

CRISIS COMMUNICATION DOCTRINE

From Shock to Structure

A framework for disciplined communication in times of crisis

*Southern Cameroons Legal Clarity Framework
Civic Education & Institutional Development*

SECTION 1

Foundational Question

Every crisis reveals the system behind it. When we see confusion, graphic images, and scattered voice notes, it is not because people are careless. It is because there is no trusted structure managing information. So people improvise.

They turn WhatsApp into:

- Newsroom
- Emergency response
- Identification system

This is not order. This is survival.

SECTION 2

The Problem We Must Correct

In moments of crisis, three harmful patterns appear:

1. Shock First Communication	Graphic images are shared immediately to create attention.
2. Unverified Information Flow	Voice notes and texts spread without structure or confirmation.

3. Emotional Coordination

People react, but no one is responsible.

These patterns create:

- Fear
- Confusion
- Misinformation
- Loss of dignity

SECTION 3

Why This Behavior Exists

This is not a moral failure. It is a system failure. Where institutions are weak, people become their own reporters — proof replaces process, and speed replaces accuracy. So the culture adapts:

"If you don't show it, people won't believe it."

SECTION 4

The Principle of a Functional Society

A disciplined society communicates differently. In a functional system:

- Information is verified before it is shared
- Identity is handled through records, not exposure
- The dead are treated with dignity, not display
- Communication follows clear responsibility, not chaos

SECTION 5

Core Rules of Crisis Communication

Rule 1: No Graphic Images

Do not share images of injured or deceased persons.

Reason: Human dignity is not optional. A society that loses this loses itself.

Rule 2: Verify Before You Share

If you are not directly responsible for the situation, do not spread information.

Reason: Speed without accuracy destroys trust.

Rule 3: Share Only Useful Information

Every message must answer: What action should the receiver take? If there is no clear action, do not send it.

Reason: Actionless information creates noise, not response.

Rule 4: Protect Identity

Do not expose faces publicly. Identification must be done through controlled and responsible channels.

Reason: Dignity in crisis is the foundation of trust.

Rule 5: Reduce Noise, Increase Clarity

One clear message is better than ten emotional messages.

Reason: Clarity saves lives. Noise costs them.

SECTION 6

Standard Crisis Message Format

When communication is necessary, it must follow structure:

Step	Element	Description
1	What happened	Brief and factual
2	Where	Clear location
3	Current status	Alive, injured, unknown, transferred
4	Required action	Who should respond and how
5	Contact point	One responsible person

SECTION 7

Cultural Shift We Must Build

We must move from reactive patterns to disciplined institutional behavior:

From	To
Emotion	Discipline

Exposure	Protection
Noise	Structure

This is how institutions begin. Not with buildings. But with behavior.

SECTION 8

Leadership Responsibility

Every person who understands this doctrine has a duty:

- Correct harmful sharing without insulting people
- Model disciplined communication
- Teach others through example

Change does not begin with government. It begins with standards.

SECTION 9

Final Reflection

A society is revealed in how it handles crisis. If we normalize chaos, we will live in chaos. If we practice discipline, we will build order.

The future is not declared. It is practiced.

***We pray like everything depends on God.
But we work like everything depends on us.***

God bless you. And God bless Southern Cameroons.

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For Civic Education and Institutional Development