

Disseminate the Protocols

Staff and faculty have many competing demands, so it's essential to do more than simply send them the protocol(s). Consider which communications channels will be most effective with each of your audiences. Here are some suggestions for sharing protocol(s) in an effective and meaningful way:

- Give a short presentation during regular staff/faculty meetings or new staff/faculty orientations. Be sure to highlight what is important for each group to know. You may even want to model what is in the protocols so they can see how to respond to a student in distress.
- Ask a leader or an administrator to promote the protocols. If the college president, for instance, publicly endorses the protocols and tells staff to read them, then they will be more inclined to do so. The administrator can promote the protocols either in person or in a video.
- Offer mock demonstrations or table-top exercises. These give staff/faculty the opportunity to walk through how your protocols would be used in a given scenario, and can help them better understand your protocols while also highlighting areas where questions may arise

Brainstorm possible ways to disseminate your crisis protocols. Once you have a list of ideas, determine if they are feasible on your campus. For those that are feasible, write down your next steps.

Protocol Dissemination Strategy	Feasibility	Next Steps
	<input type="checkbox"/> Yes <input type="checkbox"/> Possibly <input type="checkbox"/> No	
	<input type="checkbox"/> Yes <input type="checkbox"/> Possibly <input type="checkbox"/> No	
	<input type="checkbox"/> Yes <input type="checkbox"/> Possibly <input type="checkbox"/> No	
	<input type="checkbox"/> Yes <input type="checkbox"/> Possibly <input type="checkbox"/> No	