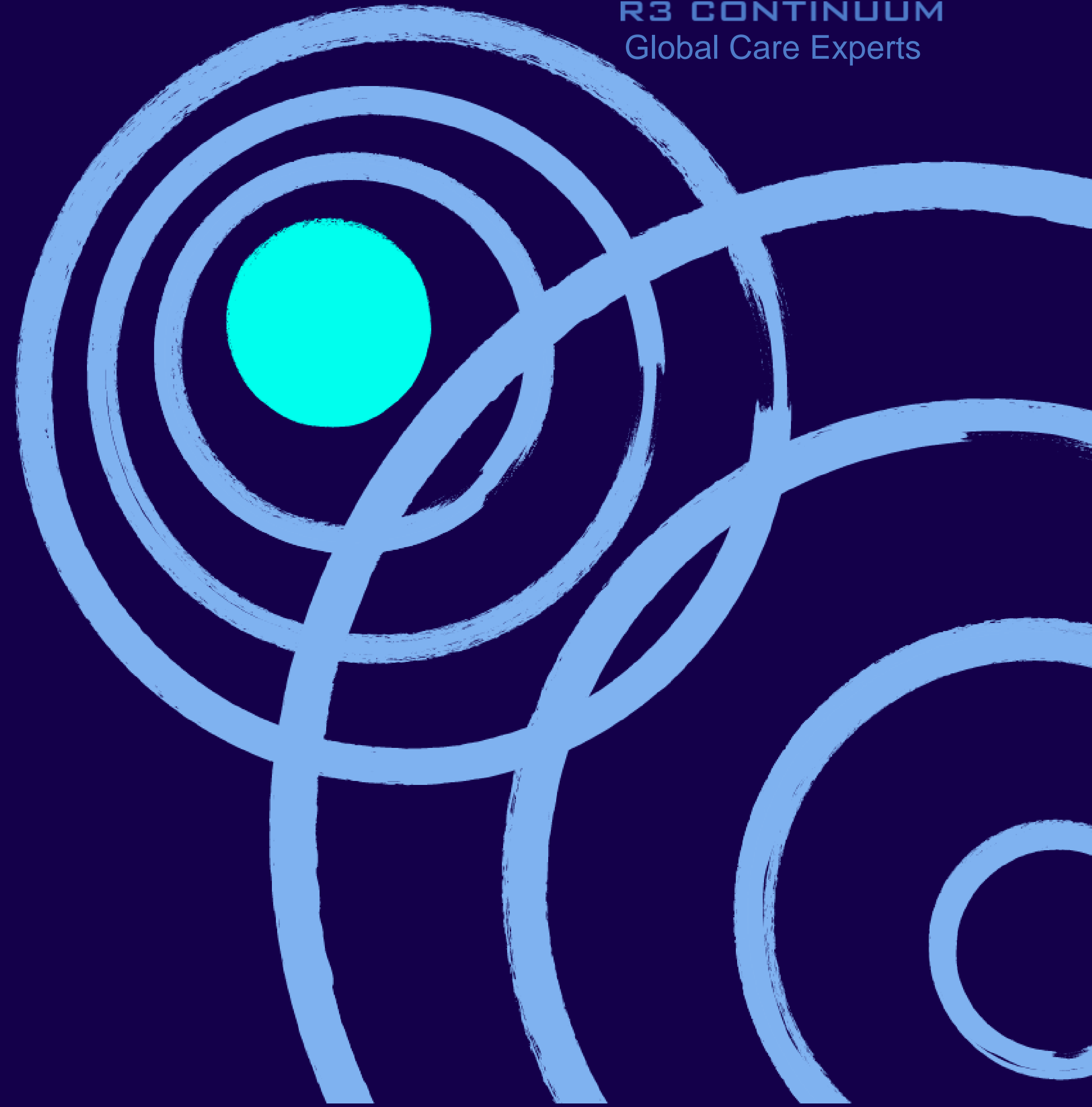
