The COVID-19 global pandemic has made its way into our communities. As more organizations across the nation are faced with making difficult decisions, Agency MABU offers the following tips for communicating through this crisis.

1. **MAKE HEALTH & SAFETY YOUR TOP PRIORITY**

   Make decisions and take actions based on protecting the health and well-being of your employees, customers and others served by your organization. Although such decisions may be detrimental from a financial or operational standpoint, nothing supersedes the health and safety of your constituents or society at large. Therefore, monitor and follow the guidelines issued by the Centers for Disease Control and Prevention (CDC), State health departments and other public entities.

2. **DON’T PANIC & OVERREACT**

   Avoid over-reacting or using words that carry supercharged emotion. Instead, use words that balance both the gravity of the situation along with the facts as they unfold. Refrain from making quick decisions based solely on emotion or speculation. Instead, be thorough and thoughtful in your decision making. Be incremental in your response to the situation. Therefore, you don’t need to know or do everything now. Evolve and remain flexible as the situation unfolds.
These are uncertain times, indeed. However, together we will rise up to meet the challenges ahead and steer the course of our communities and organizations in a way that inspires the world. Let us know if we can be of assistance to help navigate during these challenging times.

Tips based in part on content developed by Candace Hamana, Badger PR