



Pandemic Risk Communications

Keeping Key Audiences
Informed

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*“The core of effective
crisis management
is good communication.”*




Who are the key audiences?

- ⇒ Management/board
- ⇒ Employees/physicians
- ⇒ Patients
- ⇒ Volunteers
- ⇒ Vendors
- ⇒ Community agencies
(e.g., healthcare,
public safety,
local/state
government)
- ⇒ News media
- ⇒ General public

Anticipate needs

- ✓ Develop an emergency plan that includes communication strategies
- ✓ Direct access between Incident Commander and Public Relations/Public Information Officer
- ✓ Assess communication tools
 - ⇒ Phones/cell phones
 - ⇒ Walkie-talkies
 - ⇒ Pagers
 - ⇒ E-mail
 - ⇒ Internet
 - ⇒ Public address system
 - ⇒ Briefings

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- ✓ What information/education can be provided before a crisis? (e.g., PSST! card, website postings)
 - ✓ Maintain dual focus on internal and external communications
 - ✓ Remember to keep the people closest to you informed
 - ✓ Deliver a consistent message



Flexibility

Every crisis is dynamic; design a communications structure that can evolve with a developing situation.