



# Crisis Communication for PCVE

When a crisis emerges, such as a terrorist incident, there can be a great deal of confusion and misinformation shared in the media and by the public.

**At times, this level of misinformation and disinformation, combined with the fear that people have for their lives, can challenge the very foundations of social cohesion.**

Strategic communication can help governments to provide accurate, timely, sensitive and informative messages, which can address or prevent misinformation, provide leadership and bring communities together.

Crisis communication strategies are critical and must be developed and activated in response to an incident, or when potential concern exists over public safety.

The Global PCVE Programme provides tailored technical support to Member States, civil society, and UN entities to strengthen their existing crisis communication response systems.



## Crisis Communication Toolkit & Training

The Crisis Communication Toolkit and training provide a detailed and step-by-step plan of action, which Member States, Civil Society, and UN entities can harness in the wake of terrorist incidents and resulting crises. The toolkit and training include theoretical crisis communication approaches, evidence-based principles, frameworks, best practices, templates and tools that can be easily adapted and are quick to activate.

The Toolkit outlines the key principles for managing a crisis incident, including what to do in the critical first few hours when information spreads rapidly, and on an ongoing basis.

The toolkit is based on a tested Communications Framework that incorporates three stages.

The training and Toolkit have been successfully piloted with five countries in partnership with the Intergovernmental Authority on Development (IGAD) Centre of Excellence for Preventing and Countering Violent Extremism in 2019-2020, in the Philippines in 2021, and in Iraq in 2022.



### I. Activation



### II. Containment



### III. Recovery

## Practical Crisis Simulation Exercises

The training also involves hands-on practical exercises, facilitated through live crisis communication simulations. Using an online simulation platform, participants will test their learning and use of the Toolkit and have opportunities to engage with others in a real-time crisis scenario. Participants are tasked with actions including social media analysis, developing social media content and drafting press releases.

An introductory crisis communication game has also been developed and can be accessed on the UNCCT Virtual EXPO website [www.un.org/counter-terrorism-expo/#hate](http://www.un.org/counter-terrorism-expo/#hate)

## The Global Programme on Preventing & Countering Violent Extremism (PCVE)

UNCCT's Global Programme on PCVE aims to contribute to strengthened individual, community and national resilience to violent extremism, and to the reduced threat of terrorism.

For more information on the crisis communication training or the Global PCVE Programme:

[www.un.org/uncct](http://www.un.org/uncct)

