

Helping Victims of Mass Violence & Terrorism: Communications

Welcome!



OVCTTAC
OFFICE FOR VICTIMS OF CRIME Training and Technical Assistance Center

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- If you have technical difficulties during the webinar, contact:
 - **Jason Adams**
 - **jadams@ovcttac.org**
- Today's session will be recorded and made available in a few days on the training site.
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Today's Presenters



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OVC and The Toolkit

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Overview of Toolkit Resources

Helping Victims of Mass Violence & Terrorism PLANNING, RESPONSE, RECOVERY, AND RESOURCES



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Overview of Toolkit Resources

Helping Victims of Mass Violence & Terrorism PLANNING, RESPONSE, RECOVERY, AND RESOURCES

MESSAGE FROM THE DIRECTOR

ABOUT THE TOOLKIT

PARTNERSHIPS & PLANNING

RESPONSE

RECOVERY

TOOLS

Tools

Checklists



Partnerships & Planning Checklist. Use this checklist to develop a robust victim assistance plan, well in advance of an incident of mass violence or terrorism.



Response Through Recovery: Activities at a Glance. Read this guide for an at-a-glance overview of the activities conducted from response through recovery.



Response Checklist. Use this checklist during the initial response phase.



Recovery Checklist. Use this checklist to help your community recover during the months and years after a tragic event.

Victim Assistance Protocols

Protocol*

Contact List Protocol

Committee Meeting Protocol

Practice Drills and Exercises Protocol

Incident Command System Protocol

Communications Protocol

Family Assistance Center Protocol

Victim Identification Protocol

Notification Protocol

Planning and Preparedness Grants and Emergency Funding Assistance Protocol

Volunteer Management Protocol

Donation Management Protocol (Funds, Goods, and Services)

Criminal Justice System: Victim Support Protocol

Community Resiliency Protocol

Purpose of Training Series

Mass Violence and Terrorism

CLOSE —

This web training series highlights the importance of communities, states, and regions planning a response to incidents of mass violence and terrorism using the OVC resource, [Helping Victims of Mass Violence & Terrorism: Planning, Response, Recovery, and Resources Toolkit](#). The first webinar in this series provides a detailed overview of how to use the Toolkit. Subsequent web trainings delve deeper into sections of the Toolkit.

Customized technical assistance is available to city, county, and state-level organizations to help implement the Toolkit. If you would like to request mass violence and terrorism customized technical assistance, please contact us by email at TTAC@ovcttac.org.

[Expand All](#)

Title	Date	Length	Training Materials
Helping Victims of Mass Violence & Terrorism: Planning, Response, Recovery, and Resources Toolkit – Donation Management Show Summary	September 14, 2016	1.5 hours	Listen/View Webinar View PowerPoint
Helping Victims of Mass Violence & Terrorism: Planning, Response, Recovery, and Resources Toolkit – Overview Show Summary	June 28, 2016	1.5 hours	Listen/View Webinar View PowerPoint

www.ovcttac.gov > Resources > Web-Based Training > Webinars > Mass Violence and Terrorism



Goals of this Webinar

After completing this webinar, you should be able to—

- Describe the importance of communication throughout the three phases within the Mass Violence and Terrorism Toolkit.
- Discuss the communications role you can propose to help serve victims of mass violence and terrorism.
- Identify challenges of successful communication within each phase.

Considering the Use of Language

Victim-centric language – Communicating with language that validates the victim's experience and avoids triggering them and distressing them further.



Photo taken by April Naturale.

The Importance of the Communications Protocol



Photo taken by April Naturale.

- Decreases anxiety and provides support.
- Prevents anxiety through “crowd management.”
- Helps sustain order, security, safety, and integrity in a crime scene and investigation.

