

## SESSION 3.2

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# CHANNELS OF COMMUNICATION DURING COVID-19 PANDEMIC



Implemented by



Implemented by

**TRIOs**



# SESSION OVERVIEW

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## KEY ISSUES THAT WILL BE COVERED

Various communications during COVID-19  
Key communication products on COVID-19



## DURATION

45 mins

## BY END OF THIS SESSION, YOU WILL



Understand the do's and don'ts in communication during COVID-19



Know various channels of communication, the advantages and disadvantages of each channel and the best situation for using them



Contextualize various communications (protocols, incident reports, etc.) related to COVID-19 to their situation



Identify communication products they will need to develop (SOPs, health and hygiene reminders, etc.)



Know the purpose, relevance, use and end users for each product

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

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**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

# DETERMINE WHAT YOU WILL COMMUNICATE

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Have a clear idea of what information you need to communicate



Have a mechanism to filter information  
**ESSENTIAL, IMPORTANT, ROUTINE**  
or **JUNK**



## SOME THINGS THAT YOU MAY NEED TO INFORM YOUR EMPLOYEES/STUDENTS

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Recommendations on hygiene measures and social-distancing practices in the workplace

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Procedures for what to do when workers or their family members get sick

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Government guidelines on testing, quarantine, etc.

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Location of nearest testing centres, quarantine facilities and hospice providing COVID-19 care

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Informing on sick leave benefits available to those who have COVID-19 or symptoms like COVID-19

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Informing how the organization is being disinfected

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Informing workers of new customers, orders, and deadlines

# WHAT IS **A COMMUNICATION CHANNEL**

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**A medium through which a message is transmitted to its intended audience**



**Can you think of any channels of communication?**

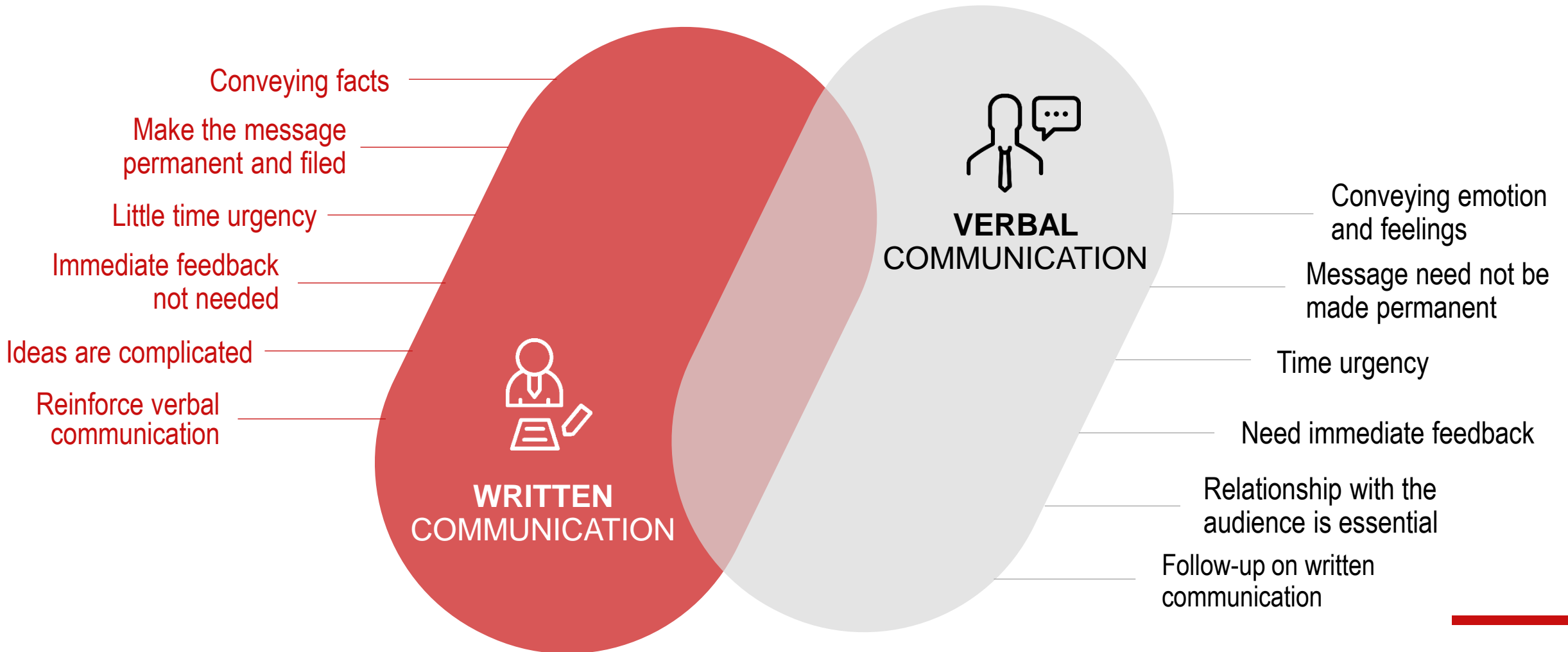
(for example, face-to-face conversation)

