

Everyone stepped up: Key lessons for professional communicators in the wake of the Humboldt Broncos tragedy

By: Camille Manosca



Who is the SHA?

- ▶ Created Dec. 4, 2018. Just 4 months prior to tragedy
- ▶ More than 44,000 employees
- ▶ One of the largest health systems in Canada
- ▶ 3.8 billion annual budget/ 7 billion in capital
- ▶ Was still young, creating channels and within change management at the time



The first 100 hours and beyond of Humboldt Broncos crash and the SHA

- ▶ Happened on Friday, April 6, 2018. 18 killed and 13 critically injured.
- ▶ 5pm-6pm code orange in the health system (high volume of incoming casualties)
- ▶ People started to hear about it on social media
- ▶ Tough to verify anything with the floodgates of information
- ▶ First 72 hours constant media calling, couldn't confirm anything at the time
- ▶ SHA released statement that night and social media post to “let them know we cared”
- ▶ SHA extended hospital hours and created a dedicated gathering spot for friends, family and public.
- ▶ In the midst of this, family and friends share info on social media



The aftermath for Saskatchewan Health Authority

- ▶ Set up and standardize media update process
- ▶ Created and maintained a central hub of information on their website
- ▶ Continued media interest and celebrity tours
- ▶ This included: Stanley Cup, Connor McDavid, NBC for the NHL awards, TSN, Sports Illustrated and more.



8 Key Lessons for Communicators



- ▶ **Lesson #1: Put patients and families first**
 - Right thing to do and simplified decision making
- ▶ **Lesson #2: Front-line leaders are critical**
 - Trustworthiness of person delivering message on condition of patients



8 Key Lessons for Communicators



- ▶ **Lesson #3: Communications is a front-line activity**
 - promoted availability of post-incident stress supports
 - served as public voice of patients & families
 - supported families, staff & public to find mental health resources
- ▶ **Lesson #4: Media is not your client**
 - serve patients not media
 - details were wanted but privacy of patients were a priority



8 Key Lessons for Communicators



- ▶ **Lesson #5: Leverage your channels to get your message out directly**
 - Social media and emails were effective
- ▶ **Lesson #6: Leverage digital channel to build community**
 - community helps build resilience.



8 Key Lessons for Communicators



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- ▶ **Lesson #7: Learn and adapt in real time**
-even in a crisis, there is time to listen to feedback and incorporate
- ▶ **Lesson #8: TEAM is everything**
-teammates support each other





Tyler BIEBER (Radio Announcer), Glen DOERKSEN (Bus Driver), Adam HEROLD (AP), Brody HINZ (Statistician)

BACK ROW (L to R)

Jacob LEICHT, Reagan PONCELET, Brayden CAMRUD, Blake BERSCHIMINSKY, Graysen CAMERON, Layne MATECHUK, Conner LUKAN, Derek PATTERN, Nick SHUMLANSKI

MIDDLE ROW (L to R)

Dayna BRONS (Athletic Therapist), Morgan GOBEL, Bryce FISKE, Matthieu GOMERCIC, Xavier LABELLE, Logan HUNTER, Jaxon JOSEPH, Tyler SMITH, Evan THOMAS, Ryan STRASCHNITZKI

FRONT ROW (L to R)

Parker TOBIN, Logan BOULET, Chris BEAUDRY (Assistant Coach), Logan SCHATZ, Darcy HAUGAN (Head Coach/GM), Kaleb DAHLGREN, Mark CROSS (Assistant Coach), Stephen WACK, Jacob WASSERMANN



April 6, 2018 is a day the Humboldt Broncos organization, along with the hockey world, will never forget. Today and every day, we remember and pay tribute to all 29. Always in our thoughts and prayers.



Thank you!