Understanding Your Role



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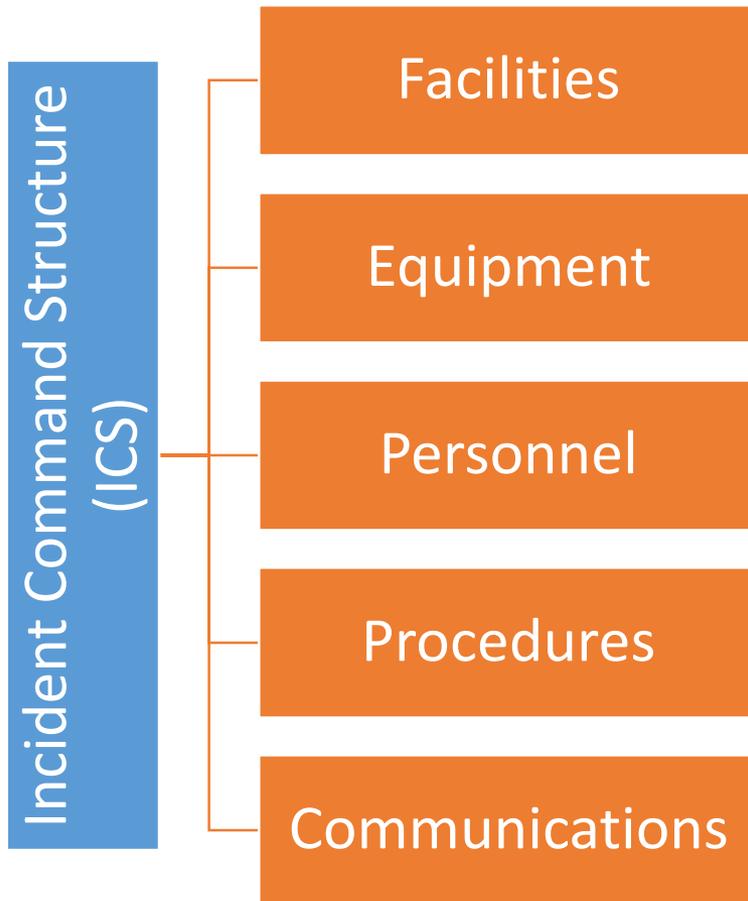


Photo taken by April Naturale.



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Understanding Your Role



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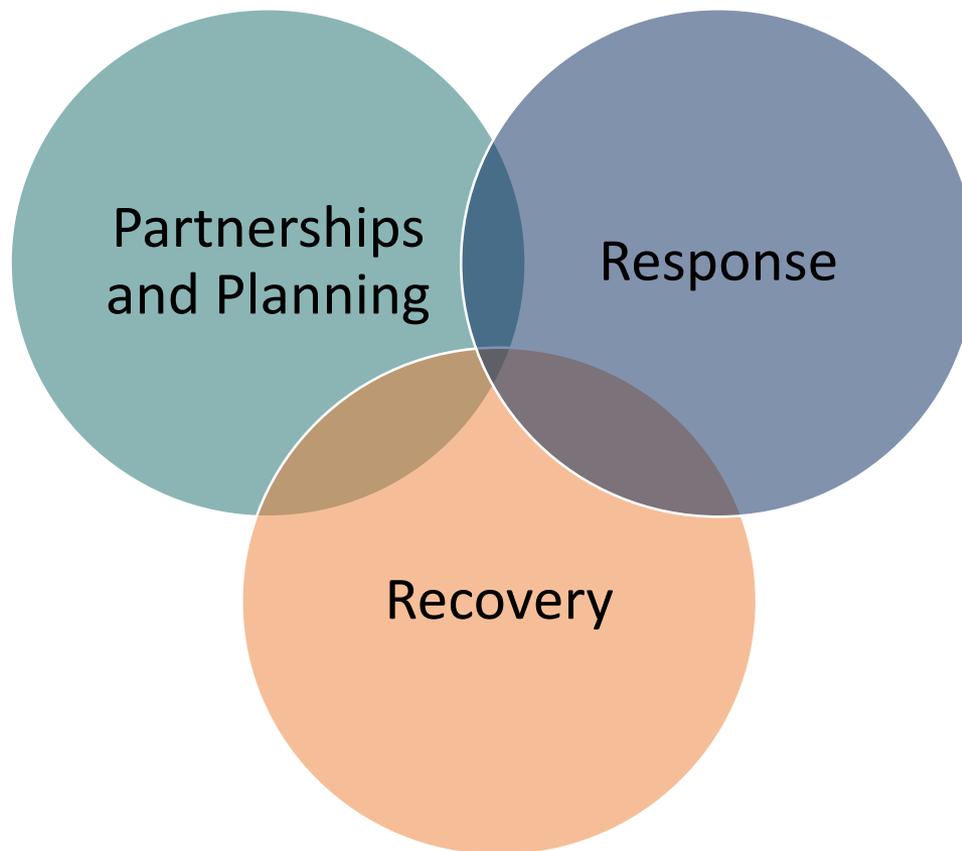
Understanding Your Role

- The ICS will guide how you—
- Communicate to different audiences.
 - Know what information you are authorized to release.
 - Recognize the “legitimate sources” and the role(s) they play.
 - Use a disaster-specific, trauma-informed approach.



