



Checklist: Communication for Community Hardiness

Before

- Do a community hardiness assessment.
- Identify unifying symbols, shared history, that can be used to remind people they are part of a community.
- Educate partners, media, and civic leaders about the role of community hardiness in better response and quicker recovery from catastrophes (mental health community leaders should lead this role; however communication professionals will be able to help magnify the actions mental-health leaders may believe are important).
- Identify community influencers and engage them in community hardiness planning activities.
- Consider community meetings to discuss the protective aspects that exist in the community and its vulnerabilities.

During

- Highlight success in the community as it shoulders the burden of the outbreak.
- Provide a forum for community members to discuss problems that may arise during the outbreak (i.e., community meetings may not be feasible but a community blog could be).
- Recommend ways that the community can help safeguard its most vulnerable members (e.g., extra volunteers for the meals-on-wheels program).

After

- Document the community's survival through memorials, collecting items to archive for their historical value, and collecting oral/visual accounts of the event.
- Acknowledge the shared misery.
- Try to recapture traditional community events as soon as possible to help the community return to a sense of the familiar (e.g., go forward with the annual picnic or note the long-standing rivalries between high school football teams).