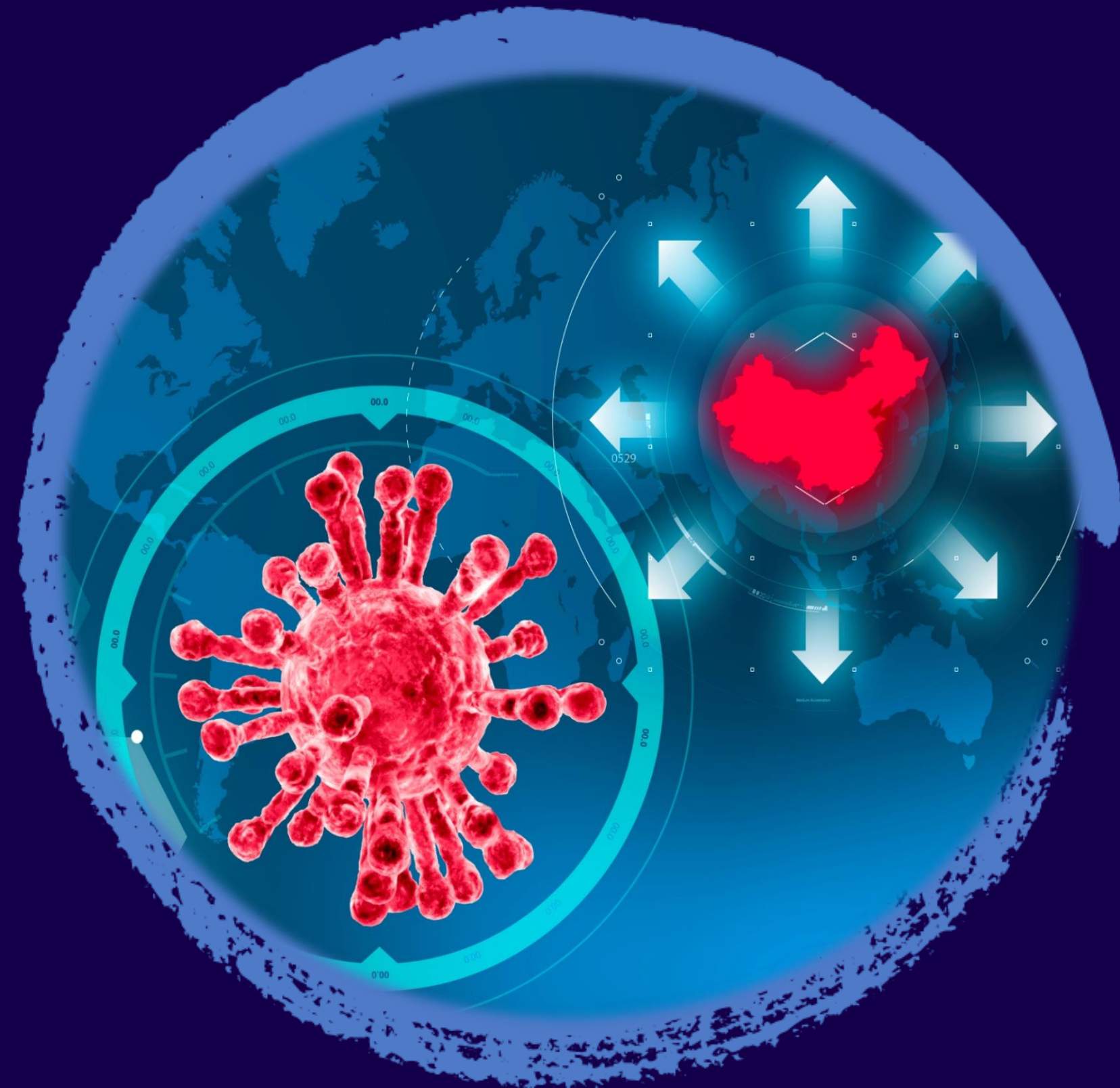