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Understanding Your Role



Communications Goals: Partnership and Planning

Helping Victims of Mass Violence & Terrorism PLANNING, RESPONSE, RECOVERY, AND RESOURCES

MESSAGE FROM THE DIRECTOR

ABOUT THE TOOLKIT

PARTNERSHIPS & PLANNING

RESPONSE

RECOVERY

TOOLS

- Identify your primary spokesperson (e.g., agency, community, and ICS liaison).
- Communicate between all partners.
- Define a common message.

Communication Protocol: Partnerships & Planning



PARTNERSHIPS & PLANNING CHECKLIST
[WORD](#) [PDF](#)

Partnerships & Planning Checklist.
Use this checklist to develop a robust victim assistance plan, well in advance of an incident of mass violence or terrorism.



Communication Protocol: Partnerships & Planning

JIC
members
and
location.

The Joint Information Center (JIC)—

- Conducts public information operations during emergency responses and other multidisciplinary situations.
- May need to correct misinformation and address rumors.
- Differs based on the scale and scope of the event.

Communication Protocol: Partnerships & Planning

The spokesperson and Public Information Officer (PIO)—

- Develops and manages working relationships with media outlets.
- Serves as the official communicators for an incident.
- Other officials may step forward to provide information.



Spokes-
person and
PIO.

Communication Protocol: Partnerships & Planning



Media
strategy.

Strategic elements should—

- Include safety and security guidelines at the scene and within the community.
- Consider the restrictions of a possible gag order.
- Be aware of how shared information may change based on the status of the suspect.
- Provide information about donations and volunteers.

Communication Protocol: Partnerships & Planning

Mass Violence Toolkit Communications Webinar
Partnerships and Planning: Methods of Communication

METHOD	PROS	CONS
Television	<ul style="list-style-type: none"> Widely available. 	<ul style="list-style-type: none"> May not be as timely as other methods, depending on time of day. Very expensive, especially during prime time. Donated time is very limited.
Radio	<ul style="list-style-type: none"> Widely available. Widely used by special populations, including non-English speaking and low socioeconomic communities. 	<ul style="list-style-type: none"> Linking with locality to gain access. Use of translators. Need to market programs to reach target population.
Internet	<ul style="list-style-type: none"> Useful for long term engagement. Serves as a community resource of information (i.e. services, events, updates, etc.). 	<ul style="list-style-type: none"> Not everyone has access. Older populations have no or limited knowledge in use. May not be available in immediate aftermath or longer if a large scale event destroys infrastructure. Need IT specialists to set up and maintain at an expense. Risk of fraudulent information being disseminated.
Social Media	<ul style="list-style-type: none"> Rapid information sharing capabilities. Widely available. Multi-channel (ability to post to several venues at once time). Can be used to communicate directly with public to help shape consistent message. Can reveal community concerns and offer opportunity to reassure. 	<ul style="list-style-type: none"> Credibility questions. Difficult to control the message. Not everyone uses or has access to social media. Lack of confidentiality. Open to negative messaging and misuse.

Methods of communication.

Communication Protocol: Partnerships & Planning

Universal
access to
information.

