



Making Sure the Message Survives: Crisis Communication in Heat

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The purpose of
crisis comms

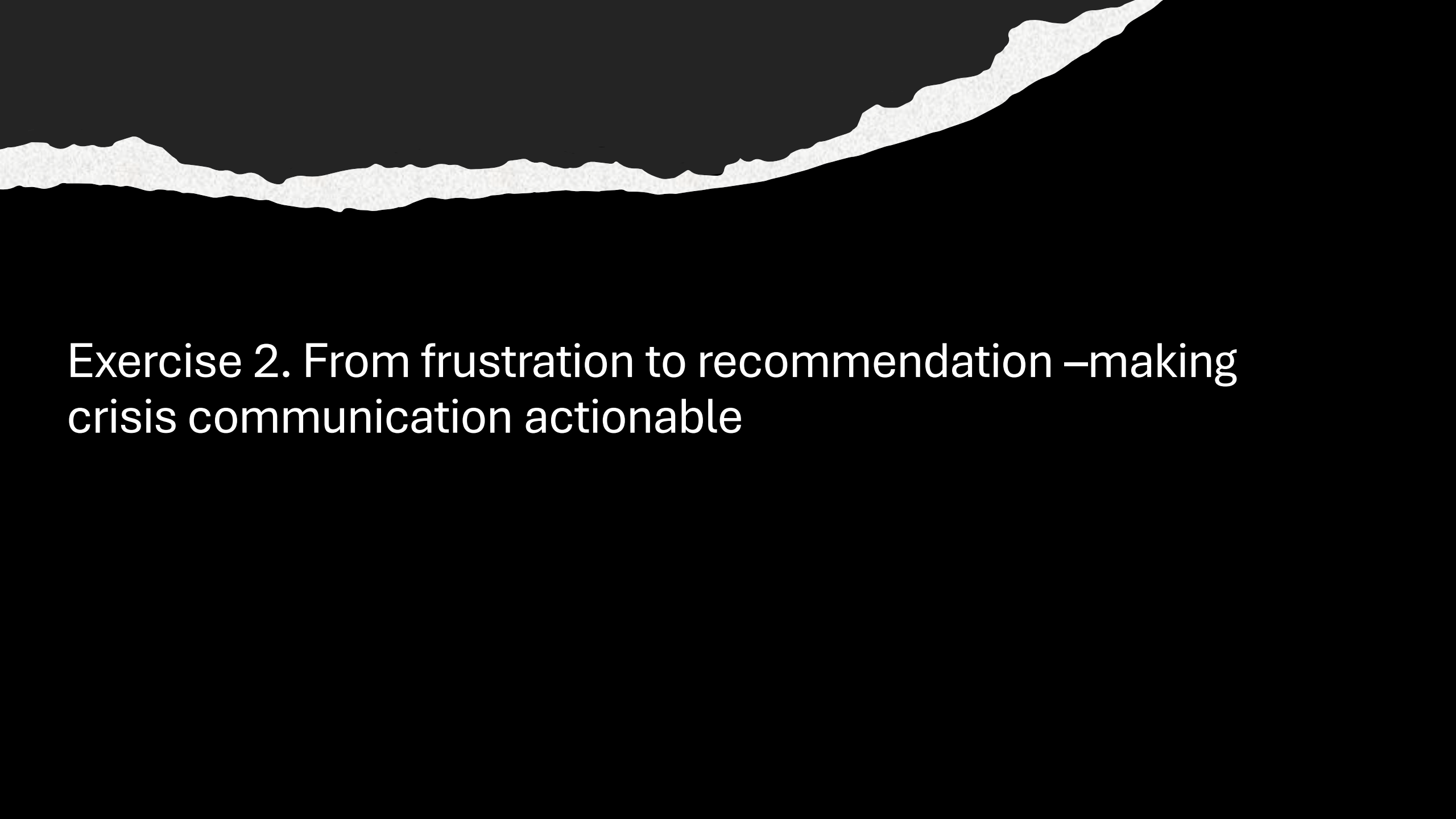
Immediate

Hidden

A close-up photograph of a chessboard. In the upper left, a white king piece stands upright. In the lower left, a black king piece is tipped over on its side. The chessboard's alternating light and dark squares are visible in the foreground and background. The lighting is dramatic, with strong highlights and deep shadows.
$$\text{RISK} = \frac{\text{Hazard} \times \text{Exposure} \times \text{Vulnerability}}{\text{Capacity}}$$

Exercise 1

- Hazard = what is happening that can cause harm?
- Exposure = who or what is in harm's way?
- Vulnerability = why might they be harmed?
- Resilience/Capacity = what could reduce risk?
What makes them less vulnerable/recover faster, etc.?