# COMMUNICATION CHANNELS AND ITS INFORMATION RICHNESS

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Communication channel	Information richness
Face-to-face conversation	high
Videoconferencing	high
Telephone conversation	high
E-mails	medium
Handheld devices	medium
Written letters and memos	medium
Blogs, newsletters and other mass digital communication	medium
Formal written documents	low

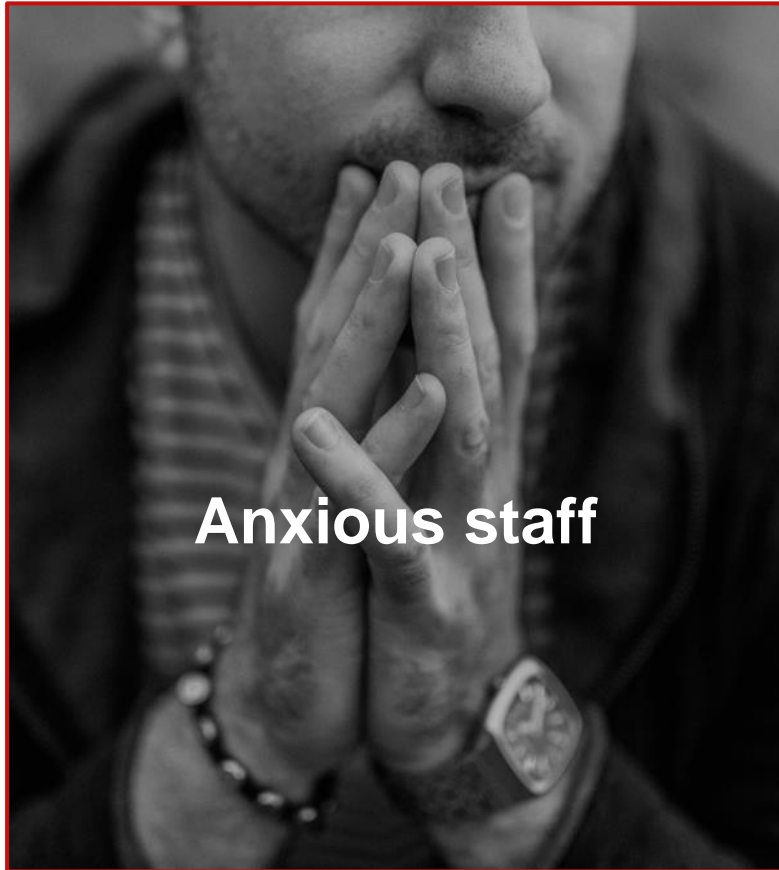
# DECIDING BETWEEN THE USE OF WRITTEN AND VERBAL COMMUNICATION





# VERBAL AND WRITTEN COMMUNICATION: **ADDITIONAL CHALLENGES WITH COVID-19**

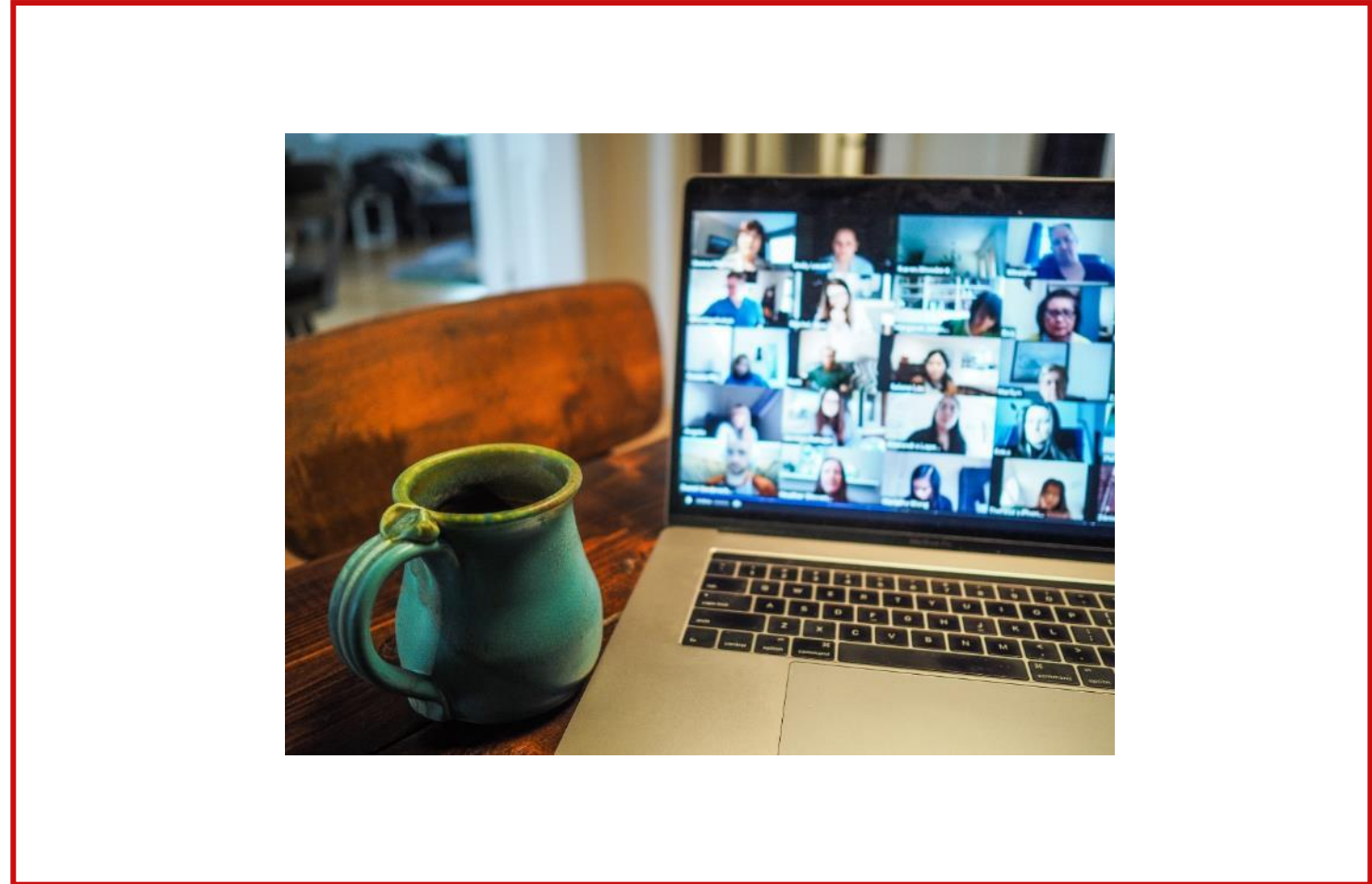
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# METHODS OF COMMUNICATION THAT **YOU CAN USE IN YOUR SETTINGS**