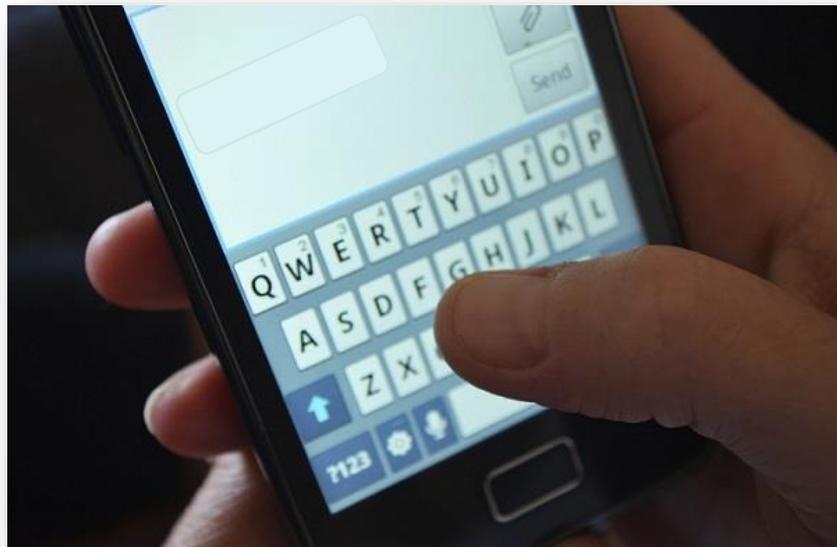
Universal access considers—

- Non-English speaking community members.
- Limited English proficiency (LEP) persons.
- Persons who are Deaf and hard-of-hearing.
- Interpretation and translation partners.

Communication Protocol: Partnerships & Planning

Cell phone companies may be able to provide devices and services during a crisis.

Tele-communication partners.



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Communication Protocol: Partnerships & Planning



Response
FAQs.

Responses to frequently asked questions (FAQ) should include information about—

- The event.
 - Breaking news related to incident activity, status of suspect/case, or condition of the scene.
- The location and role of the Family Assistance Center (FAC).
 - Referrals to local and regional services for mental health and counseling; health care and childcare; crime victim compensation; and assistance with legal matters, travel, creditors, work-related issues, financial planning, insurance benefits, IRS/tax policies, Social Security/disability, FEMA, etc.

Communication Protocol: Partnerships & Planning

VOCA administrators—

- Support victim assistance and compensation programs.
- Provide training for diverse professionals who work with victims.
- Develop projects to enhance victims' rights and services.
- Undertake public education and awareness activities on behalf of crime victims.



VOCA Assistance
and
Compensation
administrators.

Communications Goals: Response

Helping Victims of Mass Violence & Terrorism PLANNING, RESPONSE, RECOVERY, AND RESOURCES

MESSAGE FROM THE DIRECTOR

ABOUT THE TOOLKIT

PARTNERSHIPS & PLANNING

RESPONSE

RECOVERY

TOOLS

- Identify who the legitimate sources are.
- Establish how information can be verified.
- Determine who dictates the dissemination of information.
- Communicate sources for specific needs.

Communication Protocol: Response



RESPONSE CHECKLIST

WORD PDF

Response Checklist. Use this checklist during the initial response phase.



Communication Protocol: Response



JIC
activation.

The Incident Commander of the ICS will activate the JIC to—

- Craft and deliver the universal messaging related to the event.
- Provide “official” information.
 - Through various media (radio, TV, web).
 - Through alternate platforms (SMS, social media, online apps).
 - In multilingual and multicultural formats.

Communication Protocol: Response

Response FAQs should—

- Be coordinated with the legitimate source for timely and accurate information.
- Model a disaster-specific, trauma-informed approach.
- Be communicated to victims before they are shared with the public.



Event
information
and FAC.

