

Checklist for Assessing Your City's CRI Risk and Crisis Communication Capabilities

Source: Vincent T. Covello, Ph.D., Center for Risk Communication

1. Does your city have a written plan or operating procedures for risk communication during a crisis?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

2. Does your city have:

An agency staff member and at least one alternate assigned the role and responsibilities of a Public Information Officer (PIO)?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Lines of authority and responsibilities for a Public Information Team clearly delineated

<input type="checkbox"/>	<input type="checkbox"/>
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A plan for work and relief scheduling for a Public Information Team to maintain 24 hr/day operations (2-3 work shifts/day) for at least several days in the event of an emergency

<input type="checkbox"/>	<input type="checkbox"/>
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Comments: _____

3. Which of the following operating procedures for risk communication with respect to command and control does your city have?

Verification (accuracy/appropriateness), clearance, and approval procedures for information that will be released to response partners, media, and the public

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Coordination with public information officials from partners to ensure message consistency

<input type="checkbox"/>	<input type="checkbox"/>
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Liaison between your city and Emergency Operations Centre (EOC)

<input type="checkbox"/>	<input type="checkbox"/>
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Briefings with agency director, EOC command, and higher headquarters to update and advise on information intended for release, incident-specific policy, science, and situation

<input type="checkbox"/>	<input type="checkbox"/>
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Comments: _____

4. Does your city have emergency information kits with elements of its crisis communications plan (emergency contact information, pre-prepared materials, medical management information, manuals, background information, etc.) to enable rapid, mobile response for individuals involved in risk communication?

Yes **No**

Comments: _____

5. Does your city have the following operating procedures for risk communication with respect to **media information**?

	Yes	No
Triage of media requests and inquiries	<input type="checkbox"/>	<input type="checkbox"/>
Response to media requests (e.g., daily press conferences, Website updates)	<input type="checkbox"/>	<input type="checkbox"/>
Locations, equipment, and supplies for press conferences	<input type="checkbox"/>	<input type="checkbox"/>
Production of media advisories, press releases, or fact-sheets	<input type="checkbox"/>	<input type="checkbox"/>
Monitoring news coverage to determine messages needed, misinformation to be corrected, media concerns and interest during crisis	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

6. Does your city have the following operating procedures for risk communication with respect to **direct public information**?

	Yes	No
A plan to set-up and staff a "hotline" during an emergency	<input type="checkbox"/>	<input type="checkbox"/>
Monitoring public concerns to determine messages needed, misinformation to be corrected, and public interest during crisis	<input type="checkbox"/>	<input type="checkbox"/>
Timeliness and accuracy of public Website information	<input type="checkbox"/>	<input type="checkbox"/>
Public advertising of your city contact information	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

7. Does your city have the following operating procedures for risk communication with respect to **partner/stakeholder information**?

	Yes	No
Response to requests and inquiries from partners, government, and special interest groups	<input type="checkbox"/>	<input type="checkbox"/>
Regular partner briefings and updates	<input type="checkbox"/>	<input type="checkbox"/>
Translation of EOC situation reports, health alerts, and meeting notes into information appropriate for partners	<input type="checkbox"/>	<input type="checkbox"/>

- | | | |
|--|--------------------------|--------------------------|
| Logging calls from legislators and special interest groups | <input type="checkbox"/> | <input type="checkbox"/> |
| Dedicated communication lines for partners
(i.e., police, government, fire, health) | <input type="checkbox"/> | <input type="checkbox"/> |

Comments: _____

8. Does your city have a directory of emergency contact information for media personnel and partner Public Information Officers (PIOs)?
- | | | |
|--|--------------------------|--------------------------|
| | Yes | No |
| | <input type="checkbox"/> | <input type="checkbox"/> |

Comments: _____

9. Does your city:
- | | | |
|---|--------------------------|--------------------------|
| | Yes | No |
| Periodically assess the risk communication and media relations training needs of its own staff | <input type="checkbox"/> | <input type="checkbox"/> |
| Participate with other agencies to assess the risk communication and media relations training needs of public health partners | <input type="checkbox"/> | <input type="checkbox"/> |

Comments: _____

10. Has your city conducted a risk communication training needs assessment?
- | | | |
|--|--------------------------|--------------------------|
| | Yes | No |
| | <input type="checkbox"/> | <input type="checkbox"/> |
- (if no, skip to Question.11)*

- 10.1 Which of the following risk communication training needs have been identified?
- | | | |
|--|--------------------------|--------------------------|
| | Yes | No |
| Risk communication | <input type="checkbox"/> | <input type="checkbox"/> |
| Crisis communication | <input type="checkbox"/> | <input type="checkbox"/> |
| Preparing oral and written communication tailored to appropriate media outlets | <input type="checkbox"/> | <input type="checkbox"/> |
| Preparing oral and written communication tailored to the majority and minority cultures of the community | <input type="checkbox"/> | <input type="checkbox"/> |
| Preparing communication materials tailored to hearing and sight impaired persons in the community | <input type="checkbox"/> | <input type="checkbox"/> |
| Preparing and distributing a news release | <input type="checkbox"/> | <input type="checkbox"/> |
| Developing communications objectives for media appearances/publication | <input type="checkbox"/> | <input type="checkbox"/> |

