

## Summary notes for Community Recovery Session#6 April 7, 2021

### *Methods and resources for use in community recovery*

Emily Epp - Communications

- Elements of the communications process include: send, receive, reply (repeat)
- Within this cycle, knowing the best resource for sending the clearest message in the most appropriate way, depending on who is receiving it, will offer the best outcome.
- Listening to evacuees tell their stories of communications (or lack of) and what they wished they could have heard or read (ex: is my house still standing?) was very helpful, in 2017 wildfires.
- It is difficult to see any clear line between response and recovery communications, however, recovery tends to have a softer side; with more information shared regarding the things that matter to those affected by the disaster.
- Doing a mental shift from response, or, more of the technical side, to recovery is big.
- Also big, was making sure there was accurate and timely information for evacuees in the reception centres to help them with their re entry and recovery needs.
- Communications staff need to be available in response and recovery, and with appropriate numbers so staff don't get burnt out.
- Communications is exhausting in any event.
- Strategy, Empathy and Engagement are the key pieces to being effective.

#### **Strategy**

Who is receiving the message? Are you using the right medium? Is the message clear

Is the message being understood?

#### **Empathy**

Put yourself in their shoes....Listen.....Do those affected feel heard?

#### **Engagement**

Find community connections...How can we involve those affected?..Do those affected have influence?

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Following the presentation and Q&A, participants went into break out groups to discuss various topics related to community recovery and what they thought would be of benefit moving forward. A report on this and other information gathered will be shared in the near future.

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