

The Covid-19 Experience

Tentative reflections on crisis management
and crisis communications

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The covid-19 challenge

Uncertain

Invisible

Deadly

For how long?

Global

All of society

Roumors, misinformation, disinformation

Biology

Multiple consequences

The covid-19 challenge

Uncertain

Invisible

For how long?

Deadly

Global

All of society

People's behaviour crucial

Roumors, misinformation, disinformation

Biology

Multiple consequences

The Swedish organisational context

- The Government takes all decisions collectively in Cabinet
- Semi-independent governmental authorities
- 21 independent regions (responsible for e.g. health care)
- 290 independent municipalities

Consequences for crisis management

- The Government takes all decisions collectively in Cabinet
- Semi-independent governmental authorities
- 21 independent regions (responsible for e.g. health care)
- 290 independent municipalities

→ Decentralised crisis management system

→ Generally more "bottom-up" than "top-down"

→ Coordination through cooperation

Key actors during the Covid-19 pandemic

- The Government
- The Public Health Agency
- The 21 Regions (health care and infectious disease control)
- The 290 Municipalities (care for elderly etc.)

- The National Board of Health and Welfare
- The Swedish Civil Contingencies Agency (MSB)
- Other agencies and branches

The Government's strategy

1. Limit the spread of infection in the country
2. Ensure that health and medical care resources are available
3. Limit the impact on critical services
4. Alleviate the impact on people and businesses
5. Ease concern
6. Implement the right measures at the right time

Focus areas agreed upon after a collective learning process (June 2020)

- Use the structures of the Swedish crisis management system and strengthen the crisis management cooperation
- Improve cooperation with private business
- Longterm planning and endurance
- Coordinated communication with the general public

Balancing crisis communication

Ease concern – Increase awareness

Power – Endurance

Central and general – Local and specific

Political and emotional – Objective and factual

Uncertainties ahead

- Winter?
- Vaccination?
- Critical services?
- Immunity?
- Endurance?
- Fatigue?
- Economy?
- Geopolitical consequences?

Questions?

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