



## Guidelines for Communicating during COVID-19

While we are all dealing with the reality of COVID-19 and many uncertainties, we should work to put our members at ease, continue to provide a sense of community, and provide avenues to continue this critical work as capacity/resources permit. Below are some useful guidelines to help you.

### **General Communications Guidelines:**

- Check in with your teams to be sure they are coping.
- Communicate more often even though you may not have a lot of updates.
- Create a channel for two-way communication so people can provide feedback or express any concerns.
- Be careful to ensure that during this challenging time communications don't come across as opportunistic, exploitative, or tone-deaf. To do this, focus on the short term challenge or project and keep your message on point.
- Recognize not everyone is in the same place in terms of focus or capacity and make sure you acknowledge that in your communications.

### **Guidelines for Communicating about COVID-19**

For including information or connecting people to resources during the pandemic encourage:

- Individuals to [stay up to date with CDC](#) and other local public health guidelines so that they are receiving the most accurate, up-to-date information.
- Encourage those who are experiencing stress or anxiety to check out our [resource page](#), reach out to family or friends via technology, and engage with our networks online.
- Take an opportunity to point members to needed resources through social media accounts.

### **Messaging about Action under a New Reality:**

As you know, Mothers out Front has ceased public gatherings and in-person meetings in order to comply with social distancing guidelines. We have shifted to virtual platforms in order to encourage health and safety and 'flatten the curve' of the pandemic. In communicating about work/campaigns keep in mind to:

- Acknowledge that everyone may be in a different place and experiencing different levels of capacity, but offer an opportunity to continue the important work/campaign.
- Make members feel at ease with opting 'out' at the moment if they are not ready to engage.
- Provide ways in which people can take action from their homes by utilizing Mothers Out Front digital resources, trainings, and gathering/meeting platforms (Zoom, Google, or other) to facilitate work.
- Ensure we are restating the importance of social distancing guidelines and not hosting any in-person meetings or events.
- Encourage additional virtual meetings and begin these gatherings by first acknowledging the challenging space many are in and allowing an opportunity for expression.
- Encourage learning and skills development as we shift to online/virtual organizing for those teams that want to engage in organizing work. This will help members develop their knowledge of how to utilize the platforms to drive their campaigns, and empower them in new ways to do the work.

### **Keeping Climate Action in Perspective:**

- The need for urgent action on climate change remains.
- The COVID-19 pandemic is yet another example of how interconnected we all are-no one is geographically immune to this virus or to the effects of climate change.
- As we work towards ensuring the safety of our families today, we continue to work to ensure a healthy future through our organizing and advocacy work.
- While much of our national/local attention is on the immediate issue of the pandemic, we can continue to use our voice to advocate for the health and well-being of our children through policies that will result in a liveable climate.

### **Additional Talking Points:**

- These are challenging times. Together, we will get through them.
- During the COVID-19 pandemic we will be gathering virtually for our meetings, house parties, and events.
- Some of us want to work on campaigns and others need more time to tend to their families at this time. We have resources for you wherever you fall on this continuum.
- Join us for trainings, on-line meetings and webinars, or just to hangout.
- In the short term we need to focus on the crisis at hand and make sure that our teams have what they need given the pandemic.
- The climate crisis remains urgent. We are working together to address it while still practicing social distancing and self isolation.

- More than ever we need to focus on the 2020 election and building civic engagement as a way to continue building our power.
- Work is being done to ensure the safety and access of the election in November. Mothers Out Front members and staff will be sharing information and events/actions as they arise.
- This pandemic is a stark reminder of the work we have ahead to ensure a livable climate for all children.
- We have been called to task. We are pivoting our work and remain strong in the face of this crisis.
- Together we will win.