Communication Protocol: Response

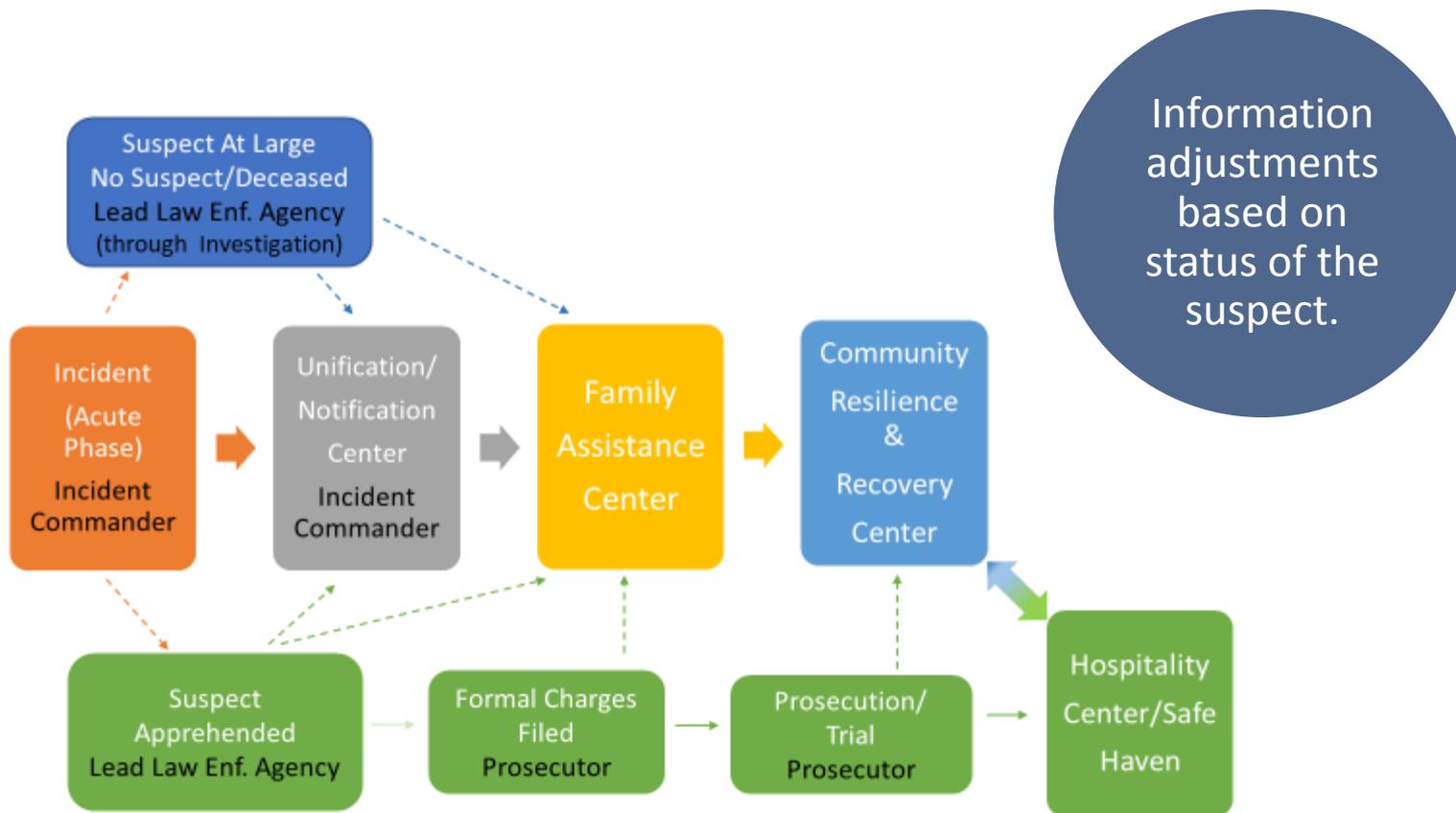


Victims' Rights & the Media Victims Should Have the Right:

- To say "no" to an interview;
- To select the spokesperson or advocate of the victim's choice;
- To select the time and location for media interviews;
- To request a specific reporter;
- To refuse an interview with a specific reporter even though he or she has granted interviews to other reporters;
- To say "no" to an interview even though the victim has previously granted interviews;
- To release a written statement through a spokesperson in lieu of an interview;
- To exclude children from interviews;
- To refrain from answering any questions with which the victim is uncomfortable or that the victim feels are inappropriate;
- To avoid a press conference atmosphere and speak to only one reporter at a time;
- To demand a correction when inaccurate information is reported;
- To ask that offensive photographs or visuals be omitted from airing or publication;
- To conduct a television interview using a silhouette or a newspaper interview without having their picture taken;
- To completely give the victim's side of the story related to the victimization;
- To refrain from answering reporters questions during a trial;
- To file a formal complaint against a reporter;
- To grieve in private; *and*
- To suggest training about media and victims for print and electronic media in their community.

A victim has the right at all times to be treated with dignity and respect by the media. Victims' rights to privacy can be better protected by the active participation of a victim advocate. A victim advocate can play an effective role as a "go-between" for the reporter and the victim establishing an environment conducive for the victim to speak to the press. This minimizes the invasion of privacy felt by the victim, allows advocates to advise victims about their rights in the media, and gives the media access to the story. Additionally, such a process assists those victims who wish to refuse to grant an interview. It also provides an opportunity for the advocate to assist the victim in preparing a statement, including reviewing the facts that can and cannot be released to the public, calming their fears, and being present when the actual interview is conducted.

Communication Protocol: Response



Communication Protocol: Response

VOCA
Assistance and
Compensation
administrators.

