

Emergency communications planning toolkit



Amanda Coleman

C O M M U N I C A T I O N



THE AGENCY FOR SOCIAL GOOD

We're an agency that helps clients to change people's lives for the better through strategic communications.

Formed out of Westminster City Council more than 20 years ago, we've got the public sector's best practitioners providing organisations with director level advice and guidance, excellent campaign strategists, heads of communications that transform client teams, leaders in crisis communications, advertising creatives and copywriters, award-winning social researchers, reputation managers and government relations specialists, all under one roof.



Our clients



INTRODUCTION

Your best-in-class emergency response framework

All public sector organisations need an emergency communication plan which sets out how communication resources should be used if an unplanned incident occurs.

That 'incident' does not have to be a 'major crisis', it can be any key unplanned incident that requires a range of communication interventions to respond to it.

Westco, working with Amanda Coleman, who is the UK's leading public sector expert on emergency communications has produced a framework to help you develop your own plan and to guide your response.

The crisis communication framework provides a comprehensive guide to managing any challenging situations. It

provides details of how to prepare and have systems and processes in place to be crisis ready, as well as how to define risks to get ahead of any problems.

Details of roles, responsibilities and a range of checklists are included to provide practical support to any crisis response. Finally, in the recovery phase we set out the interventions that are likely to be needed to support a longer-term response.

The 40-page toolkit is designed to save you and your team valuable resources and time by giving you the foundation for a best-in-class emergency communications plan and response.

It provides guidance and templates on all areas that need consideration and

interventions.... Making it as easy as possible for you to localise and adapt.

The Emergency Communication toolkit is available for £1495.

Training packages on how to use it are also available (see slide 14).

Our credentials for this work

**Amanda
Coleman**



- **Led the law enforcement communications response to Manchester Arena terrorist attack.**
- **Led a multi-agency crisis communication plan for G7 summit 2021**
- **Trained teams ahead of Commonwealth Games 2022**
- **Author of two books Crisis Communication Strategies and Everyday Communication Strategies**

Amanda Coleman is a crisis communication specialist with more than two decades of experience managing crises working internationally. She is the author of two books Crisis Communication Strategies now in a second edition, and Everyday Communication Strategies published in November 2022.

Amanda worked for more than 20 years working within emergency services communication. In 2017, she led the law enforcement communication response to the Manchester Arena terrorist attack. She now provides support to both public and private sector organisations to prepare, respond to and recovery from crises more effectively.

Among the work Amanda has been involved in, and advised on, are planning for the 2022 Commonwealth Games, and the G7

Summit in 2021, business failures, reputational crises, death of employees and has supported disaster recovery. Her work has included financial institutions, publishers, universities, housing providers, local government, logistics companies, emergency services, and charities.

Amanda is a Chartered Practitioner and Fellow of both the Chartered Institute of Public Relations and the Public Relations and Communication Association. She is the Chair of the Emergency Planning Society Communication Professional Working Group in the UK. She is an advisor for the Resilience Advisors Network, and a senior associate of the Centre for Crisis and Risk

Communication. Amanda is also a member of the International Public Relations Association and the World Communication Forum Association.

Toolkit sections

Communication priorities and key messages

Being able to respond quickly is critical but so is understanding the different phases of a crisis and what will be required to help improve trust and confidence in the response. This section provides details of the key priorities at key stages in managing a crisis with suggested messages that can provide a basis for a response.

Toolkit sections

Role profiles and responsibilities

Understanding what roles are needed and the responsibilities of the team involved in the response is at the heart of the activity. People may be required to undertake roles and tasks that are outside of their normal roles. This section provides details of a range of emergency communication roles and the responsibilities and tasks associated with them. It will ensure people understand what they should be focused on particularly if they are providing mutual aid support.

Toolkit sections

Crisis response template structure

Communication teams need to be able to operate at speed to get messages out almost instantly when a crisis has happened. This section provides guidance and templates for every stage of the response, from when the crisis hits, including what to do out of hours arrangements, and one for a longer-term response. We also provide guidance on what kind of governance arrangements need to be put in place.

Toolkit areas

Check-list of actions in the first hour / 24 hours

Having a strategy and plan is important but so is being able to see exactly what needs to be done in the first hour and the first 24 hours. The two check lists provide a vital aide memoire that will support those who are responsible for the emergency communication response.

Toolkit sections

Stakeholder management and communications

Media, social media and internal communication are all vital to the emergency response. One area that is as critical is effective stakeholder management. Knowing who is a key stakeholder, who is speaking to them and the details of how and when is important. Ensuring everyone that needs to know hears direct from those managing the response and avoiding any gaps and missed opportunities is essential. This segmented stakeholder list gives you a document to populate when the crisis happens, or to use in preparing for risks and threats.

Toolkit sections

Recovery readiness assessment

Being clear about when to start communicating about the recovery rather than the crisis is essential. If you move forward too quickly there is a risk of undermining the good work done to manage the emergency. It can be viewed as insensitive and callous. The assessment document includes a number of questions to consider that will help you to identify if you are ready to move to recovery and start communicating about what happens after the crisis.

Toolkit sections

Recovery communication template

Careful management of a crisis is vital but so is what happens after the crisis ends. Building a strong recovery will boost trust and confidence and communication is essential to this work. The recovery communication template provides you with a framework plan that will allow you to replace the crisis communication plan with a recovery communication plan and help to drive the activity in the aftermath of the emergency.

Emergency communication training

Half Day

£900 in-person

£625 online

Training on the immediate response to a crisis, how to move quickly, and using the checklists and guides.

Full Day

£1375 in-person

More extensive training on how to identify the crisis and use the risk management guide. Using the templates, we will take you through the stages of an emergency right through to recovery.

The session includes case studies and practical scenarios to work through which will help people to understand how to use it and how to be crisis ready.

Contact us

**SIMON JONES,
Director of Communications**

simon@westcocommunications.com