

Building Trauma- Informed Communications

Effectively Connecting w/Your
Stakeholders in the Pandemic-Impacted
Environment



SAY/DO
Strategies, LLC

WE'VE COLLECTIVELY ENDURED A TRAUMA.

- ▶ Trauma refers to a single event, multiple events, or a set of circumstances that is experienced by an individual as physically and emotionally harmful or threatening and that has **lasting, adverse effects on the individual's physical, social, emotional, or spiritual well-being.**
- ▶ This **pandemic is a trauma**, made up of multiple events - deaths, illnesses, job losses, food shortages, isolation, extended physical restriction and missed major life events, to name a few.
- ▶ And unlike most traumas, this one is **STILL** occurring, and doing so in **EVERY** aspect of our lives.



BUILDING A TRAUMA- INFORMED BUSINESS IS AN OPERATIONAL NECESSITY.

- ▶ So, the fact is, it's unavoidable - **your organization *will* be serving traumatized customers and stakeholders** -- legions of them, and for quite some time to come.
- ▶ **SAY/DO** offers critical support and expertise in our pandemic-impacted environment, to **transition your organization into a TRAUMA-INFORMED WORKPLACE**, to effectively:
 - ▶ **CONNECT** with & meet the emerging needs of your employees.
 - ▶ **RETAIN** your customers.
 - ▶ **ENSURE** stakeholder compliance.

BEGIN WITH TRAUMA-INFORMED COMMUNICATIONS.

- ▶ By properly utilizing the trauma-informed model in your communications and process updates, you address the **LEGITIMATE** and **LONG-LASTING** concerns that customers and employees will have about their health and safety, as it relates to your resuming business operations.
- ▶ Properly, consistently communicating to these concerns not only **reduces complaints**, it **reduces the time and resources needed to manage response and follow up on these complaints**.
- ▶ It ultimately **CREATES A SELF-SERVICE ENVIRONMENT** of sorts for many of your public health and safety matters, supporting **customer satisfaction & employee engagement**, at a time when your resources may already be significantly **limited** due to:
 - ▶ Higher Product/Service Demands
 - ▶ Lower Staffing Levels
 - ▶ Unprecedented Budgetary Challenges

HOW IS A TRAUMA-INFORMED PERSPECTIVE DEMONSTRATED?

REALIZE the widespread impact of trauma and understand places where its impact requires business consideration.

RECOGNIZE the signs and symptoms of trauma in clients, employees and other stakeholders.

RESPOND by integrating trauma awareness into business policies, procedures and practices.

SEEK to actively avoid retraumatizing those you serve.

That's done **BY**:

- ✓ Ensuring Safety
- ✓ Establishing Trustworthiness
- ✓ Maximizing Choice
- ✓ Maximizing Collaboration
- ✓ Prioritizing Empowerment

That's done **WITH**:

Using the trauma-informed approach, at every point of communication, which means consistently conveying the values of **S-T-C-E**.

THESE ARE THE S-T-C-E VALUES.

- ▶ **(S) SAFETY** - Articulating and demonstrating understanding of the need to reliably keep health & safety top-of-mind, in all aspects of the business.
- ▶ **(T) TRANSPARENCY + TRUSTWORTHINESS** - Clearly sharing outlined, specific steps you will take to ensure these aspects of health & safety, and consistently following those steps.
- ▶ **(C) COLLABORATION & MUTUALITY** - Articulating and demonstrating understanding that pandemic impact is a shared experience and shared concern.
- ▶ **(E) EMPOWERMENT** - Creating accessibility/opportunity for those with health & safety concerns to easily do something, or have something done, about them.



HERE'S AN S-T-C-E EXAMPLE.

CONCERN -- As the **resumption of construction** activities gets underway (in at least some form) for local utilities, concerns from residents and elected officials have immediately emerged, regarding appropriate social distancing, not only between workers on construction sites, but between workers and residents, particularly those living where construction will be resuming on some of the extremely narrow street blocks in South Philadelphia and other parts of the city.

SOLUTION - The local water utility will roll out a construction signage and communication protocol that directly addresses related public health and safety concerns of impacted residents and other stakeholders.

- ▶ This will include updates to contractors' job specs, regarding content and placement of construction signage. (+ increase)
- ▶ Among other **trauma-informed communication** practices, all active construction worksites will be required to display **updated signage**:



WATER UTILITY CONSTRUCTION PROJECT

Project Type: _____
Projected End Date/Duration: _____

This worksite is being run with your health & safety as its priority. (S)

Our teams are utilizing protective equipment, sanitizing procedures and social distancing. (T)

We're partners in supporting the public health of your neighborhood, and all of our communities. (C)

If you have any concerns about the safety of this site, please call (215)123-4567, or visit [https://water.utility.com/construction work/](https://water.utility.com/construction-work/) (E)



OTHER TRAUMA-INFORMED APPLICATIONS:

- ▶ **Facility Signage Review & Update**
- ▶ **Policy/Procedure Review & Update**
- ▶ **Enhanced Communication Modalities (+ Digital Monitors in Common Areas, etc.)**
- ▶ **Employee Communications, Pre/Post Business Resumption**
- ▶ **Scope of Work Update (Vendors, Consultants)**
- ▶ **Stakeholder/Investor/Donor Relations Communications Review & Update**
- ▶ **Trauma-Informed Workplace Training - Managers, Supervisors**
- ▶ **Safety Culture Building/Enhancement, Safety Team/Team Leader Coaching**



TO NAME A FEW...

THIS TRAUMA ALSO MEANS...

- ▶ You Have New Legislation & Government Affairs Needs.
- ▶ You Have New Communication Streams to Develop/Advance.

(While it will vary by industry, here are examples:)



YOU HAVE NEW LEGISLATION & GOVERNMENT AFFAIRS NEEDS.

- ▶ Understanding the **CARES Act and forthcoming aid packages** and navigate the right options for your small to medium business, for loan and grant options and application submission.
- ▶ Understanding, state-by-state, what's being signed into **law to reopen businesses**, under what conditions, and how it all impacts you.
 - ▶ Make an informed plan for resuming your business.
 - ▶ Ensure ongoing operational compliance w/ your locality's evolving **public health & safety mandates**.
 - ▶ Bolster employee & customer retention by delivering on safety.
- ▶ **Lobbying & advocacy**, nationally and locally, for funding/programs to meet the needs of your employees, customers and other stakeholders.

YOU HAVE NEW COMMUNICATION STREAMS TO DEVELOP/ADVANCE.

In a new normal, post-pandemic world, full of severe economic challenges and constraints, it will be more critical than ever to make **clear, compelling cases**, for both your **new/updated charges**, and your **new, major expenditures**:

- Rate Increases
- New Charges
- High-Dollar Infrastructure Projects
- Hiring Sprees
- Marketing/Re-Branding Campaigns, for Meeting Post-Pandemic Pivots
- Large Purchases of New Supplies, Equipment, Technologies for Meeting Post-Pandemic Pivots
- New Real Estate Acquisitions and/or Moving Expenses
- Etc.



NOT TO WORRY...

SAY/DO is Ready to Help You Get It All Done.

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Expertise in Communicating Complexities.
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