

# CRISIS COMMUNICATIONS

This classic model for the grieving process can guide decision making and communications during a crisis like the COVID-19 global pandemic.

## When Bad News Causes Grief

STAGE	SIGNS	EXAMPLES
<b>DENIAL</b>	<ul style="list-style-type: none"><li>• Disbelief</li><li>• Resistance to the facts</li></ul>	This can't be happening? Are you serious? The flu kills more people every year! It's business as usual. I'm not buying into the hype.
<b>ANGER</b>	<ul style="list-style-type: none"><li>• Outrage</li><li>• Blaming</li></ul>	This is ridiculous! So stupid! This is going to cost us millions! What are these morons doing? Why didn't anyone get ahead of this?
<b>BARGAINING</b>	<ul style="list-style-type: none"><li>• Making trade-offs</li></ul>	This is painful but for the best. A temporary closure is costly now but will save lives and get us back to normal more quickly. I may only get mild symptoms, but if my grandma was to get this, she'd be a goner.
<b>DEPRESSION</b>	<ul style="list-style-type: none"><li>• Feeling of helplessness or hopelessness</li></ul>	What's the use, we're all going to get this virus anyhow? How will I pay my rent? My business can't survive a prolonged shutdown.
<b>ACCEPTANCE</b>	<ul style="list-style-type: none"><li>• Exploring options</li><li>• Moving on</li></ul>	This is what's happening and, therefore, this is what we need to do in response. We act fast and we act decisively in order to save lives.