



Crisis Emergency Risk Communication

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This book gives leaders the tools to navigate the harsh realities of speaking to the public, media, partners and stakeholders during an intense public-safety emergency, including terrorism. In a crisis, the right message at the right time is a “resource multiplier”—it helps response officials get their job done. Many of the predictable harmful individual and community behaviors can be mitigated with effective crisis and emergency risk communication. Each crisis will carry its own psychological baggage. A leader must anticipate what mental stresses the population will be experiencing and apply appropriate communication strategies to attempt to manage these stresses in the population.

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