

# MODULE 10

## Communication, Leadership, and Recovery

Crisis Communication, PFA, and Community Resilience

### **Bioterrorism Preparedness for Nevada Nurses**

4.0 Contact Hours | Nevada Board of Nursing Approved

Provider: NV-14175 | NAC 632.340 & NAC 632.355

## Learning Objectives

1	Apply CDC CERC principles for effective crisis communication
2	Demonstrate nurse leadership skills during emergency response
3	Implement Psychological First Aid (PFA) techniques
4	Recognize and prevent burnout in self and colleagues

## CDC CERC Principles

Crisis and Emergency Risk Communication:

Principle	Description
Be First	Communicate early, even with incomplete information
Be Right	Accuracy builds credibility
Be Credible	Honesty and transparency
Express Empathy	Acknowledge fear and suffering
Promote Action	Give meaningful things to do
Show Respect	Treat people with dignity

### Key Insight

Acknowledging uncertainty is important: 'We don't know yet, but we're working to find out' maintains credibility better than speculation or false reassurance.

## Psychological First Aid (PFA)

PFA Core Actions:

1. Contact & Engagement - Non-intrusive, compassionate approach
2. Safety & Comfort - Ensure immediate safety
3. Stabilization - Calm emotionally overwhelmed individuals
4. Information Gathering - Identify immediate needs
5. Practical Assistance - Address immediate needs
6. Connection with Support - Link to social networks
7. Information on Coping - Stress reactions education
8. Linkage with Services - Connect with resources

## Recognizing Burnout

**Warning Signs:** Emotional exhaustion, cynicism, decreased effectiveness, physical symptoms (fatigue, insomnia), withdrawal from colleagues

**Prevention:** Adequate rest, peer support, work-life boundaries, EAP resources

- ✓ CERC: Be first, be right, be credible, express empathy, promote action, show respect
- ✓ Acknowledging uncertainty maintains credibility
- ✓ PFA provides immediate practical and emotional support
- ✓ Recognize burnout signs: exhaustion, cynicism, decreased effectiveness