CrisComScore

Crisis Communication Scorecard

www.crisiscommunication.fi

An online audit tool for the evaluation of emergency crisis communication before, during and after a crisis.

SEVENTH FRAMEWORK PROGRAMME

Crisis communication is a current topic of public communication

Large-scale accidents, natural disasters like floods and forest fires, pandemics and terrorist attacks have tested the ability of public authorities in European countries at the local, regional and national levels to communicate efficiently with various stakeholder groups. Communication calls for procedures of co-operation and advanced knowledge of the expectations of the public and of the news media. It also requires continues evaluation for improvement.

Available on the website is the Crisis Communication Scorecard, a measurement instrument designed for emergency crisis communication, along with help materials for users and a description of the scientific research on which it is based. The Guides explain the actions, preparations, and principles that are needed to guide communication in each phase of a crisis and clarify how to address a diversity of public groups. The instrument offers public authorities a chance to evaluate preparedness and performance in accordance with what are currently considered 'best practices' in crisis communication.

For all kinds of public authorities

The measurement instrument developed is intended for authorities such as rescue services, the police and health care, as well as municipalities, provinces and ministries responsible for crisis management.

Assessment of the key factors making for success will reveal the strong and weak points in an organisation's crisis communication and enable learning and improved prioritization of the allocation of resources. The results can also be compiled and discussed within the network of organisations that will need to co-operate during a specific crisis. This way, co-operation, joint exercises and facilities are stimulated.

This audit will help to improve the crisis preparedness of an organisation

An instrument
- *to conduct a preparedness audit and test crisis communication planning*
- *to evaluate communication in a preparedness exercise*
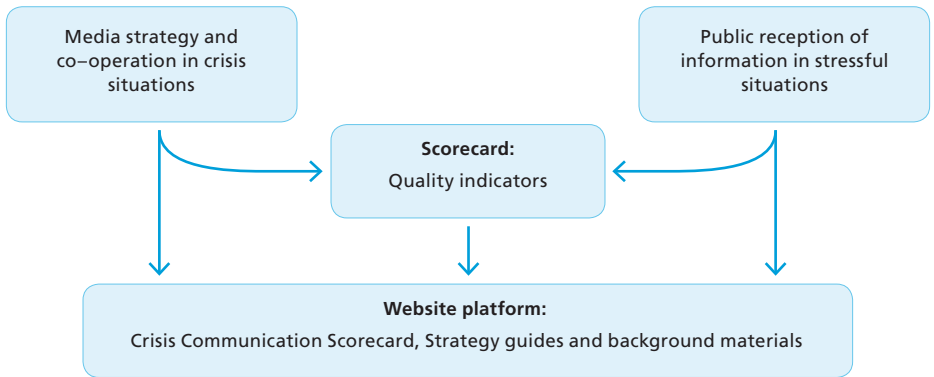- *to learn from what happened, post-crisis evaluation*

BEFORE CRISIS	DURING CRISIS	AFTER CRISIS
Preparation Crisis preparedness of the organisation and communication plans	**Warning** Alerting stakeholders and starting the response **Crisis response** Communication with stakeholders supporting emergency management	**Reconstruction** Communication with stakeholders supporting recovery **Evaluation** Learning and adaptations

Managers and communication experts can fill in a questionnaire online, receive a report on the preparedness of their organisation, also compiled online, and discuss the results while setting priorities for future crisis communication. Research-based background materials are also available.

To inspire the user, the guides for crisis communication and the user guide with step-by-step instructions for implementing the scorecard are given on the homepage. This enables users to draw on the experience of expert colleagues worldwide. The materials are free and user feedback on further improving the measurement tool is welcomed.

The website provides free access to the results of an extensive international research project

Expert interviews showed gaps in crisis communication with public groups. An extensive literature review identified best practices and quality criteria. Interviews with spokespeople and journalists generated quality criteria for media relations during crises, while focus group sessions and interviews with citizens clarified critical factors in targeting messages towards a variety of public groups.

The material has been developed in an international research project in which 5 teams of researchers participated:

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Ben-Gurion University of the Negev
Ben Gurion University of The Negev, Israel

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