

SESSION 3.1

COMMUNICATION TO WORKERS' FAMILIES AND COMMUNITIES



Implemented by



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SESSION OVERVIEW



KEY ISSUES THAT WILL BE COVERED

Need for communication during COVID-19

Importance of good and clear communications

Fundamentals of communications during COVID-19



DURATION

50 mins

BY END OF THIS SESSION, YOU WILL



Know about issues emerging during COVID-19



Understand issues that people affected by COVID-19 are more likely to experience



Be able to define good and clear communication needed on COVID-19



Understand importance of good communications related to COVID-19



Acknowledge the benefits of clear communication during COVID-19



Learn how to make your communication clear, compassionate and creative



NEED FOR COMMUNICATION DURING COVID-19

WHAT ARE MANAGERS, EMPLOYEES & THEIR FAMILIES EXPERIENCING?

HEALTH CONCERNS

- Fear of getting infected (quarantine, case management, treatment, survival)
- Additional health & hygiene measures
- Mental health due to living in limited space and social disconnect
- Mental health – depression, anxiety, suicidal tendencies



FAMILY LIFE CONCERNS

- School closure
- Unavailability of child care
- Added household chores
- Increase in domestic violence
- Increase in health expenditure
- Safety & health of people returning to work



EMPLOYMENT

- Ability to adjust to a changing work culture
- Anxiety of job loss and/ or loss of income
- Leaves and medical benefits
- Employability post lockdown



STIGMA & DISCRIMINATION

- People affected by COVID-19
- Migrants
- Women in workforce



**All are concerned, with varying degree of concerns.
It is easy for misinformation to circulate.**

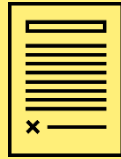
DURING COVID-19, WHAT DO EMPLOYEES & THEIR FAMILIES EXPECT?



Financial reassurance

Assurance that employees will not lose their jobs and will receive paid leave during the pandemic

Many employees also expect to retain their salaries and benefits



Communication

Keeping people informed through daily updates

Clear and consistent communication

Safety and wellness advisory



Safety and health

Creating a safe & hygienic work environment

Encouraging colleagues to stay home if they are sick

Suspension of travel



Emotional support

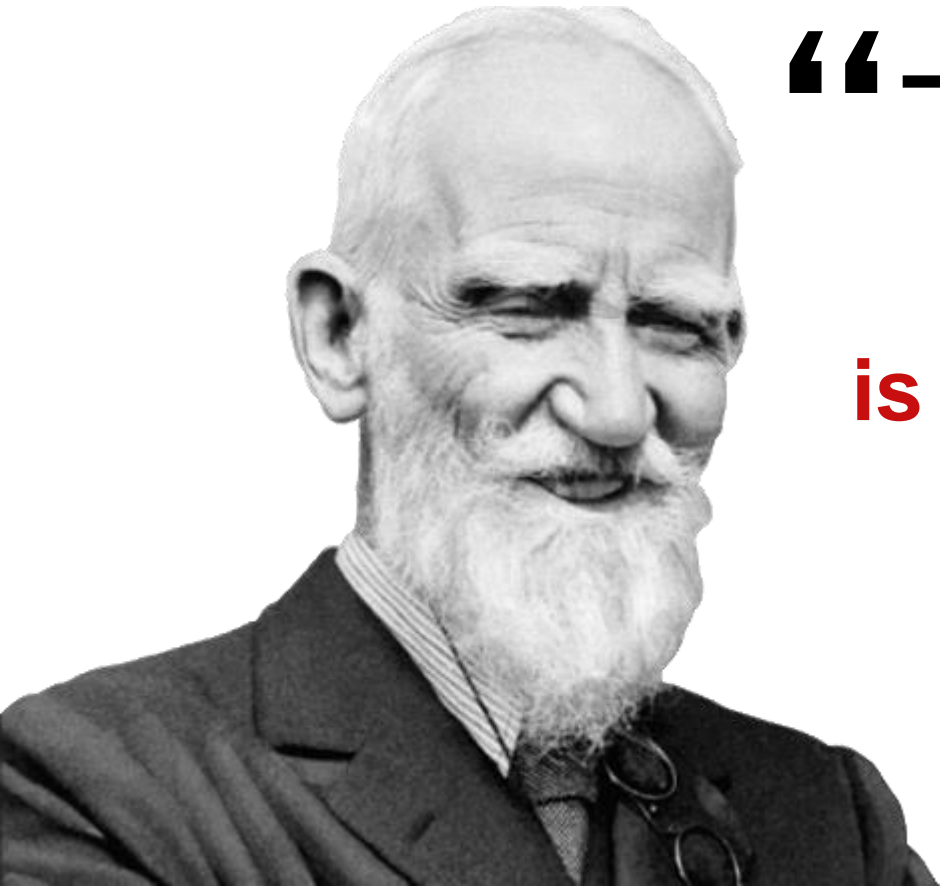
Access to mental health resources during the pandemic

