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Global Certificate Course in Crisis Management Evaluation for School Nurses

## Media Relations and Crisis Communication

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### Media Relations

Media relations refer to the strategic management of relationships between an organization and the media to ensure positive coverage and effective communication. This involves building rapport with journalists, responding to media inquiries, issuing press releases, and organizing press conferences. Effective media relations can help shape public perception, manage reputation, and disseminate important information. School nurses can utilize media relations to raise awareness about health issues, promote school health initiatives, and communicate emergency procedures to the community.

### Crisis Communication

Crisis communication is the process of communicating with stakeholders during a crisis situation to manage the impact on the organization's reputation and operations. It involves timely and transparent communication to provide accurate information, address concerns, and maintain trust. School nurses must be prepared to handle crisis communication during emergencies such as natural disasters, outbreaks, accidents, or security threats. Clear and consistent messaging can help mitigate panic, confusion, and misinformation.

### Acronyms

- PR: Public Relations
- CSR: Corporate Social Responsibility
- ERM: Enterprise Risk Management
- FAQ: Frequently Asked Questions
- SOP: Standard Operating Procedure

### Active Listening

Active listening is a communication technique that involves fully concentrating on what is being said, understanding the message, and responding appropriately. School nurses can use active listening skills during interactions with students, parents, colleagues, and healthcare providers to demonstrate empathy, gather information, and build rapport. By listening attentively and asking clarifying questions, nurses can improve communication, address concerns, and provide effective care.

### Agenda Setting

Agenda setting is the process by which the media influences what topics are considered important by the public. Through selective reporting and framing of issues, the media can shape public opinion and set the agenda for public discourse. School nurses should be aware of agenda setting in the media to understand how health-related topics are portrayed and to proactively engage with journalists to ensure accurate and balanced coverage of school health issues.

### Communication Plan

A communication plan is a strategic document that outlines how an organization will communicate with internal and external stakeholders during normal operations and crisis situations. It includes key messages, target audiences, communication channels, roles and responsibilities, and a timeline for implementation. School nurses should develop a communication plan to ensure effective communication with students, parents, school staff, healthcare providers, and the community in various scenarios, such as emergencies, health campaigns, or policy changes.

#### Crisis Management

Crisis management is the process of preparing for, responding to, and recovering from crisis situations that threaten an organization's operations, reputation, or stakeholders. It involves identifying potential risks, developing response strategies, coordinating resources, and evaluating outcomes to improve future preparedness. School nurses play a crucial role in crisis management by implementing emergency protocols, providing medical care, supporting students and staff, and collaborating with school administrators, emergency responders, and community partners.

#### Crisis Response Team

A crisis response team is a group of individuals responsible for managing a crisis situation and coordinating the organization's response efforts. It typically includes key decision-makers, communication specialists, subject matter experts, and support staff who work together to address the crisis effectively. School nurses may be part of the crisis response team in schools, providing expertise on health-related issues, assessing medical needs, communicating with healthcare providers, and assisting in decision-making to ensure the safety and well-being of students and staff.

#### Emergency Preparedness

Emergency preparedness refers to the process of planning, organizing, and training to effectively respond to emergencies and disasters. It involves identifying potential risks, developing response protocols, conducting drills and exercises, and ensuring access to necessary resources and support services. School nurses should be actively involved in emergency preparedness efforts in schools by helping to develop emergency plans, training staff and students on emergency procedures, maintaining emergency supplies, and participating in emergency drills to ensure a coordinated and timely response during crises.

#### Key Messages

Key messages are the core points that an organization wants to communicate to its stakeholders during normal operations or crisis situations. They are concise, clear, and consistent statements that convey important information, values, or actions. School nurses should identify key messages related to school health issues, emergency procedures, health promotion initiatives, or policy changes to ensure that stakeholders receive accurate and relevant information in a timely manner. Key messages help guide communication efforts and maintain a unified voice across different communication channels.

#### Media Monitoring

Media monitoring is the process of tracking, analyzing, and evaluating media coverage to understand how an organization is portrayed in the media, monitor public sentiment, and identify emerging issues or trends. It involves monitoring traditional media outlets (e.g., newspapers, TV, radio) and digital media platforms (e.g., social media, websites) for mentions, articles, comments, or discussions related to the organization.

School nurses can use media monitoring tools to stay informed about health-related news, public perceptions, and potential crises that may impact school health programs or policies.

#### Public Relations

Public relations (PR) is the strategic communication practice that aims to build positive relationships between an organization and its stakeholders, including the public, media, government, customers, employees, and investors. PR activities may include media relations, community outreach, event planning, social media management, crisis communication, and reputation management. School nurses can utilize public relations strategies to promote school health programs, engage with parents and community members, advocate for health policies, and enhance the reputation of the school nursing profession.

#### Risk Communication

Risk communication is the process of sharing information about potential hazards, risks, or uncertainties to help individuals make informed decisions and take appropriate actions to protect themselves and others. It involves communicating the nature of the risk, the likelihood of occurrence, the potential consequences, and recommended risk mitigation measures. School nurses should be skilled in risk communication to effectively communicate health-related risks, preventive measures, and safety guidelines to students, parents, school staff, and the community during emergencies, outbreaks, or health campaigns.

#### Situational Awareness

Situational awareness is the perception of environmental elements, events, and conditions, combined with the comprehension of their meaning and the projection of their future status. It involves being aware of what is happening around you, understanding the context, and anticipating potential changes or threats. School nurses must maintain situational awareness in various settings, such as classrooms, clinics, playgrounds, or events, to quickly identify health-related issues, safety concerns, or emergency situations and respond effectively to protect the well-being of students and staff.

#### Stakeholder Engagement

Stakeholder engagement is the process of involving individuals, groups, or organizations that have an interest or influence in an organization's decisions, actions, or outcomes. It aims to build relationships, gather input, address concerns, and foster collaboration to achieve common goals. School nurses should engage with stakeholders such as students, parents, school staff, healthcare providers, government agencies, community organizations, and the media to promote school health, address health disparities, advocate for policies, and ensure the well-being of the school community through inclusive and participatory approaches.

#### Strategic Communication

Strategic communication is the deliberate planning and execution of communication initiatives to achieve specific objectives, such as raising awareness, shaping perceptions, influencing behavior, or achieving organizational goals. It involves analyzing the communication environment, identifying target audiences, crafting key messages, selecting appropriate communication channels, and evaluating outcomes to measure effectiveness. School nurses can use strategic communication to promote health education, advocate for health policies, address health disparities, and engage with stakeholders to support the health and well-being of students and the school community.

### Transparency

Transparency is the practice of openly sharing information, decisions, and processes with stakeholders to build trust, credibility, and accountability. It involves being honest, clear, and forthcoming in communication, disclosing relevant information, and explaining the rationale behind decisions. School nurses should prioritize transparency in their interactions with students, parents, school staff, healthcare providers, and the community to foster trust, address concerns, and promote open dialogue on health-related issues, policies, and decisions that affect the well-being of students and the school community.