



# Communications Activation Strategy



	* readiness and reduction	* response	* recovery	* readiness and reduction(2)
<b>status</b>	Non-human to human transmission ▶ Surge in cases	Human transmission ▶ 1st NZ Case ▶ 1st S.I ▶ Widespread	Subsides ○ → New warnings ○	Widespread ○ →
<b>environment</b>	Increased overseas warnings ▶ Increased national warnings ▶ Local warnings	World-wide pandemic declared ▶ NZ pandemic ▶ Local pandemic (SI/Canty/Chch)	Subsides ○ →	
<b>mood</b>	Cynical ▶ Concerned ▶ Disbelieving ▶ Anxious ▶ Shocked	Paralysed ▶ Panicked ▶ Chaotic ▶ Preoccupied ▶ Overwhelmed	Relieved ▶ Exhausted ▶ Pragmatic ▶ Anxious	Panicked ▶ Paralysed ▶ Chaotic ▶ Preoccupied
<b>engender</b>	Awareness without panic ( <i>conditioning</i> ) ▶ Action	Realisation ▶ Compliance ▶ Functionally anxious	Relief, ongoing preparedness ○ →	Rekindle awareness ▶ Action ▶ Compliance
<b>tone</b>	Management ○ → Suggestion	Information ▶ Directives ▶ Increase directives	Suggestions ▶ Reality check ○ →	Information ▶ Directives ▶ Increase directives
<b>communication function</b>	<ul style="list-style-type: none"> <li>Encourage preparedness</li> <li>Arouse useful levels of anxiety coupled with practical solutions</li> <li>Stage communications for psychological adjustment</li> </ul>	<ul style="list-style-type: none"> <li>Practical information regarding health etc</li> <li>Practical home advice</li> <li>Reduce speculation/confusion with clear, orchestrated, consistent messages</li> <li>Provide authoritative, accurate help</li> <li>Give direction</li> </ul>	<ul style="list-style-type: none"> <li>Reassuring</li> <li>Communicate new normal</li> <li>Signal end/lull</li> <li>Encourage preparedness (<i>next wave</i>)</li> <li>Arouse useful anxiety</li> <li>Impose order</li> <li>Give direction</li> <li>Signal fresh danger</li> </ul>	<ul style="list-style-type: none"> <li>Maintain useful anxiety</li> <li>Give clear direction</li> <li>Practical information regarding health etc</li> <li>Practical home advice</li> <li>Reduce speculation/confusion with clear, orchestrated, consistent messages</li> <li>Authoritative, accurate info</li> </ul>
<b>key issues</b>	<ul style="list-style-type: none"> <li>Long-standing warnings ▶ desensitisation</li> <li>'False alarms'</li> <li>Fearful messages without practical advice = paralysis</li> </ul>	<ul style="list-style-type: none"> <li>Paralysis</li> <li>'False alarms'</li> <li>Lack of compliance</li> <li>Refusal to co-operate</li> <li>Mass panic</li> <li>Disabled channels</li> <li>Messages drowned out</li> </ul>	<ul style="list-style-type: none"> <li>Apathy</li> <li>Exhaustion</li> <li>Too much relief</li> <li>Paralysis</li> <li>Lack of response</li> <li>Desensitised to message</li> </ul>	<ul style="list-style-type: none"> <li>Hunker down too fast</li> <li>Respond too slow</li> <li>Unhelpful action</li> <li>Paralysis</li> <li>False alarms</li> </ul>
<b>messages</b>	<p><b>Authorities</b> ▶ <b>Your community</b> ▶ <b>You</b></p> <ul style="list-style-type: none"> <li>Always good to be prepared</li> <li>Local officials on to it</li> <li>Risk: practical mitigation</li> <li>For more info</li> <li>Phase specific health messages &amp; social</li> </ul>	<p><b>It's coming</b> ▶ <b>It's here</b> ▶ <b>It's here</b></p> <ul style="list-style-type: none"> <li>What it could mean (<i>your health</i>)</li> <li>Gravity (<i>infection/death rate</i>)</li> <li>What you can do</li> <li>Where you go for help</li> <li>For more info</li> </ul>	<ul style="list-style-type: none"> <li>Over for now</li> <li>The new normal</li> <li>Maintain preparedness</li> <li>How we're preparing for next wave</li> <li>What we have learned</li> <li>For more info</li> <li>Fresh warnings</li> <li>Query vaccine</li> <li>What to do</li> <li>What's different</li> <li>What to expect</li> <li>Help available</li> <li>For more info</li> </ul>	<ul style="list-style-type: none"> <li>It's here</li> <li>What it means</li> <li>What to do</li> <li>Where to get help</li> <li>For more info</li> </ul>
<b>materials required</b>	<ul style="list-style-type: none"> <li>Agreed activation strategy</li> <li>Messages to GPs &amp; media</li> <li>Review channels</li> <li>Spokespeople</li> <li>Media monitoring</li> <li>Resource materials</li> <li>Media plan</li> </ul>	<ul style="list-style-type: none"> <li>Specific &amp; timely</li> <li>Local information &amp; advice</li> <li>Materials</li> <li>Posters</li> <li>Advertisements</li> <li>Back-up channels (website)</li> </ul>	<ul style="list-style-type: none"> <li>(Wave 1 materials)</li> <li>Local information &amp; advice</li> <li>Materials</li> <li>Posters</li> <li>Advertisements</li> <li>Back-up channels (website)</li> </ul>	<ul style="list-style-type: none"> <li>Back-up channels (Website)</li> </ul>
<b>media role</b>	<ul style="list-style-type: none"> <li>Low key</li> <li>Considered ○ →</li> <li>Non-sensational</li> </ul>	<ul style="list-style-type: none"> <li>Collaborative ○ → Directed</li> <li>Speculative</li> </ul>	<ul style="list-style-type: none"> <li>Hopeful</li> <li>Pragmatic</li> <li>Explanatory re new reality</li> <li>Softer</li> <li>More human</li> <li>Retrospective</li> </ul>	<ul style="list-style-type: none"> <li>Signal another wave</li> <li>Collaborative, speculative</li> <li>Urge preparedness</li> </ul>
<b>materials released</b>				