

## Emergency Communication Event Assessment

**Directions:** Check all that apply, based on current information.

Criteria Number	Check if applicable	Criteria Intensity (0–8)	Crisis Criteria
1	<input type="checkbox"/>	++++++	The initial event is clearly recognized as a public health emergency that requires immediate communication with the public to prevent further widespread illness or death.
2	<input type="checkbox"/>	++++	Deaths are expected within a short window of time (catastrophic event). Diagnosis and/or treatment are uncertain.
3	<input type="checkbox"/>	++++	The media and public perceive the event as the “first,” “worst,” or “biggest,” etc.
4	<input type="checkbox"/>	++++	Deaths are expected well above normal levels.
5	<input type="checkbox"/>	+++	The event is occurring in a metropolitan area (with dense media outlets) versus a sparsely populated area (with fewer media outlets).
6	<input type="checkbox"/>	+++	The event is sudden, is national in scope, or has the potential to have a national health impact.
7	<input type="checkbox"/>	+++	The government is perceived as a cause of or responsible for the event.
8	<input type="checkbox"/>	+++	The event predominantly impacts children or previously healthy adults.
9	<input type="checkbox"/>	+++	The event is possibly “man-made” and/or deliberate.
10	<input type="checkbox"/>	+++	Controlling the event may require a suspension of civil rights for a significant portion of the population.
11	<input type="checkbox"/>	+++	Persons involved in the event must take active steps to protect their personal health and safety.
12	<input type="checkbox"/>	+++	Responsibility for mitigating the event falls within the scope of your organization.
13	<input type="checkbox"/>	++	The event has some “exotic” aspect.
14	<input type="checkbox"/>	++	A well-known product, service, or industry is involved.
15	<input type="checkbox"/>	++	Sensitive international trade or political relations are involved.
16	<input type="checkbox"/>	++	A well-known “celebrity” is involved.
17	<input type="checkbox"/>	++	An ongoing criminal investigation is involved.
18	<input type="checkbox"/>	++	The disease or public health issue is not well understood by the general population, or the general population is misinformed about the situation.
19	<input type="checkbox"/>	++	The event is “acute.” The event occurred and your organization is faced with explaining the event and the aftermath (e.g., an accident in the laboratory or a chemical release).
20	<input type="checkbox"/>	+	The long-term health effects for humans involved in the event are uncertain.
21	<input type="checkbox"/>	+	The event is evolving. Its progression is uncertain and may become more or less serious (e.g., identification of a novel influenza virus).
22	<input type="checkbox"/>	+	The event site does not have a well-equipped and resourced public information response capability.
23	<input type="checkbox"/>	0	The event occurred internationally with little chance of affecting the U.S. population.
24	<input type="checkbox"/>	0	Treatment or control of exposure is generally understood and within the person’s control.