

Best Practice Communications

Rick Vickers

rick.vickers@noeticgroup.com

0408 663 842

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Key Workshop Questions

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Prior to, during and immediately after a disaster event:

- + What are the main goals and objectives in any communication strategy?
- + Is there a coordinating (lead) agency?
- + What are their main roles/functions?
- + How do we disseminate information?
- + How do we deliver the right messages at the right time?

Types of Disaster Impacting on Communities

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- **Ecological**
- **Technological**
- **Sociological**
- **Medical**



People deal with the different types of disaster in diverse ways.

Issues for Modern Communities

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- + **Different types of community**
- + **Transient populations**
- + **Lowered community participation**
- + **Lack of people contact within the community**
- + **Many people participate across a number of communities**
- + **Diversity within communities.**

Why do Disasters Have a Powerful Impact on People?

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- + Threat perception
- + Lack of control
- + Breach of assumptions
- + Loss, damage and disruption
- + Fear, frustration and anger.



Many people maintain a strong mythology about the reactions of communities and people in response to disasters and emergencies.

The source of this mythology is the media, TV and the movies.

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Disaster Mythology

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- **MYTH:** People panic.
REALITY: Usually an organised response
- **MYTH:** Chaos and disorder.
REALITY: Focus on what needs to be done.
- **MYTH:** Anti-social behaviour is common.
REALITY: Helping behaviour more common.
- **MYTH:** People are unable to cope.
REALITY: High self-help and co-operation
- **MYTH:** Greatest help is from professionals.
REALITY: Greatest help more likely to come from family, friends and others in the community.

What do People Need to Assist With Their Coping?

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- Information
- The four Ps
- Pets - Purse - Pills - Photo
- To know others are OK
- To get a sense of safety
- To get a sense of reality
- The support of community resources
- Direction for the future.



Issues for Emergency Responders

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Emergency responders are not immune and there may be a hidden cost to disasters if their welfare is not given high consideration.

- + Communication breakdown
- + Concern for own family and friends
- + Dealing with stressed people
- + Fatigue
- + Dealing with damage to own property
- + Blame and recrimination in the aftermath
- + Post-disaster stress reactions.

Communication is necessary with the following stakeholders:

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- + Media
- + Council employees (office and field based)
- + Evacuees
- + Friends and families of evacuees
- + Residents in affected areas and neighbouring areas
- + Business owners and employees in affected areas
- + Commuters
- + Residents in the Council area
- + Tourists
- + Tourist operators
- + Local Tourism Authority
- + Relevant Ministerial media advisors
- + Call Centre Operators
- + Staff in Main Roads Traffic Management Centre who may conduct pieces to air on radio and TV

Local Council is responsible for communicating with the following stakeholders

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- + SES
- + Department of Emergency Services (DES)
- + Queensland Health
- + Qbuild
- + Queensland Transport
- + Department of Communities
- + Other relevant Government departments
- + Power generators, regulators and providers including Powerlink, Ergon, Energex and Origin
- + The Mayor and councillors
- + Councils in adjacent areas (if likely to be affected)
- + Telstra and Optus
- + Schools and tertiary education providers
- + Hospitals
- + Health care

Stakeholder engagement matrix

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Stakeholder group	Communication channel	Person responsible	By when
Council employees (both desk based and field)			
Evacuees			
Friends and families of evacuees			
Residents in affected and neighbouring areas			
Business owners and employees in affected areas			
Commuters			
Residents			
Tourists			
Tourist operators			
Local Tourism Organisation			
Media			
Evacuation centre coordinators			
Call Centre Operators			
Media advisors for relevant Government Ministers			
Staff in Main Roads Traffic Management Centre			

Pre-prepared key messages will assist in dealing with a range of hazards such as:

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- + Severe Weather (storm, cyclone, storm tide, East Coast low);
- + Flood;
- + Dam Failure;
- + Major Transport Incident (road, air, rail or water);
- + Fire (urban/commercial/industrial and rural);
- + Hazardous Material Incident;
- + Oil Spill at Sea;
- + Endemic/Pandemic;
- + Emergency Plant/Animal Disease;
- + Landslide;
- + Tsunami; and
- + Earthquake

Any
Questions
or
comments

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