

Communication Considerations

Internal - Key Points

1. Fear is greater than the disease
2. A lot is misinformation
3. Information can be technical, vary from location to location
4. Employees are not only asking for themselves, but their families and your customers

Recommended Plan

1. Start with a clear briefing package which is
 - a. Printed
 - b. Specific on when they should not come to work and when they should report
 - c. Briefed by trained staff
 - d. Full of updates
2. Listen to fears and try to address them
3. Have a consistent sick / work-from-home policy and use / enforce it

External – Key Points

For aviation, the focus will likely be on flight shaming / why “you allowed it to occur”

1. A great example is what happened with Brussels Airlines in September 2014, after flying a passenger, who flew on Brussels Airlines from Liberia to Brussels and then on United to Washington DC, then Dallas and later died of Ebola
2. Messages from public, including ads, were for them to stop flying, they were allowing Ebola to spread
3. They continued to fly, but started an education campaign and gathered support from health officials and others

4. Lessons Learned Focus –

- a. Plans – for pre-boarding / for monitoring / for what happens if someone is sick / cooperation with governments
- b. This requires more than stating “our planes” are clean, it should include details
- c. Leadership taking flights, working as cabin crew

For non-aviation, the focus is on response. Be prepared to discuss why people couldn't work from home, or you allowed public gatherings. Your response should be –

- a. Plans – decision to have workers in their offices or hold public events / pre-event screening / for monitoring / for what happens if someone is sick / cooperation with governments
- b. This requires more than stating “our offices” are clean, it should include details