

Ukrainian lasagne and a trip to the Big Tesco

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**Crisis – the new normal for
public service communications?**

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@huddersfieldukrainianclub







 **PRZEMYSŁ**

ЦЕНТР ГУМАНІТАРНОЇ ДОПОМОГИ
HUMANITARIAN AID CENTRE

 **PRZEMYSŁ**

CENTRUM POMOCY HUMANITARNEJ
ЦЕНТР ГУМАНІТАРНОЇ ПОМОЩИ

-50%

Безкоштовно
Вітасмо
Забезпечено





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Misinformation and disinformation

- Slow down!
- Check your facts
- Assess and use reputable sources





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Empathetic communication

- The importance of language and tone
- Clear and transparent
- Different audiences, different needs
- Are you using the right channels?





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How you can continue to support

- Understand the issues affecting Ukrainians in the UK
- Understand what hosts are experiencing
- Engage with your local community
- Consider access
- Communicate with compassion

