

Caribbean Heritage Emergency Network (CHEN)

COMMUNICATIONS STRATEGY

For THE CONSIDERATION OF CARBICA EXECUTIVE COMMITTEE

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PURPOSE:

Communication is central to the operation and effectiveness of The Caribbean Heritage Emergency Network, hereafter referred to as CHEN and its central mission objectives to work for the protection of the cultural heritage of the Caribbean region, in addition to providing training in Preparedness, Response, Recovery and Mitigation in the Caribbean region.

The Communications needs of the CHEN are as follows:

1. Regular (non-emergency) Communications:

- to maintain networking relationships,
- identify capacity weaknesses within the region
- develop training opportunities to strengthen capacity
- to prepare for any possible heritage emergency anywhere in the region
- to build awareness on heritage emergency management risks, protocols, and best practices

2. Pre-Emergency Communications:

- Ensure heritage leadership in potential-disaster-site are prepared, as best as possible
- Reassure heritage leadership of CARBICA & CARBICA CHEN support if needed
- To mobilize network for response, and resources needed, including other responding agencies and government resources

3. (During) Emergency Communications

- As far as possible, maintain contact with heritage leadership in disaster-site
- Connect with other CHEN network partners and other responding agencies

4. Post Emergency Communications:

- Ensure proper procedures in place to enter the disaster-site to assist with recovery of heritage damage or loss
- Assist with recovery or re-establishing of heritage organisations, etc

These four modes require different levels of attention and urgency, and perhaps even media/tools for communicating.

CARBICA CHEN COMMUNICATIONS PLAN

A well thought out Communications Plan is to be devised which will seek to address the following key matters:

1. WHO needs to be contacted:

- local contact
- Experts needed for response
- Cultural/Heritage Centres

2. HOW to contact

1. Information sheet
2. Multiply means
3. WHO approves official Statements
 - Designated Spokesperson
4. **Communication Channels**
 - Press conference with press statement
 - Interview with the media
 - Telephone
 - Emergency hotline
 - Phone chain
 - Live interview
 - Email
 - In-facility briefing
 - Social media (whatsapp/Facebook/Twitter/YouTube)
 - Web site
5. **MEDIA PLAN -**
 - Pre-drafted Emergency Statements
 - Listing of media Houses – radio, television, newspapers, websites, (Contacts & Contact information) per affected territory
 - Pre-Prepared Media kits - a brief history of the organization; general information, possible plan of actions

Plan of Action

1. **Build Awareness and support for CARBICA CHEN**
 1. Using social media, already established for CARBICA, to promote the network and build interest and participation.
2. **Develop a Communication Plan**
 2. This will include:
 - The production and spreading of dissemination materials
 - The participation of partners in a multitude of dissemination activities (conferences, workshops, seminars, lectures, handouts et c.)
 - Connecting to potential partner institutes like the Red Cross, CDEMA, AwB, Blue Shield, ICROM, UNESCO etc.
 - Dissemination towards partner Cultural Heritage Institutes in the region
 - Participation through the various channels, discussion lists and taskforces and continuous visibility on the social media channels
 - The planning and realisation of the CHEN in CARBICA
 - Coordination/realisation of the Communication Plan
3. **Network:**

- participating in a (growing) international network of partners in the aggregation chain of protecting cultural heritage
- being part of (growing) heterogeneous ‘social’ network of international, professional Cultural Heritage Institutes

4. **Sharing:**

- tools & services
- goods: boxes, blotting paper, personal protecting devises
- experience and knowledge
- this common goal enables all partners to join each other on activities across borders,
- “benchmark” CHEN it’s workflows, ways of describing and ways of presenting their activities

5. **Gaining participants:**

- Participating/have representation in CARBICA and ICA events, where possible
- Reaching more participants to reach different and new partners/institutes, around the Region and worldwide.

The CARBICA CHEN Communications Subcommittee will endeavour to support the CARBICA and CARBICA CHEN in developing these communication plans, modes and practices by applying best practices from similar networks and programmes in order to ensure the sustainability of the CHEN.