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SIGNAGE	NOTICE BOARD	POSTERS
LINE MEETING	WORKPLACE COMMITTEE	CIRCULARS/ MEMOS
INFORMAL DISCUSSION	PUBLIC ADDRESS SYSTEM	EMAILS
MOBILE DEVICES	VIDEO CONFERENCE	



# MAIN COMMUNICATION PRODUCTS RELEVANT TO COVID-19 PANDEMIC

Formal written documents	Written interpretation of regulations	Face-to-face	E-mails	Handheld devices	Written letters and memos	Video conferencing
MOHFW guidelines	Standard operating procedures	Task force meeting + minutes	To other staff - without attachments	To staff within your organization	To staff within your organization	Webinar trainings
Central government guidelines	Algorithms/ Internal protocols	Hand-over + notes	To other staff- with attachments	To patients, families, etc.	To patients, families, etc.	Meetings with other facilities
State government guidelines	Facility/ service/ departmental regulations	Staff meeting + minutes	To external organisations or groups	To staff in other facilities	To other facilities	Meetings with the Ministry
District Administration guidelines	Business continuity plan	Trainings		With family of employee/ students	With family of employee/ students	

# DON'TS OF COMMUNICATION DURING COVID-19

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1

DO NOT communicate any information that is not verified by a credible source

2

DO NOT use offensive or rude language or demonstrate angry behaviour with your employees/students

3

DO NOT make statements or promises that are not completely true

4

DO NOT speak quickly

5

Do not offer vague reassurances or be unclear about the processes being put into place

6

DO NOT make a statement just to make one

7

DO NOT be dismissive of current events - people want to feel your organization is taking things seriously

8

DO NOT incite fear to get a reaction

9

DO NOT make hasty announcements, especially those that will have bigger impact, like a temporary reduction of operations

# DO'S OF COMMUNICATION DURING COVID-19

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[CLICK ON THE ICON TO PLAY THE VIDEO]

# **GETTING YOUR WORKPLACE READY**

# A COVID-19 RESPONSE PLAN

## (IN CASE SOMEONE BECOMES ILL)

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Clear and specific actions to take if a person takes ill in the premises – isolation, quarantine, treatment support, contact tracing and informing local authorities.

### PART 1



Actions to identify persons who may be at risk, with plans to support them, without inviting stigma and discrimination

### PART 2



Informing the local public health authority as well as your staff/ students about your COVID-19 response plan

### PART 3

# COVID-19

## **BUSINESS CONTINUITY PLAN**

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**The plan prepares your organization for the possibility of an outbreak of COVID-19 in its premises or community**

- ✓ **Address how the operations will be kept running** even if a significant number of employees, contractors and suppliers cannot come to place of work.
- ✓ **Communicate** to the employees, students and contractors about the plan.
- ✓ Make sure that **all stakeholders know what they need to do** – or not do – under the plan.
- ✓ Emphasize **key points to prevent incidence** - staying at home in case of illness, etc.
- ✓ **Addresses the mental health and social consequences** of COVID-19 and offer information and support.
- ✓ Include a **COVID-19 response plan**
- ✓ Identify **local, state or national officials** who need to be contacted in case of emergencies.



# IN CONCLUSION OF SESSION 3.2, 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.



**At least 3 things that you should DO when communicating  
with your stakeholders during COVID-19?**





**At least 3 things that you should AVOID DOING when communicating during COVID-19?**



**Various channels of communication available at  
your disposal for communicating during COVID-19?**



**Various communication products that are needed  
for communicating with staff and students during  
COVID-19?**





**At least two products that you will need to develop and put in place in your facility after this training?**





**Why you need to communicate your organization's  
COVID-19 response plan to your staff?**



**At least 2 points that your business continuity plan  
should cover?**



**Thanks. We now move to the next session.**