Regular check-in to inquire about employee's well-being

Clear, compassionate and consistent communication is key



IMPORTANCE OF GOOD AND CLEAR COMMUNICATIONS DURING COVID-19



“ _____

**The biggest single problem in
communication
is the illusion that it has taken place.**

George Bernard Shaw

_____ ”

BASICS OF **COMMUNICATION**

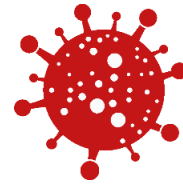


[CLICK ON THE ICON TO PLAY THE VIDEO]

DURING PANDEMIC, **COMMUNICATION BECOMES KEY**



This may appear simple, but communication is actually a very complex process.



It becomes even more challenging with the noise that a pandemic like COVID-19 creates.

FORMS OF **COMMUNICATION**



ORAL

All forms of spoken information and is by far the preferred type of communication used by managers



WRITTEN

Includes letters, memos, policy manuals, reports, and other documents used to share information used in an organization



NON-VERBAL

Involves all messages that are non-language responses

Best to use to communicate emotion and compassion

PLEASE BE AWARE

Our staff and their families are extremely sensitive to our communication during emergencies, including COVID-19

HOW WOULD YOU REACT IF....

Your colleagues jokingly call you “asymptomatic carrier” and ask you not to come near them just because your spouse is a health worker on COVID-19 duty. This is in spite of everyone maintaining safe physical distancing and following IPC protocols

CHARACTERISTICS OF **COMMUNICATION**



Continuous,
interactive, ever-
evolving and an
exchange



There is nothing
called “no
communication.
Even silence
communicates.



Mostly irreversible.
One can modify a
message but never
completely purge a
communication.



Intentional as well
unintentional. One
need to be
conscious of
unintentional
component.




Multi-directional.
There are always
unintended
recipients.

Listening is an important but oft ignored part of communication

NON-VERBAL COMMUNICATION

SAYING A LOT WITHOUT SPEAKING A WORD!!

 Visual

 Vocal

 Tactile

 Use of space

 Emoji



People prefer to pick non-verbal communication over verbal communication



Culture plays a huge role (head movement, touching, etc.)



Be aware of space – intimate, personal, social and public zones



Objects communicate our values and expectations

ORGANIZATIONAL INFORMATION FLOW



[CLICK ON THE ICON TO PLAY THE VIDEO]

BARRIERS TO WATCH FOR IN COVID-19 COMMUNICATION

INTERPERSONAL BARRIERS

- ⊘ Perception
- ⊘ Semantics (language)
- ⊘ Channel selection
- ⊘ Gender differences
- ⊘ Inconsistency between verbal and non-verbal communication

