



**U.S.NRC**

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# **Stakeholder Communications**

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## Why communication is vital

- As important as food and shelter in an emergency.
- Conveys both what people **SHOULD** do and what they should **NOT** do.
- Bad information can lead to unnecessary injury and death.

# The importance of who is talking

- Who is doing the conveying is as important as what is being conveyed.
- Governments must have public confidence and trust for what we're saying to have any impact.
- Studies have shown the public will disregard information coming from sources they do not trust.
- It's not just what we say, but how we say it and when we say it that builds and retains trust and therefore makes a difference.

## **Building trust, credibility**

- Vital information must get out to the public quickly and accurately – and in concert with all the other players.
- This is acutely difficult in a crisis situation when normal communication channels are disrupted, situations unfold and change quickly, and decision-making is decentralized.
- AND we're all under stress.

# The impact of stress on hearing

- Stress – fear, panic, pressure – diminishes everyone’s ability to hear.
- Repeating messages and using different forums help cut through the fog-of-crisis.
- Not just for disaster victims, but also responders who must communicate with each other.
- Communicating with more than the spoken word bypasses hearing issues while reinforcing the verbal.
- Other means of communication i.e. Web-based technologies, help us hear what’s being said.

## **The bottom line in crisis communication**

- We must ensure we are trusted and have credibility with the public to make sure they don't take actions that might make a situation worse or cause injury or death.
- We maintain trust with timely, accurate information.
- We obtain that timely and accurate information and disseminate that timely and accurate information using technology.

## Technology that helps

- Web-based, virtual JICs
- Emergency Event Web Page
- Internal and external call centers
- Communicating directly to the public without the media filter
- Technology is a tool, a means to an end, one part of our arsenal.