



Psych.E.In. MOOC 1

Unit 7

2.2 Recommendations to empower post-crisis communication

When the emergency is close to an end, some effects can continue and those who have been most severely affected will have significant emotional needs. At this point, addressing the population properly can be crucial for their recovery.

The following recommendations could be helpful to improve communication in the post crisis-stage:

- Coordinate with local authorities and organizations in order to create a communication campaign involving all the stakeholders and entities affected
- Create commemorative events that can be attended by key officials from the organizations involved and intervening in the crisis
- Increase people's awareness about the crisis, constantly monitoring the quality of information
- Supply information needed in day-to-day operations
- Persuade the public to support public policy and resource allocation
- Promote the activities and capabilities of the organization
- Promote understanding of organization's mission, vision, and goals in order to create better awareness and maintain mutually beneficial relationships
- Try to maintain trust and credibility:
 - Be regretful, not defensive.
 - Express wishes.



Project Number: 2020-1-PL-KA202-082075- Strategic Partnerships for vocational education and training

- Improve appropriate public response in future similar emergencies through education.
- Examine problems and mishaps and then reinforce what worked in the recovery and response efforts.
- Persuade to support public policy and resource allocation to the problem.
- Determine specific actions to improve crisis systems or the crisis plan.

Sources: <https://training.fema.gov/emi.aspx>

Reynolds, B., Galdo, J. H., Sokler, L., & Freimuth, V. S. (2002). Crisis and emergency risk communicati

