

Unit 4 Stakeholder Engagement and Information Management



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Objectives

After completing this unit, you will be able to:

- Identify strategies for stakeholder engagement.
- Identify the primary goal of information management during recovery.
- Explain how a information management strategy can facilitate recovery.
- Identify whole community issues during recovery.
- Demonstrate how to create a targeted information strategy for disaster recovery.



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Community Engagement

Engaging the Whole Community



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Community Engagement in Recovery



How might information management be used to engage the whole community?



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Community Engagement in Recovery

- Help encourage participation in the recovery decisions and process.
- Help identify opportunities to create partnerships.
- Help the community understand the role of government vs stakeholder responsibilities.
- Help engage special interest groups.
- Help create "ownership" in the process.



Information Management Goal

The information management goal is to effectively collect and distribute accurate and timely disaster recovery information.



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Know Your Audience

Who is your recovery information intended to reach?



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Coordinate Communication Efforts



All agencies will need to coordinate efforts to provide clear and effective recovery information.



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Information Management

- Communicate the specifics of the recovery efforts.
- Use a proactive approach.
- Develop an information management strategy.
- Poll key figures.
- Work with stakeholders and the media.
- Monitor the message.
- Collaborate and build trust.



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Information Management cont.

Timing is everything!



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Managing Expectations

Communications should include elements that realistically manage community expectations.



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Encourage Recovery

Do everything you can to work in partnership with all stakeholders in the community.



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Activity: 4.1 Targeting the Whole Community

Purpose: To develop strategies for providing recovery information to a target audience.

Instructions: Working in your table group, complete the following:

- Develop strategies for providing recovery information to your target audience.
- Record key discussion points on an easel pad.
- Select a spokesperson and be ready to give a brief 2-3 minute report in 15 minutes.



Unit Summary

In this unit you have learned to:

1. Identify strategies for stakeholder engagement.
2. Identify the primary goal of information management during recovery.
3. Explain how an information management strategy can facilitate recovery.
4. Identify whole community issues during recovery.
5. Demonstrate how to create a targeted information strategy for disaster recovery.

