Australian Red Cross
THE POWER OF HUMANITY

three rules of recovery communications

before communicating, ask yourself three questions:

1 is it relevant?

People affected by an emergency are often overwhelmed by huge amounts of information. Following an emergency, people want to know:

- what is happening with the recovery process
- what support is available
- what they need to do to qualify for support
- what they can do if they have questions, concerns or complaints

If material does not address one of these four broad categories, ask yourself: does it actually need to be sent? As communication is a two-way process, actually asking affected people what they need will help ensure your communications are relevant!

2 is it clear?

After an emergency, people often have trouble remembering or understanding information. It is not appropriate to use jargon, overly complicated or technical language.

- short, sharp amounts of relevant and practical information is best
- ensure there is a clear call to action in the communication (what does the person actually have to do?)
- ensure that there are formats available for people with a sensory impairment, and/or people from culturally and linguistically diverse (CALD) backgrounds. When using text based communications, ensure the font and size of the text is readable.

3 is it targeted?

The method of communication you use should fit the audience.

Just because you can send information or use a certain communication channel doesn't necessarily mean you should.

For example, if you want to alert women in a small community about a maternal health clinic opening, placing posters in the local bakery may be more effective than updating your website with highly polished content.