HR.com Webinar

Facts Over Fear: Managing in Light of the Coronavirus



The Power of Fear



“Weaponized Biologic”
“Population Control”
“Thermonuclear Bad”

Asia / Southeast Asia

Coronavirus won’t turn you into a zombie, Malaysia says

- As medical authorities sought to contain the virus, some social media users in the country made a connection between the disease and the walking dead
- Police have arrested six people for spreading misinformation about the virus, the Malaysian Communications and Multimedia Commission said.

Source: <https://www.scmp.com/news/asia/southeast-asia/article/3048599/coronavirus-wont-turn-you-zombie-malaysia-says>

- Social Distancing is a valid strategy from a public health perspective, it has some unexpected consequences
- The elimination of the **“work family”** as a source of communal strength, encouragement and resilience...at a time when it is needed most



The Human Element

- Most preparedness plans focus on medical or logistical issues; few address the emotional impact
- Your plans are only as good as the people enacting them!
- Accepting ambiguity is challenging - no one can predict the *exact* sequence of events
- Understanding human reactions to fearful situations can help guide our planning
- Knowledge is power

Seek First to Understand

Leadership during times of stress and crisis begins with understanding how stress impacts people.



Physiological/Neurological Response



Fight!



Flight!



Freeze!

Four Tasks To Promote Positive Emotional Response in a Health Crisis

- **Task One:** Maximize employee trust and effectively communicate risk and health information
- **Task Two:** Maximize adaptive behavior change
- **Task Three:** Reduce negative social and emotional impact and improve healthy coping
- **Task Four:** Support key personnel in critical functions

Source: *Pandemic Influenza Preparedness*; Journal of Homeland Security and Emergency Management, 2006.

Emotional Coping Strategies

- Try to follow as many typical routine activities as possible, as this can help give you a sense of control and predictability in life
- Talk with friends, family, coworkers, faith mentor, or anyone else you trust, about your feelings and concerns...
- ...but decide on common-sense adaptations, as you may choose not to meet in a public gathering
- Eat a healthy, balanced diet and drink lots of water – stress is *physically draining*
- Try to engage in some form of exercise every day, even if it is just going for a walk (again common-sense adaptations apply)
- Give voice to thoughts around identity as employee, purpose of life, and mortality

Breathe. Extend some grace to yourself for not adapting or taking full advantage of your new situation, and maybe extend that grace to others.

Coping Strategies Continued...

- Try to get 7-9 hours of sleep a night – stress is *wearying*
- Help and encourage others - positive, meaningful actions on behalf of others can bring perspective and buoyancy
- Limit your intake of media related to the virus – overexposure only increases stress
- Do some simple and achievable things you enjoy. Part of taking care of yourself is making time to let go and intentionally have fun
- Avoid alcohol and drugs, as these disrupt restful sleep and can wear down your immune system
- Reduce your caffeine and nicotine intake, as these are stimulants and can make anxiety worse, as well as interfere with sleep
- Relax. Try using deep breathing, meditation, prayer, or other relaxation techniques that work for you
- Think about other times when you have coped with difficult situations. What positive coping strategies worked for you then? Can you practice those now?