VOCA Compensation administrators may deploy to the FAC to—

- Provide compensation information and support.

VOCA Assistance administrators may provide—

- Funding support to responding victim service agencies.
- Information about the OVC Antiterrorism and Emergency Assistance Program (AEAP).

Communications Goals: Recovery

Helping Victims of Mass Violence & Terrorism PLANNING, RESPONSE, RECOVERY, AND RESOURCES

MESSAGE FROM THE DIRECTOR

ABOUT THE TOOLKIT

PARTNERSHIPS & PLANNING

RESPONSE

RECOVERY

TOOLS

- Ensure updates from the PIO/spokesperson are communicated to victims and families.
- Ensure media communication conveys accurate information to the public.
- Communicate where resources and other needed services are available for victims.
- Ensure there is not duplication of services.

Communication Protocol: Recovery



Communication Protocol: Recovery

FAC
transition to
Resiliency
Center.

Community Resiliency Centers (CRC)—

- Transition from the local Family Assistance Center within 1 week or up to 3 months after the event.
 - Provide ongoing services to victims, family members, first responders, and community members.
 - May not exist in all communities.
- Disseminate information about the CRC, if one exists, or available services if one does not.

Communication Protocol: Recovery

Community service and support information may be—

- Necessary during difficult times after the event.
- Sought out at the CRC or the Prosecutor's Office.
- Pushed out to raise awareness.

Community
service and
support
information.

Communication Protocol: Recovery

Memorial
and
anniversary
events.

Planning for and disseminating information about triggering events should include—

- Proactively supporting survivors, victims' families, and community members.
- Partnering with behavioral/mental health professionals to craft messaging.
- Considering the needs and preferences of the community.
- Providing a place to honor victims.

Communication Protocol: Recovery

Communicate safeguards against financial fraud—

- Ensure primary funders have a designated place to communicate.
- Donation sites are setup with “official” logos.
- Partner with financial planners, attorneys, and accountants who can be available at the CRC.



Financial support.

Communication Protocol: Recovery

VOCA
Assistance and
Compensation
administrators.

VOCA support may include—

- State funds for programs.
- Additional funds and services.
- Funding through the Antiterrorism and Emergency Assistance Program (AEAP).

Communication Protocol: Recovery

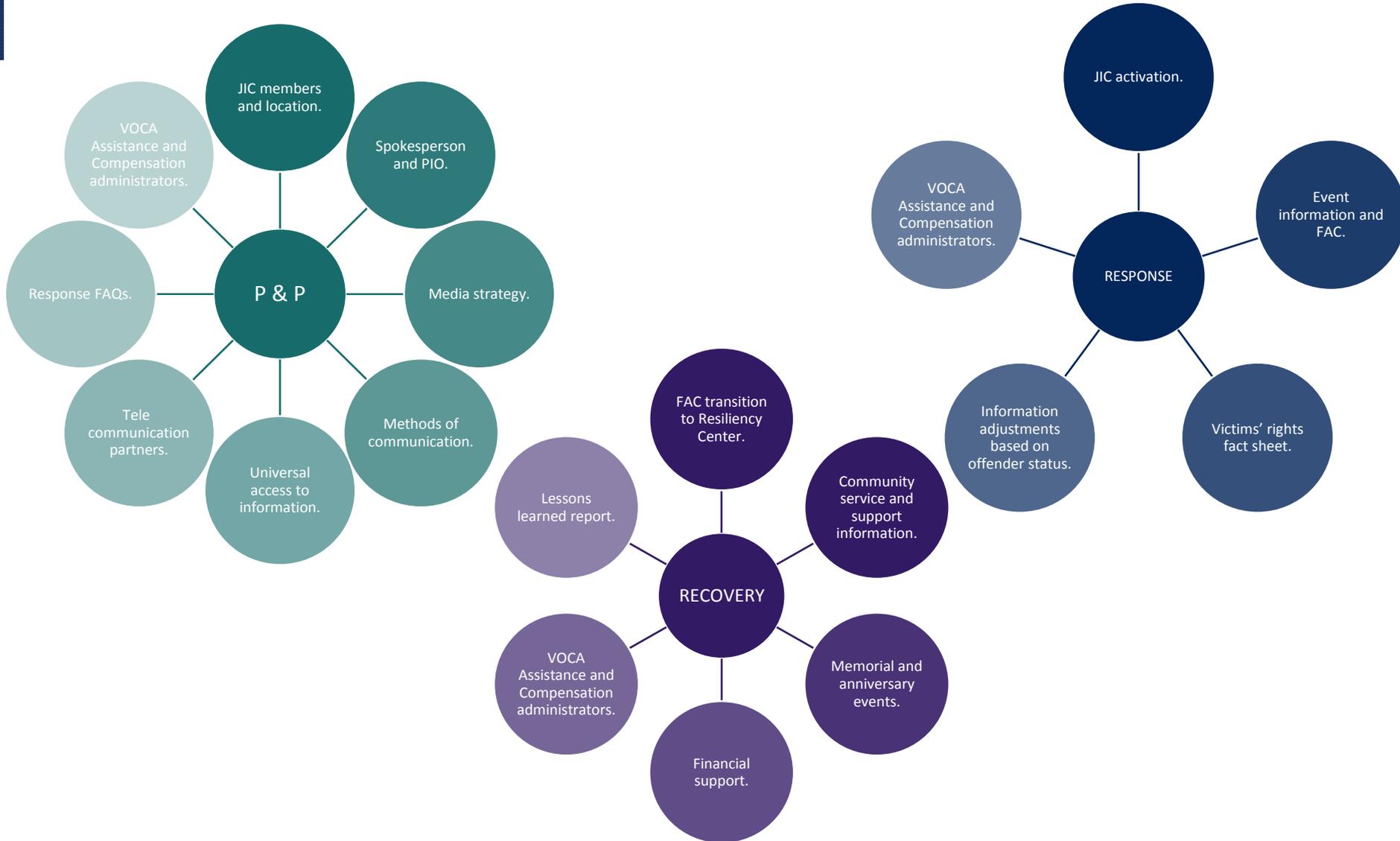
Communicate findings from the lessons learned report, including—

