

The 6 traits of effective emergency communication

Specific

Deal with one issue at a time to avoid confusion. Explain exactly what workers need to do and how to do it.



Accurate

False information can pose a serious threat to safety and well-being.



Clear

Communications must be clear and straightforward so that everyone can understand them.



Timely

Employees must get the information they need in time to respond effectively to the emergency.



Reassuring

Provide calm, confident reassurance to help employees stay focused and follow their emergency training effectively.



Repeated

Repeat key messages across multiple channels to ensure all employees receive and understand them.

