

## Appendix G: Sample Press Releases

### CRT Sample Pre-Arrival Press Release

For Immediate Release

Contact: *(Name)*

*(555) 555-5555*

Date:

Members of the National Crisis Response Team, organized by the National Organization for Victim Assistance (NOVA), in Washington, D.C. have arrived in *(name of community)* at the invitation of *(inviting agency/organization)* to help mobilize caregiving resources in the aftermath of the *(disaster/catastrophe)* which took place on *(date)*.

“Our Crisis Response Team has three main objectives,” said Team Leader *(name)*. “First, we want to help the community’s leadership plan ways to deal with the emotional aftershocks of the *disaster/catastrophe* . Second, we hope to bring together the community’s caregivers, from mental health service providers to clergy members, for specialized training. Then, together with the community helpers, we want to start providing educational or ‘debriefing’ sessions for everyone affected by the tragedy.” Those private sessions will be free of charge, and are designed to give participants an opportunity to describe their reactions to the tragedy, and how they have been coping with those reactions, and to learn more about effective coping methods to be of help to themselves and their loved ones.

*(Team Leader name)* went on to indicate that after people have gone through such a traumatic event, they may experience any number or combination of reactions. Initially, they may be in shock and may not be able to believe that such a catastrophe has occurred. Later, they may be flooded by intense emotions that may be difficult to cope with. Ultimately, after such intense experiences, people become exhausted, physically and emotionally. In many cases, people may experience such reactions — with symptoms such as sleep and eating disorders, irritability, jumpiness, fear, etc. — for a long time afterward. It is not easy to “get on with life” after such a stressful experience.

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## Press Release Upon Arrival

For Immediate Release

Contact: *(Name)*

*(555) 555-5555*

Date:

While in town NOVA's Crisis Response Team will:

Assist the local community leaders to plan their immediate and longer-term activities in the aftermath of the *(disaster/catastrophe)*.

Train local caregivers such as *(list types of caregivers, i.e., victim advocates, mental health professionals, school psychologists, and the like)* in immediate crisis response and long-term stress reactions to trauma.

Help local caregivers by conducting debriefings for people who have strongly been effected by the *(disaster/catastrophe)* as well as providing opportunities for the community-at-large to attend a private community meeting to discuss their experiences in the aftermath of *(disaster/catastrophe)* as well as how they are coping.

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## Press Release Upon Departure

For Immediate Release

Contact: *(Name)*

*(555) 555-5555*

Date:

During their stay, NOVA's Crisis Response Team was able to accomplish:

“*(Name of Community)*, as a community, can be proud of its response to this disaster,” reiterated Team Leader *(Name)*. “From what we have observed, *(name of community)* was very well organized and responsive to the immediate needs of victims and others affected by the disaster.”

Debriefing sessions will continue in locations throughout the community over the next weeks and months. For more information about times and locations, please call the *(name of lead agency)* at *(phone number)*. In addition, a 24-hour Crisis Hotline has been set up in the event persons affected by the tragedy would like to talk with a counselor by phone. That number is *phone number*).

Persons interested in more information about NOVA may call 202-232-6682.

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