Exercise 2. From frustration to recommendation –making crisis communication actionable



Each crisis communication message tells
people who they are expected to be:

Am I a victim? A spectator? A consumer of
information? A citizen? A helper? A decision
maker? A partner in resilience?

1. It is time for you

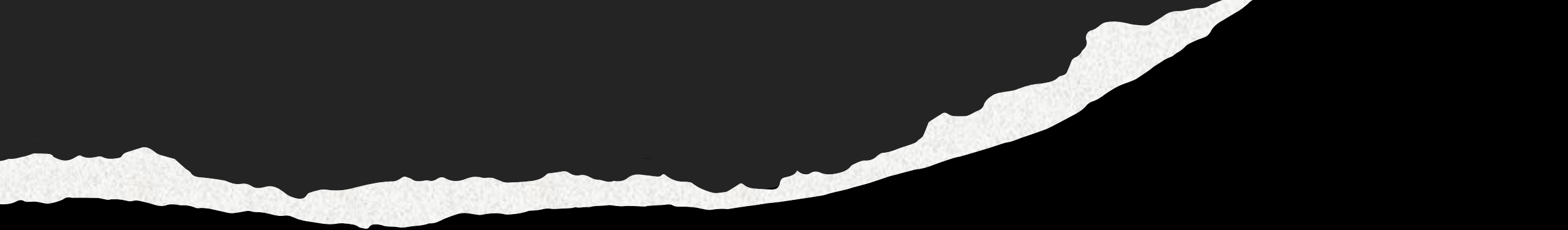
to RANT about a “headline” you disliked – and change it!

2. What is the hidden need behind?

3. What would be a constructive recommendation and how could the message be improved so it gives a clearer role and a realistic action??

A vertical white tear-like shape, resembling a jagged line or a crack, runs down the left side of the image. It separates a dark grey area on the left from a black area on the right.

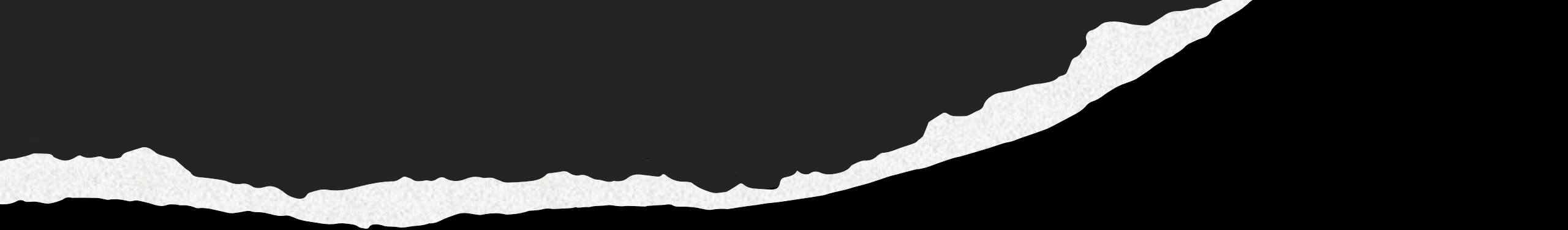
Frustration can become
action if we identify the
hidden need behind.



Exercise 3

Stress-testing communication under infrastructure failure

(the human version of LU Alert steps in)



The message must survive the journey.



