

CRISIS, EMERGENCY & RISK COMMUNICATION

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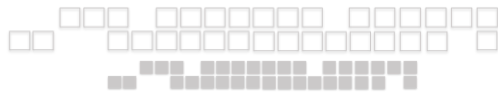
African Organisation of English-speaking Supreme Audit Institutions





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OUR VISION

To make a difference in the performance of SAIs

OUR MISSION

We commit support and cooperate with our member SAIs to enhance their institutional capacity to successfully fulfil their audit mandates, thereby making a difference to the lives of citizens



AFROSAI-E PAPER ON CRISIS, EMERGENCY & RISK COMMUNICATION

PAPER OUTLINES:

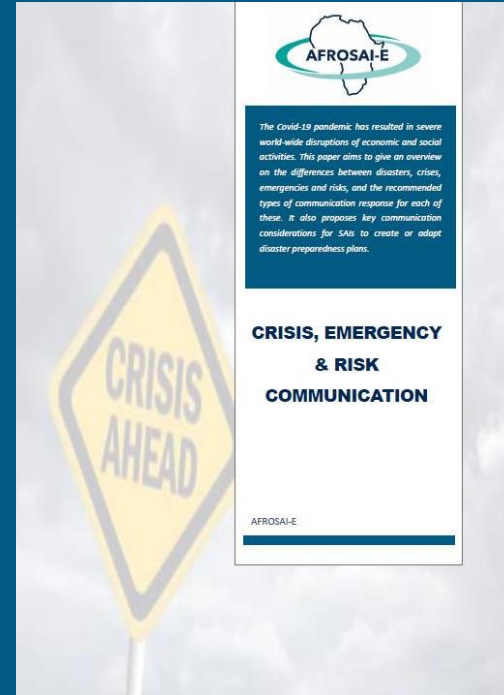
Differences between disasters, crises, emergencies and risks, and the recommended types of communication response for each

AND PROPOSES:

Key communication considerations to create or adapt disaster preparedness plans

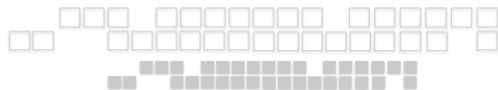
IT WILL BE OF VALUE TO:

Leadership, Strategic Planning & Communication teams



COMMON CRISIS COMMUNICATION MISTAKES

- Lack of Crisis Communication Plan
- Leaders are not crisis-ready
- Ignoring stakeholder needs
- Neglecting employee communication





How prepared is your organisation?

Poll questions



Value of crisis communication



Crisis and risk comes in many forms – be prepared for any eventuality



Be ready with the right communication response during a crisis, risk or emergency



Value of using CERC lifecycle as proactive approach to be resilient when things go wrong



Proactive, leadership driven communication planning can enable organisations to thrive, not just survive when disaster strikes



COMMUNICATION RESPONSES TO ENABLE RESILIENCE TO DISASTER SITUATIONS



CRISIS COMMUNICATION
When things do go wrong



RISK COMMUNICATION
When things might go wrong

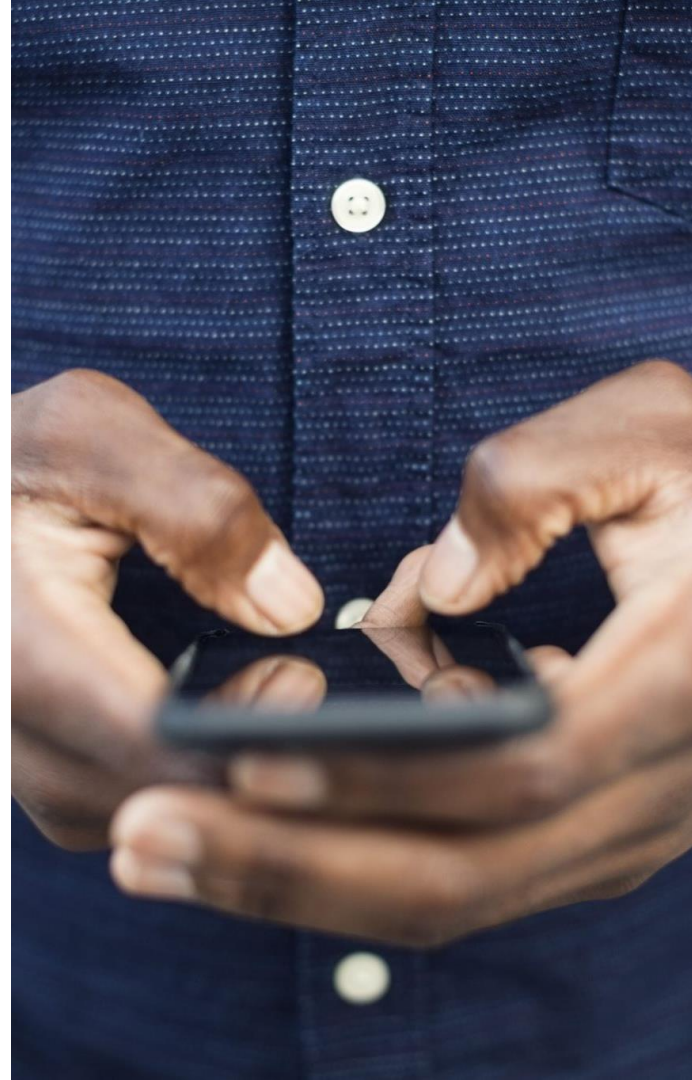
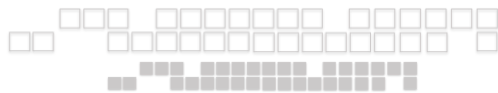


