

Message Development Worksheet for Emergency Communication

First, consider the following:

Audience:	Purpose of Message:	Method of delivery:
<input type="checkbox"/> Relationship to event <input type="checkbox"/> Demographics (age, language, education, culture) <input type="checkbox"/> Level of outrage (based on risk principles)	<input type="checkbox"/> Give facts/update <input type="checkbox"/> Rally to action <input type="checkbox"/> Clarify event status <input type="checkbox"/> Address rumors <input type="checkbox"/> Satisfy media requests	<input type="checkbox"/> Print media release <input type="checkbox"/> Web release <input type="checkbox"/> Through spokesperson (TV or in-person appearance) <input type="checkbox"/> Radio <input type="checkbox"/> Other (e.g., recorded phone message)

Six Basic Emergency Message Components:

1. Expression of empathy:

2. Clarifying facts/Call for Action:
 Who _____
 What _____
 Where _____
 When _____
 Why _____
 How _____

Add information on what residents should do or not do at this time _____

3. What we don't know:

4. Process to get answers:

5. Statement of commitment:

6. Referrals:
 For more information _____
 Next scheduled update _____

Finally, check your message for the following:

Positive action steps Honest/open tone Applied risk communication principles Test for clarity Use simple words, short sentences	Avoid jargon Avoid judgmental phrases Avoid humor Avoid extreme speculation
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Source: CDC–Crisis and Emergency Risk Communication, CDCynergy