Principles And Best Practices

Timothy L. Sellnow
Deanna D. Sellnow

Risk Sciences
Interacting Messages & Convergence
BEST PRACTICES OF Risk and Crisis Communication

Continuously Evaluate and Update Crisis Plans

PLAN AHEAD
- Plan Ahead for a Prompt Response
- Establish a Crisis Communication Network
- Accept Uncertainty

COMMUNICATE RESPONSIBLY
- Form Partnerships with the Public
- Acknowledge Public Concern
- Be Open and Honest

MINIMIZE HARM
- Be Accessible to the Media
- Communicate Compassion
- Provide Suggestions for Self-Protection

Acknowledge and Account for Cultural Differences
IDEA Model
From Best Practices to the Optimal Instructional Message Design

✓ Internalization
✓ Distribution
✓ Explanation
✓ Action