**CRISIS & EMERGENCY RISK
COMMUNICATION**
Combined approach that enables
proactive planning so that SAI
leaders can make the best
possible decisions when a crisis
occurs



Crisis Communication Principles

- Be First
- Be Right
- Be Credible
- Express Empathy
- Promote Action
- Show Respect



5 Phases of the CERC Lifecycle





Pre-Crisis

SCENARIO PLANNING with key questions to help prepare and plan for crisis

1. Scenario Planning
2. Stakeholder Mapping & Engagement Strategies
3. Communication Plan
4. Staff preparedness

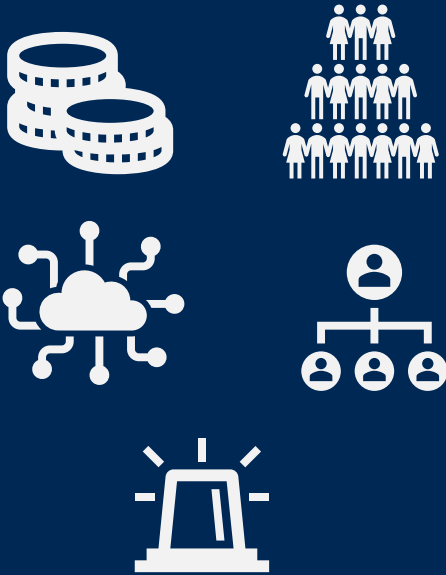




Pre-Crisis

Scenario Planning

Crisis scenarios



Questions

- Issues?
- Outcomes?
- Messaging?
- Position?
- Can/Can't say?

Plans

- Time
- Tactics
- Target Audience





Initial phase

Swift action to mitigate harm, show empathy and activate strategies to demonstrate value during crisis.

1. Review, update & prepare for next phase (emergency)
2. Information that is simple, credible, accurate, consistent, & delivered on time
3. Manage stakeholder expectations





Maintenance

Combines readiness & preparedness with resourcefulness, creativity, sensitivity and the ability to adapt to changing circumstances.

- Ensure employees are informed continuously
- Update stakeholders on crisis impact on organisational activities
- Encourage support & cooperation with recovery efforts
- Stakeholder feedback - listen, learn & assess
- Support informed decision-making
- Expect added media interest and scrutiny
- Demonstrate empathy





Resolution

Improve stakeholder response in future similar emergencies. Adapt to changing environment resulting from crisis.

- Explain how organisation plans proceed with activities
- Motivate stakeholders to act if needed
- Facilitate broad-based, honest, and open discussion about causes, blame, responsibility, resolutions, and adequacy of the response
- Improve individual understanding of new risks
- Promote behaviours that avoid risks
- Improve preparedness for similar future events





Evaluation

Evaluate, document and report transparently & honestly on crisis impact and response. Adapt plans to better prepare for future crisis.

- Discuss, document & share lessons learned
- Determine specific actions to improve crisis communication & crisis response capability
- Evaluate communication plan performance
- Implement links to pre-crisis activities

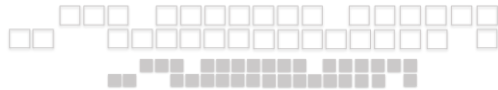


Turn a crisis into a catalyst for positive change

- In a crisis, the words and actions of leaders can help keep people safe, strengthen credibility and demonstrate value to stakeholders
- Resilience requires planning to prepare for the worst and the ability to quickly adapt
- While Covid-19 response is still ongoing, now is the time to start planning for the next crisis
- Pre-planning for a crisis require resources, but not doing so can have an even higher cost
- Effective pre-planning includes pre-drafted messages that can be adapted, identification & testing of communication channels and understanding the expectations of stakeholders during a crisis



THANK YOU





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