Comments: _____

11. Which information dissemination vehicles are used by your city?

	Yes	No
Media channels (e.g., print, TV, radio, folk)	<input type="checkbox"/>	<input type="checkbox"/>
Websites	<input type="checkbox"/>	<input type="checkbox"/>
Phone banks	<input type="checkbox"/>	<input type="checkbox"/>
Town-hall meetings	<input type="checkbox"/>	<input type="checkbox"/>
List-serve e-mail	<input type="checkbox"/>	<input type="checkbox"/>
Broadcast fax	<input type="checkbox"/>	<input type="checkbox"/>
Letters by mail	<input type="checkbox"/>	<input type="checkbox"/>
Newsletters	<input type="checkbox"/>	<input type="checkbox"/>
Submissions to partner newsletters	<input type="checkbox"/>	<input type="checkbox"/>
Regular or special partner conference calls	<input type="checkbox"/>	<input type="checkbox"/>
Door-to-door canvassing	<input type="checkbox"/>	<input type="checkbox"/>
Public utility bill messages or inserts	<input type="checkbox"/>	<input type="checkbox"/>
Government access channels (e.g., cable television)	<input type="checkbox"/>	<input type="checkbox"/>
Mass distribution through partners (e.g., churches, retailers, restaurants)	<input type="checkbox"/>	<input type="checkbox"/>
Reverse emergency call (e.g. 911) messaging	<input type="checkbox"/>	<input type="checkbox"/>
Local health alert network	<input type="checkbox"/>	<input type="checkbox"/>
Other, specify: _____	<input type="checkbox"/>	<input type="checkbox"/>
Comments: _____		

12. Can your city design, develop and produce materials tailored to the local needs for risk communication purposes?

	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
Comments: _____		

13. Which personnel does your city have access to in order to develop risk communication informational materials?

	Yes	No
Public affairs specialist	<input type="checkbox"/>	<input type="checkbox"/>
Health communication specialist	<input type="checkbox"/>	<input type="checkbox"/>
Health education specialist	<input type="checkbox"/>	<input type="checkbox"/>
Crisis communication specialist	<input type="checkbox"/>	<input type="checkbox"/>
Audio-visual specialist	<input type="checkbox"/>	<input type="checkbox"/>

Graphics illustrator/artist	<input type="checkbox"/>	<input type="checkbox"/>
Language translators	<input type="checkbox"/>	<input type="checkbox"/>
Other, specify: _____	<input type="checkbox"/>	<input type="checkbox"/>
Comments: _____		

14. Which topic-specific materials has your city already developed in response to a possible biological, chemical, or radiological attack?

	Yes	No
Topic fact sheet (e.g., description of disease, public health threat, treatment information, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Fact sheet on your city (with roles, responsibilities, and resources)	<input type="checkbox"/>	<input type="checkbox"/>
Resource fact sheet for media/public/partners to obtain additional information	<input type="checkbox"/>	<input type="checkbox"/>
Public FAQs	<input type="checkbox"/>	<input type="checkbox"/>
Partner FAQs	<input type="checkbox"/>	<input type="checkbox"/>
Web links to information on the topic	<input type="checkbox"/>	<input type="checkbox"/>
Recommendations for affected persons	<input type="checkbox"/>	<input type="checkbox"/>
Telephone scripts in multiple languages	<input type="checkbox"/>	<input type="checkbox"/>
Press releases/newspaper articles	<input type="checkbox"/>	<input type="checkbox"/>
Training videos	<input type="checkbox"/>	<input type="checkbox"/>
Slide presentations (e.g., Microsoft PowerPoint)	<input type="checkbox"/>	<input type="checkbox"/>
Other, specify: _____	<input type="checkbox"/>	<input type="checkbox"/>
Comments: _____		

15. Has your city engaged special populations (e.g., elderly, immigrant, institutionalized, etc.) to identify effective communication vehicles to be used in an emergency?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

(If yes, go to Question 15.1; if no, go to Question 15.2)

15.1 List population and briefly describe type of efforts made.

Population	Effort
_____	_____
_____	_____
_____	_____

15.2 What specific barriers exist to reaching special populations in your city's jurisdiction?

Population	Effort
_____	_____
_____	_____
_____	_____

Comments: _____

16. Does your city have a policy to routinely route all media calls to the Public Information Officer/Team during an emergency?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

17. Does your city have a Risk/Emergency Response/Crisis Communication Plan?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

(If yes, go to Question 17.1)

17.1 How does your city evaluate the Emergency Response/Crisis Communication Plan?

	Yes	No
Uses emergency preparedness drills and exercises	<input type="checkbox"/>	<input type="checkbox"/>
Conducts at least one debriefing with staff after exercises, drills, hoaxes, or real events to discuss lessons learned	<input type="checkbox"/>	<input type="checkbox"/>
Revises the plan based on lessons learned during exercises, drills, hoaxes, or real events	<input type="checkbox"/>	<input type="checkbox"/>
Other, specify: _____	<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____

18. Does your State have a Risk/Emergency Response/Crisis Communication Plan?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

(If yes, go to Question 19)

Comments: _____

19. Is your city's Risk/Emergency Response/Crisis Communication plan integrated with your State's Risk/Emergency Response/Crisis Communication Plan?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Comments: _____