Crisis Communications Town Hall:

5 Key Considerations
Presenters

- **Denise Harlow**, Partnership Chief Executive Officer
- **Ketayoun Darvich-Kodjouri**, Partnership Consultant
- **Catrena Bowman-Thomas**, Executive Director, Northern Kentucky Community Action Commission (Covington, KY)
- **Tawny Stottlemire**, Executive Director, Community Action Inc, (Topeka, KS)
- **Sharon Price**, Executive Director, Community Action Council (Lexington, KY)
Communications During COVID-19: 5 Key Considerations

1. Who is your crisis team?
2. Who needs to hear from you?
3. What are you communicating?
4. How are you communicating?
5. What are your messages?
Who Is Your Crisis Team?

1. Think about legal, management, communications roles
2. How are you staying connected?
3. How often are you talking?
Who Needs to Hear from You?

✓ Staff
✓ Community Members
✓ Clients
✓ Policy Makers
✓ Donors
What Are You Communicating?

- **Agency information**: office closures, availability of services, shifts in hours, how to keep updated, etc.

- **HR information**: telecommuting policy, sick leave, mental health/self-care resources, compliance with local restrictions, etc.

- **Community resources**: food, rental assistance, etc.

- **How to help**: donations to you and others

- **Public health information**
How Are You Communicating?

• Phone
• Email
• Social Media
• Traditional Media
What Are Messaging Considerations?

• **Be mindful of the context.** You are not the only ones in crisis. Be caring.
• **Be clear.** How, what, where, why. Where to get more info.
• **Be transparent.** If you don’t know an answer, say so.
• **Focus on meaning making.** Let folks know what they can do.
• **Keep safety & well-being** front and center.
Covid 19 Update March 18, 2020

by Tawny Stottlemire | Mar 18, 2020 | Corona Virus Updates

CUSTOMERS NEEDING ASSISTANCE Our staff remain available to serve you. If you have questions about the pandemic or other basic needs, you can reach us by calling 836-4500. Head Start and Early Head Start programs will continue to provide services to enrolled children. Weatherization inspections are on hold until further notice. Diaper Depot customers with questions should call 836-4500. Community Action, Inc. at 836-4500.

Community Action, Inc.
Topeka, Kansas
Community Action Council Lexington Kentucky
Partnership Resources

Crisis Communications Social Media Graphics

YOU CAN HELP

DONATE TO YOUR LOCAL
YOU CAN HELP
DONATE
TO YOUR LOCAL COMMUNITY ACTION AGENCY

Your local CAA provides critical short-term and long-term services for your community. Together, we can get through this. Consider donating today!

We're in this together
YOU CAN HELP US OVERCOME THE IMPACT OF COVID-19

DONATE TO YOUR LOCAL COMMUNITY ACTION AGENCY

YOUR LOCAL CAA PROVIDES CRITICAL SHORT- AND LONG-TERM SERVICES FOR YOUR COMMUNITY. TOGETHER WE WILL GET THROUGH THIS. CONSIDER DONATING TODAY!

WE’RE IN THIS TOGETHER
SOCIAL DISTANCING doesn't mean SOCIAL ISOLATION

We're in this together
Discussion

1. Who is your crisis team?
2. Who needs to hear from you?
3. What are you communicating?
4. How are you communicating?
5. What are your messages?
#BeCommunityAction

#WeR100Strong