Promoting Wellbeing in a Time of Crisis

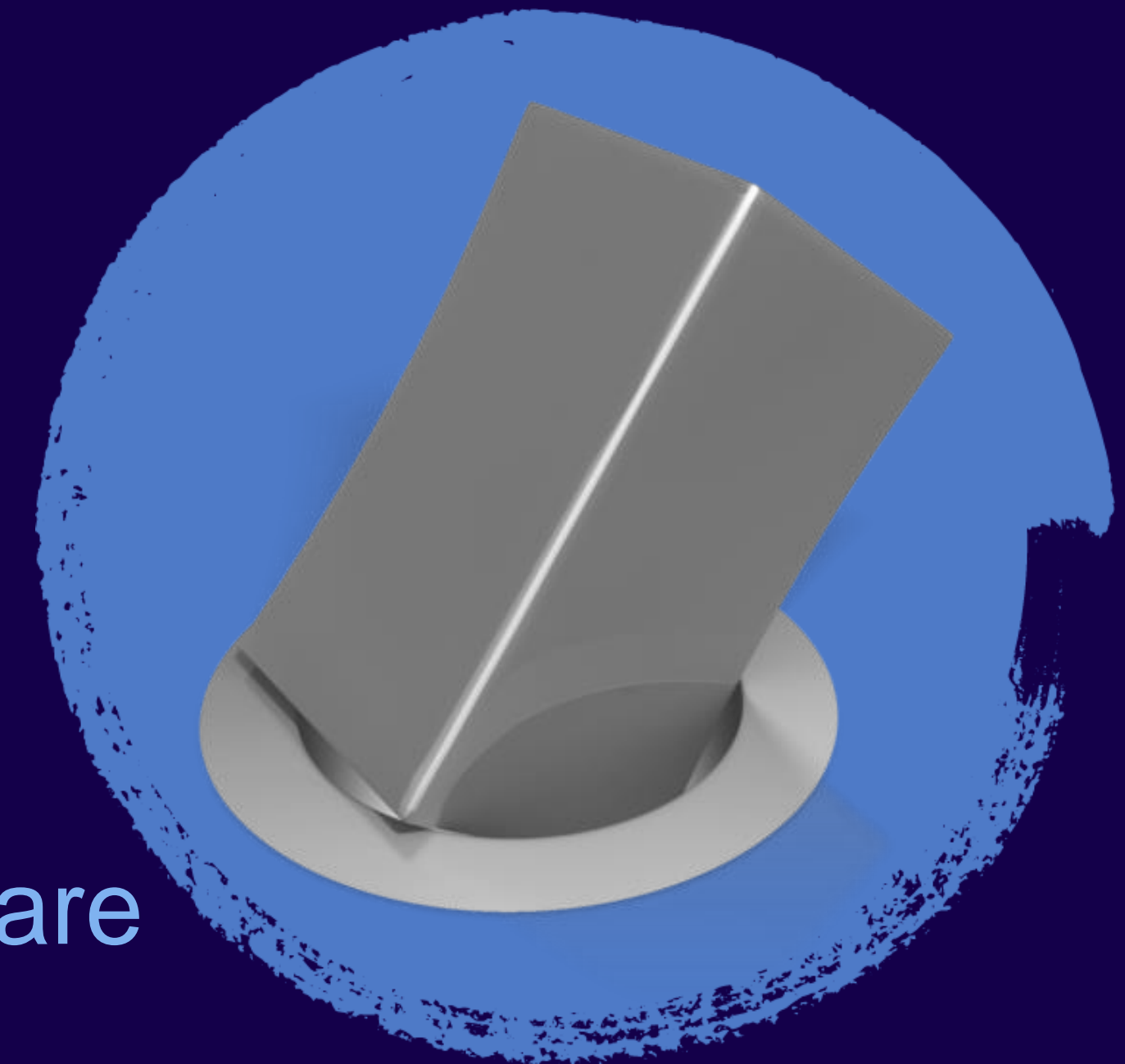
- Increases engagement and health awareness
- Builds trust and credibility with helping resource—ahead of crises
- Can identify & quantify health risks—by geo, business unit, etc.
- Informs/empowers employees to take action
- Supports healthy behaviors



Differences Outside the US

- Behavioral health providers are extremely sparse even in Canada, UK, France, and other developed countries, inpatient orientation, primary care prescriptions, and waiting lists predominate
- Training and licensure is not standard
- Social norms around alcohol use vary
- Stigma and unfamiliarity are common
- Familial and cultural prohibitions discourage help-seeking
- No insurance coverage or national health for behavioral care

However, crisis response is valued and typical US approach is almost universally applicable—often a bridge to more comprehensive care



Tapping into
our better
angels....

Fear doesn't
get the final
word!



Image Sources:

Image 1: <https://www.indiatoday.in/world/story/coronavirus-italy-italians-sing-on-balconies-1655461-2020-03-14>

Image 2: <https://a.msn.com/r/2/BB11hbpI?m=en-us&referrerID=InAppShare>

Image 3: <https://a.msn.com/r/2/BB11gCug?m=en-us&referrerID=InAppShare>

Final Thoughts

“Courage is not the absence of fear but the acquired ability to move beyond fear.”

Mathew Kelly



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