

## CRISIS MANAGEMENT 101

1. Safety first!
2. It's not business as usual.
3. People will react differently.
4. Be cautious about comparing crises or traumatic situations.
5. Trauma and vicarious trauma are real.

6. Leadership needs to be present and visible.

7. Uniformity of communications

8. The impact can linger.

9. Components in planning the initial response (per ICISF):

- ✓ Social cohesion
- ✓ Communication, accurate information
- ✓ An action plan

10. Utilize external support.

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