

## France

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### Crisis Communication

The Association of Regional and University Hospital Directors in France (CHRU) has launched a new guide to hospital crisis communication. The guide is aimed at healthcare professionals (management, doctors, technicians and even students). It has been developed by the French Hospital Federation and MACSF and is distributed free of charge.

The guide contains practical information and guidelines for internal communication, public relations and relations with the press. It has been developed due to the increased attention from the press hospitals are receiving. Hospitals must be prepared for this new media attention, remain transparent and ensure that they do not lose the public's trust. The guide provides information on how to do this.

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