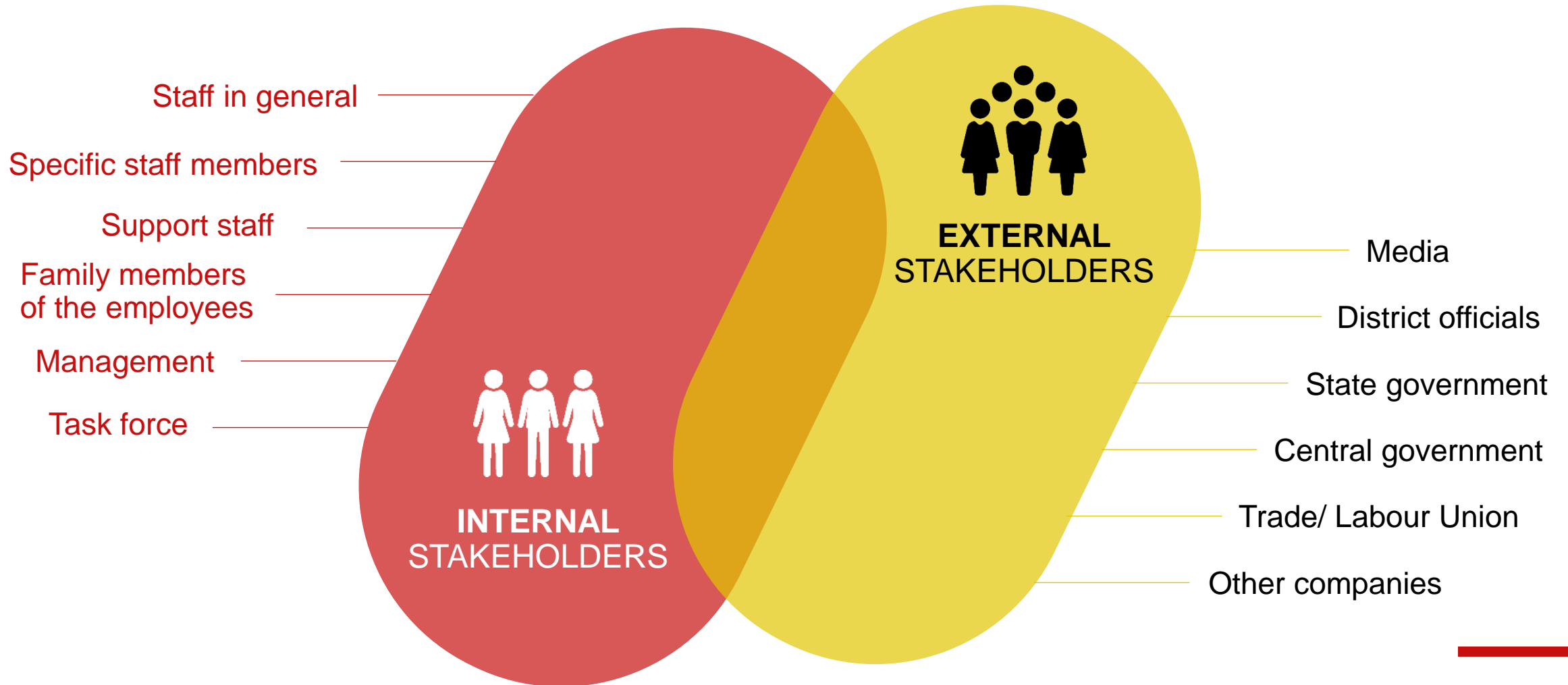
ORGANIZATIONAL BARRIERS

- ⊘ Information overload
- ⊘ Physical distractions
- ⊘ Time pressure
- ⊘ Cross-cultural diversity
- ⊘ Gender differences
- ⊘ Technical language
- ⊘ Trust and honesty
- ⊘ Overuse of technology



FUNDAMENTALS OF COMMUNICATIONS DURING COVID-19

FOCUS ON **THE AUDIENCE**



6 STEPS TO TAKE TO IMPROVE WORKPLACE COMMUNICATION DURING COVID-19

1.

Determine who you need to communicate with

List the key individuals and groups who should be kept informed

2.

Determine what to communicate

Identify information that needs to be conveyed to your audience

3.

Determine how you will communicate

Use the appropriate delivery channels to share information

4.

Make sure you communicate clearly

Be honest, calm and transparent

5.

Communicate your support

Be attentive and responsive to the needs of your workers

6.

Learn and prepare for what's next

Improve upon and maintain communications long-term

3 PILLARS OF GOOD INTERNAL COMMUNICATION DURING COVID-19



CLARITY

Be clear about what you know, what you're doing and what you expect

Be clear about what you don't know, and when you'll have those answers

Use simple, actionable language



COMPASSION

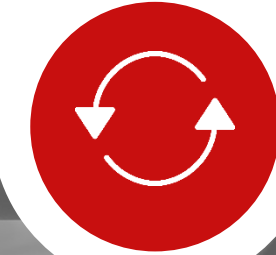
Make empathy and compassion central to COVID-19 communication

Be authentic, decisive and present

Put aside your personal views aside and become relatable to your employees

Avoid social media – compassion and social media don't go hand-in-hand

Discourage toxic behaviour or misinformation



CONSISTENCY

Create a task force and assign one person as the sole source for communication

Consistency in language, color and visual branding of the messages

Consistency in timeliness/regularity of messages

BENEFITS OF GOOD INTERNAL COMMUNICATION DURING COVID-19



Faster
pandemic
response



Makes the
workplace safer
and well-
informed



Curbs the
spreading of
rumors or
inaccurate
information



Reduces
turnover,
misunderstanding
and conflicts



Increases
productivity



Improves
employees'
engagement,
understanding
and the
rationale behind
key decisions




Gives workers
and managers
a sense of
being included

IN CONCLUSION OF SESSION 3.1, CAN YOU NOW TELL.....


In a simple **Yes/ No**, followed by a few seconds to check if you can recall at least one point to support your answer.



Who are the ‘people affected by COVID-19’?



**At least one category of issues that your students,
employees or their families will be concerned about
during the pandemic?**





**What are the key components of communication
that you will need to be aware of during your
internal communications?**



Why are non-verbal communications as important as written or oral communication?



**What are the three pillars of communication
during COVID-19?**



At least two things you will do to make your communication with your students/ employees and their families clear, compassionate and consistent?



Thanks. We now move to the next session.