- Data about the population served.
- Descriptions about community agency involvement.
- Information about the working relationships among responding organizations.
- Challenges in the process.
- Survey/anecdotal information from victims and providers.



Lessons
learned
report.

Communication Protocol = Success?



Challenges of Successful Communication

Timeliness

Accuracy

Credibility

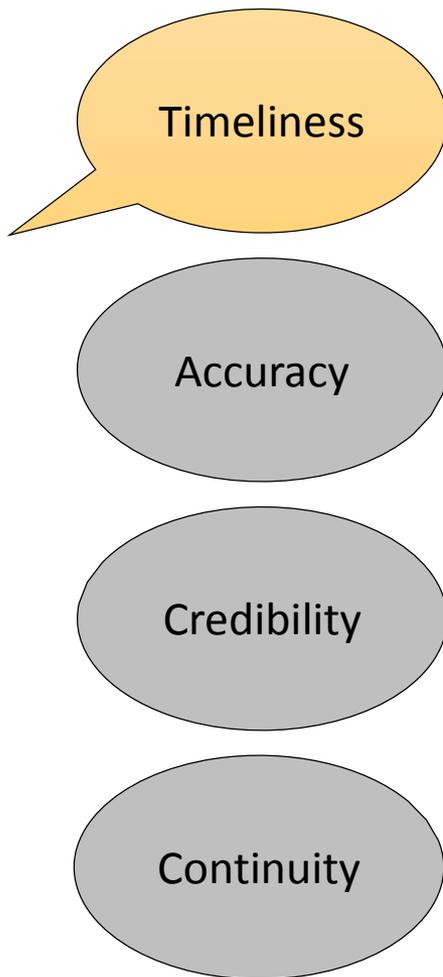
Continuity



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Challenges of Successful Communication

The efficiency of information sharing.



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Challenges of Successful Communication



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Timeliness

Accuracy

Credibility

Continuity

The preciseness of correct information.

Challenges of Successful Communication

The trustworthiness of the reliable source.

