

Emergency Risk Communication EVENT: IMMEDIATE CHECKLIST

Step 1: Verify situation.

Done

1. Have all of the **facts** been received? (to the best of your knowledge) _____
2. Was information obtained from additional **sources** to put event in **perspective**? _____
3. Was the **information's origin** ascertained? _____
4. Was the information **source's credibility** ascertained? _____
5. Is the information **consistent** with other sources? _____
6. Is the characterization of the event **plausible**? _____
7. If necessary, was the information **clarified through a SME**? _____

Step 2: Conduct notifications.

Done

1. Have notifications/contacts been made to the appropriate persons in your organization? _____
2. Has your **core team been briefed**? _____
3. Has your **senior management** group been notified? _____
4. Has your **communication team** been briefed? _____
5. Have the **elected officials** at all levels been notified? _____
6. Have the appropriate **local and county agencies** been notified? _____
7. Have the appropriate **state agencies** been notified? _____
8. Have the appropriate **federal agencies** been notified? _____
9. Have **other groups** (e.g., board members, clients, residents) been notified? _____

Step 3: Assess level of crisis.

Done

1. Has a **crisis level** (A,B,C,D) been identified that corresponds to the event characteristics? _____
2. Have the **hours of operation** for the communication team been established? _____
3. Has **jurisdiction over information** been established? _____
4. Will **federal agencies** release information or will states? _____

Step 4: Organize and give assignments.

Done

- 1. Are the functional **teams activated**? _____
- 2. Are the **spokespeople activated**? _____
- 3. Have you decided on the operation and schedule? _____
- 4. Were **specific assignments** given to each team or function? _____
- 5. Do all those involved know their **role and immediate tasks**? _____

Step 5: Prepare information and obtain approvals.

Done

- 1. Have you planned for a **timely** release? _____
- 2. Has the **accuracy** of all information been checked? _____
- 3. Does the message show **compassion**? _____
- 4. Were the specific **audience concerns** addressed? _____
- 5. Does the message meet the criteria of good **message development**?
(see Message Development Checklist) _____
- 6. Have you **anticipated media questions** and developed answers? _____
- 7. Has the message been **cleared for release**? _____

Step 6: Release information to public.

Done

- 1. Have you released information as quickly as possible? _____
- 2. Was the same information given to all media at the same time? _____
- 3. Was the information released to other groups as planned?
(e.g., partners, legislators, special interest groups) _____
- 4. Was the information released through other channels as planned?
(e.g., Web, 800 number, mailings, meetings,) _____