Exercise 4.1 and 4.2

Audience segmentation

**Segmentation by
capacity to act
and support
required**

Impacted

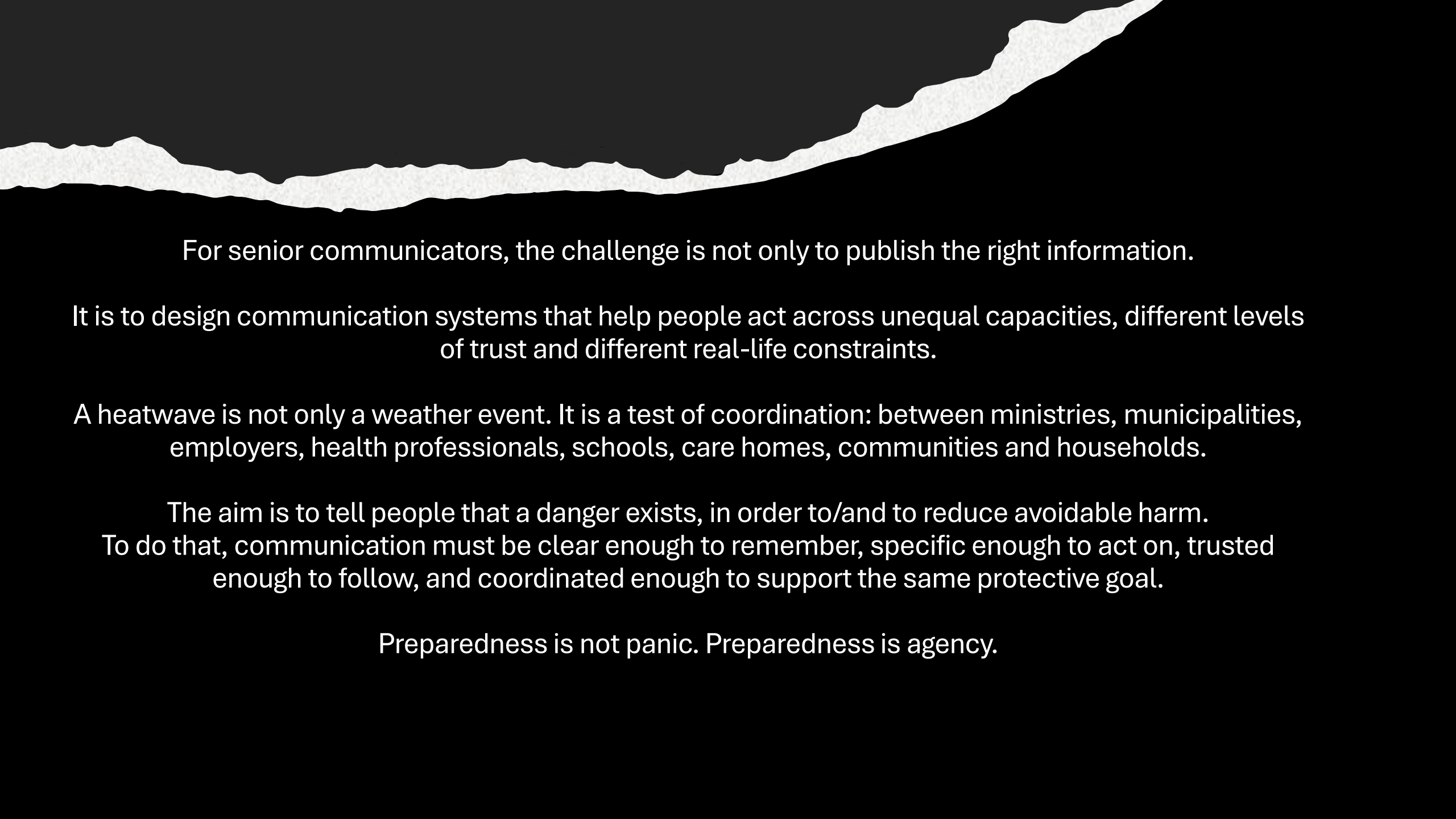
Precarious

Stable

Prosperous



Segmentation by hazard-specific
groups



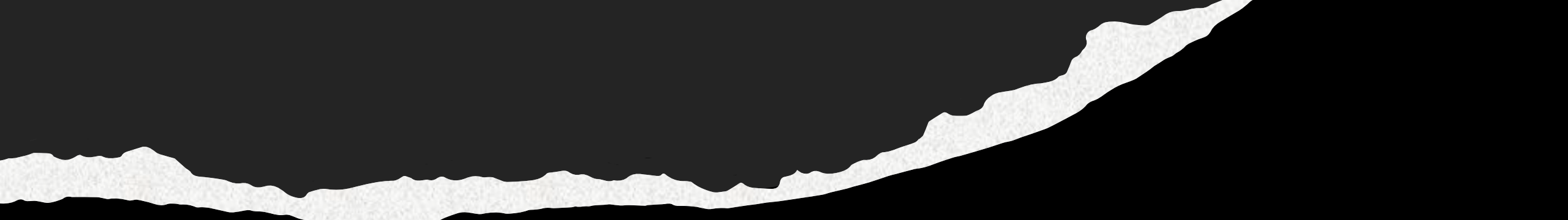
For senior communicators, the challenge is not only to publish the right information.

It is to design communication systems that help people act across unequal capacities, different levels of trust and different real-life constraints.

A heatwave is not only a weather event. It is a test of coordination: between ministries, municipalities, employers, health professionals, schools, care homes, communities and households.

The aim is to tell people that a danger exists, in order to/and to reduce avoidable harm. To do that, communication must be clear enough to remember, specific enough to act on, trusted enough to follow, and coordinated enough to support the same protective goal.

Preparedness is not panic. Preparedness is agency.



Thank you and keep in touch!

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