



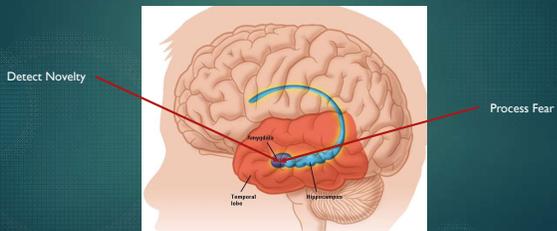
Fear often presents as anger and hostility



Different threats push different buttons



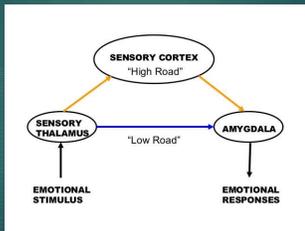
Novel threats raise anxiety levels higher than do familiar threats.



Ebola

- ▶ Fatal
- ▶ Invisible
- ▶ Hard to protect against
- ▶ Exposure is involuntary
- ▶ Questions about whether the authorities are in control

People tend to underreact to familiar threats



Factors influencing personal action

- ▶ Perception of personal risk
 - ▶ Social pressure
 - ▶ Past behavior



Helping to reduce fear

An illustration of two white 3D figures on a dark green background. One figure is sitting inside a blue circular hole, while the other stands on the surface, reaching out to help the person inside. A small red square is in the top right corner of the slide.

Emotional Intelligence

Ability to identify, understand, use, and manage our emotional state and that of others

An illustration of a white 3D figure standing on a wooden seesaw. On the left side of the seesaw is a blue brain, and on the right side is a blue heart. The figure is balancing between the two. A small red square is in the top right corner of the slide.

Emotional intelligence allows us to:

- ▶ Relieve stress
- ▶ Communicate effectively
- ▶ Empathize with others
- ▶ Overcome challenges
- ▶ Defuse conflict

An illustration of a white 3D figure standing on a wooden seesaw. On the left side of the seesaw is a blue brain, and on the right side is a blue heart. The figure is balancing between the two. A small red square is in the top right corner of the slide.



Keys to Responding With Empathy

- ▶ Focus on the person
- ▶ Non-Anxious Presence (NAP)
- ▶ OARS
 - ▶ Open-ended questions
 - ▶ Affirmations
 - ▶ Reflection
 - ▶ Summarize

Messaging to reduce fear/frame risk

- ▶ Identify the few things that people need to know
- ▶ Explain in clear, trustworthy terms
- ▶ Focus on what a person can do to protect himself/herself – concrete, detailed actions
- ▶ Be honest about the underlying uncertainties

Questions?

More Information?

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