Timeliness

Accuracy

Credibility

Continuity



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Challenges of Successful Communication



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Timeliness

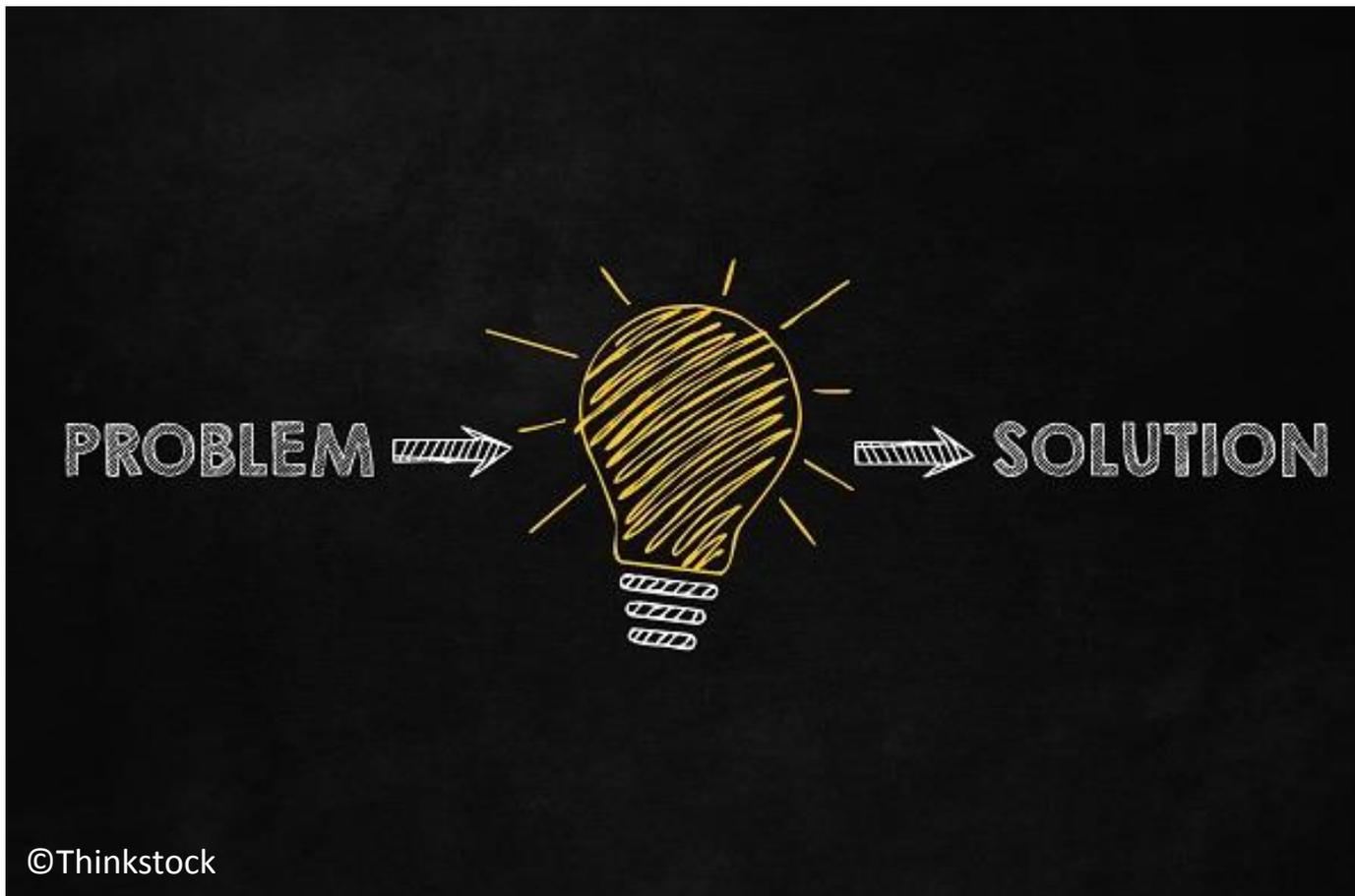
Accuracy

Credibility

Continuity

The consistency of the flow of information.

Overcoming the Challenges



Communication Across Protocols

Victim Assistance Protocols

Protocol*	
Contact List Protocol	
Committee Meeting Protocol	
Practice Drills and Exercises Protocol	
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Volunteer Management Protocol	
Donation Management Protocol (Funds, Goods, and Services)	
Criminal Justice System: Victim Support Protocol	
Community Resiliency Protocol	

Conclusion

Final Questions?



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How To Access Training & Technical Assistance

Free Technical Assistance is Available

- Initial Consultation
- Meeting Facilitation
- Protocol Development
- Followup Consultation



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There is no cost for the training or technical assistance. Email TTAC@ovcttac.org to request an application or for more information.

