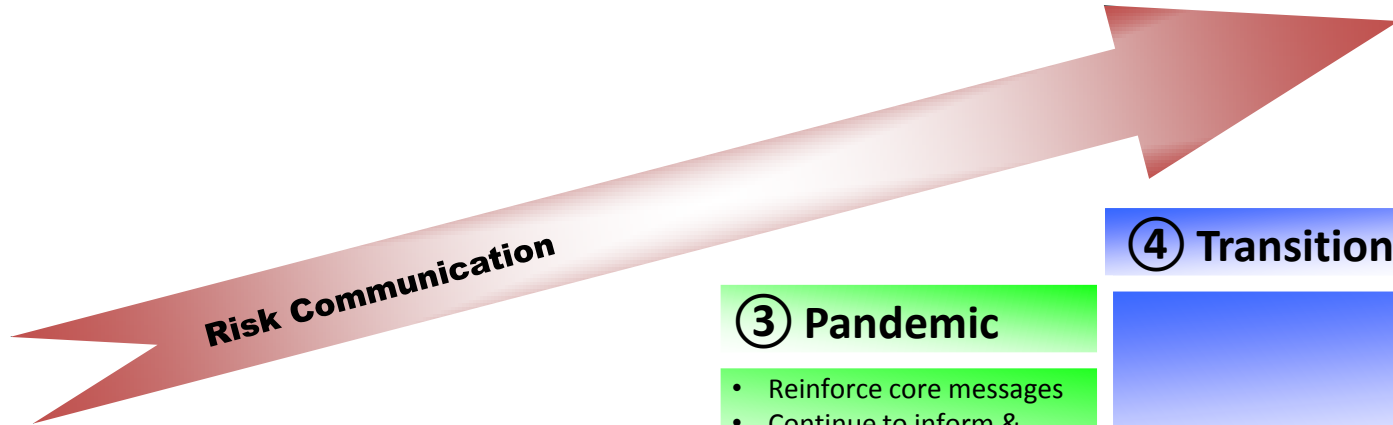
Log

Communications

<i>Org/Grp</i>	<i>Time</i>	<i>Detail</i>
<i>Executive</i>		
<i>Board</i>		
<i>Staff</i>		
<i>Customers</i>		

Outbreak Communication Model

Crisis Communication



① Inter-pandemic

- Understand needs & concerns of stakeholders
- Establish Objectives
- Build trust & confidence
- Engage opinion leaders
- Establish online presence, in particular social media

- Answer questions
- Ensure consistency of message
- Facilitate two way exchange of information

② Alert

- Acknowledge fears, concerns and perceptions
- Adapt communication to reflect changing nature of pandemic scenario
- Inform, motivate & instruct public to adopt self-protective behaviour
- Acknowledge inaccuracy / inconsistency

- Act quickly to dispel myth and rumor
- Monitor media, in particular social media, to provide intelligence and track public sentiment

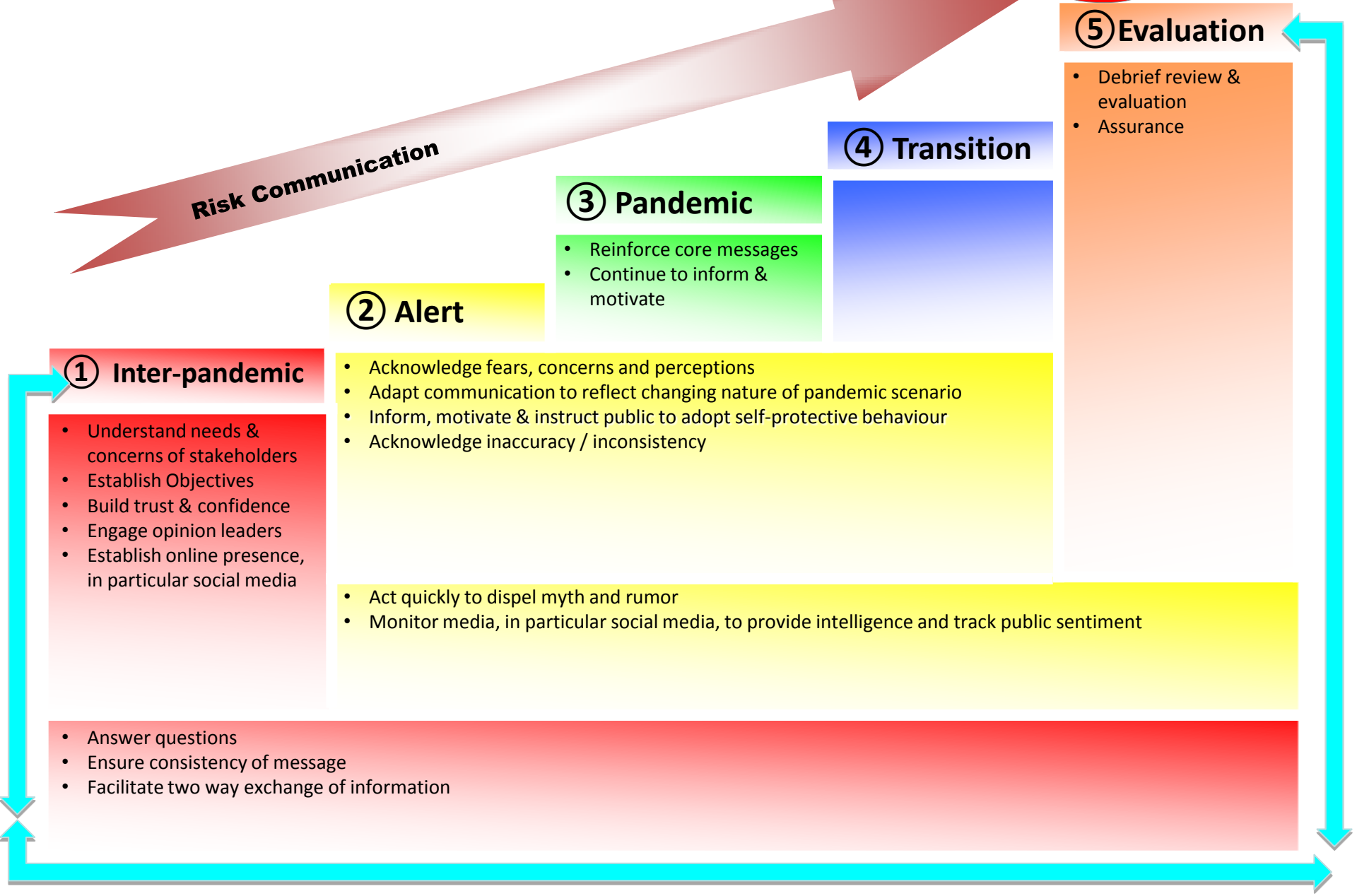
③ Pandemic

- Reinforce core messages
- Continue to inform & motivate

④ Transition

⑤ Evaluation

- Debrief review & evaluation
- Assurance



Risk and Trust

- Danger
- Fear
- Uncertainty
- Mistrust
- Misinformation
- Honesty
- Transparency
- Dialogue
- Consistency
- A well tested process



Crisis – readiness, response and recovery

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