



# Unit 4 Stakeholder Engagement and Information Management



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# Unit 4 - 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.



# Unit 4 - Scope

- Establish stakeholder engagement.
- Establish an recovery information management strategy.
- Target your audience.
- Work in collaboration with others.
- Gather and disseminate information.
- Timing of information.
- Managing community expectations.
- Engage the whole community to encourage recovery.



# Community Engagement

## Engaging the Whole Community



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# Community Engagement in Recovery



**What role does information management play in gaining whole community participation and support?**



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# Community Engagement in Recovery

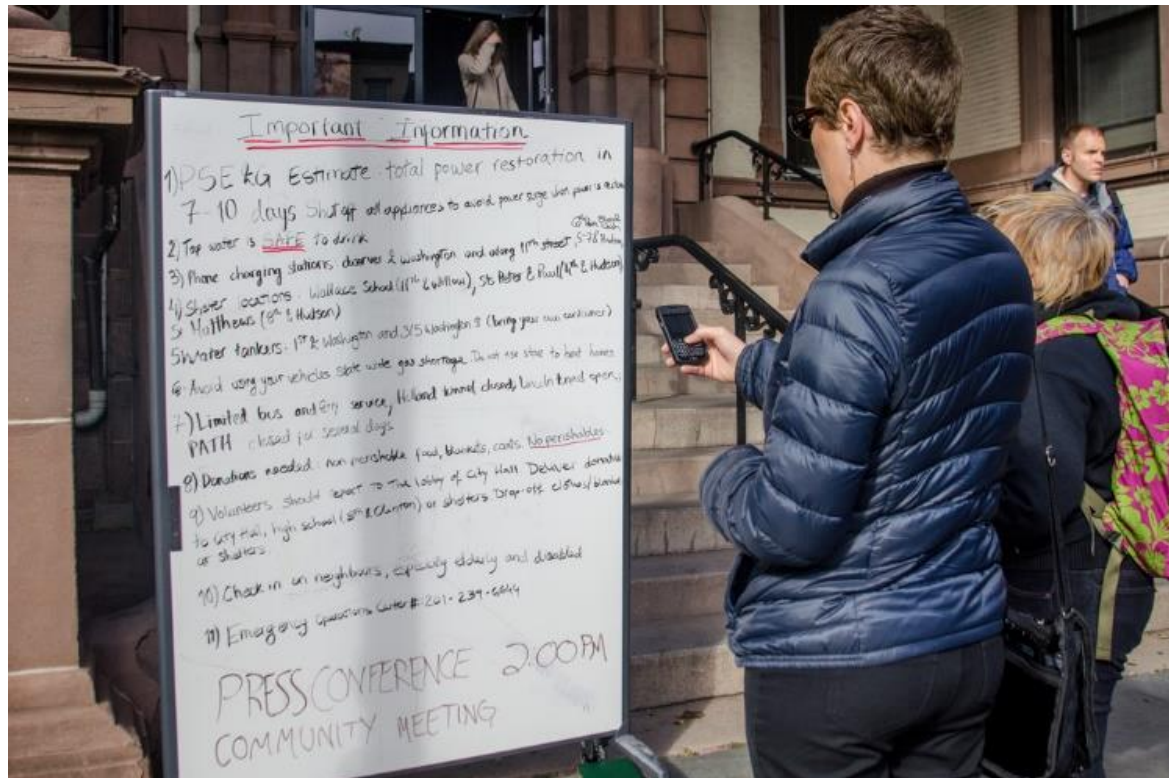
- Help encourage participation in the recovery decisions and process.
- Help identify opportunities to create partnerships.
- Help the community understand the role of government vs stakeholder responsibilities.
- Help engage special interest groups.
- Help create “ownership” in the process.



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# 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.



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# Unit Summary

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In this unit you have learned:

- Identifying strategies for public engagement
- The primary goal of information management
- How a proactive information management strategy can facilitate recovery
- Whole community issues during recovery
- How to create a targeted information strategy for disaster recovery



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