

# CULTURE CHANGE IN TRYING TIMES

*considerations for rebuilding  
community*

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"The main part of preparedness to face these events is that we need to realize, as human beings, that we're all in this together, that what affects one person anywhere affects everyone everywhere."



# potential problems

feeling physically or  
emotionally unsafe

## emotional trauma

extraordinarily stressful events challenge our  
sense of security and normalcy

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## community grief

one way or another, we are all confronting loss

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## FOMO becomes FOGO

fear of going out lingers

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"While we are grateful everyday for these - our freedoms to assemble, to speak our minds, to ignore good advice, and to second-guess authority - they nevertheless have consequences."



# potential problems

distrust brewing

## unclear messaging

people will interpret messaging, leading to misinformation

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## cohesion tested

fractured messaging leads to further communication breakdown

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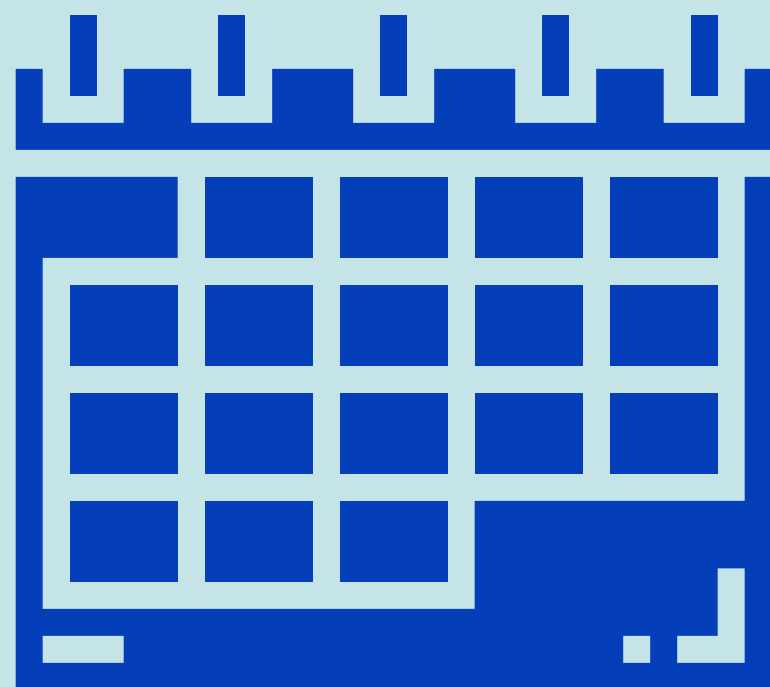
## strong personal beliefs

*(\*which can be factually incorrect & detrimental\*)*  
are reinforced when sources of information do not illustrate a united front

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"What can we say *today* so that people will be ready to hear what we need to say *tomorrow*?"





A lot of our lives are habitual, and habits are highly effective in helping us work, look after our families and pursue our goals. What a shock to the system is to change those habits. People work and travel in a different way, their daily routines and the very rhythm of their lives change, including when they eat and how they communicate with their families. And when you are forced to do things differently, new habits begin to form. This doesn't have to take long - it could be as short as a few weeks or a month.

# potential solutions

recovery and resilience

## new normal

not a return to the before, but instead a healthy new way after

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## new behaviours

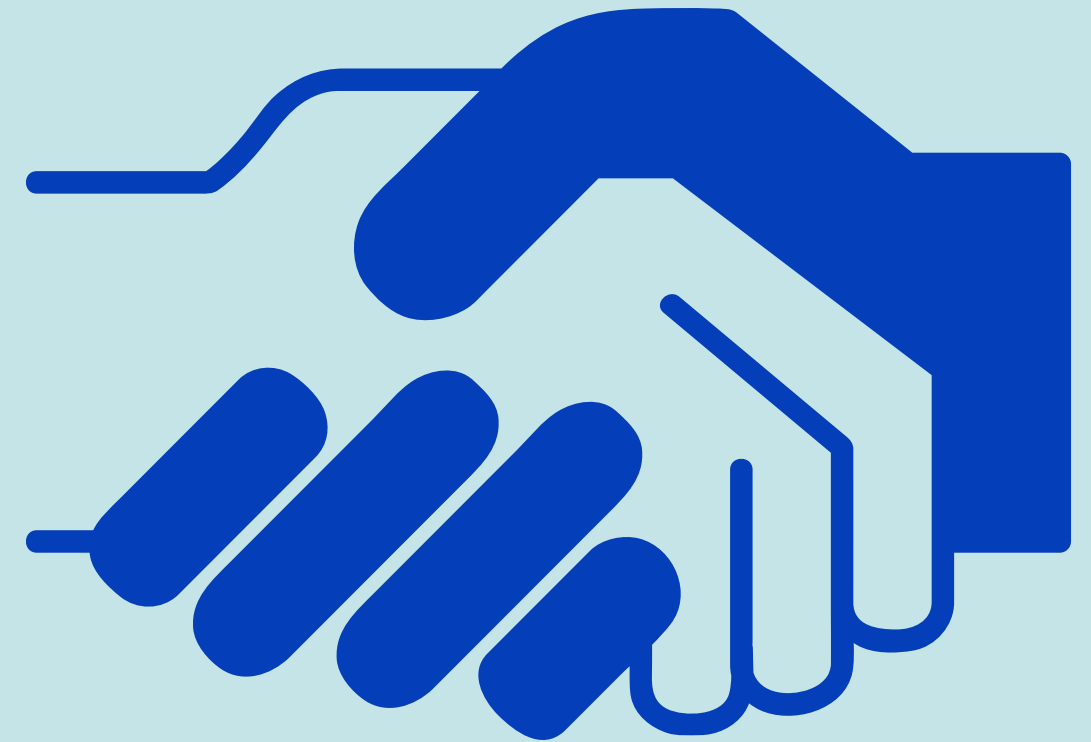
PPE becomes PPB (personal protective behaviours)

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## new "trust markers"

development of alternate symbolic markers of politeness and affection





"Customs evolve. The replacements might seem awkward at first, because the handshake seems so natural, so automatic, so ingrained. **But people will find a new way. We always do.**"

thank you

&

questions

