

Emergency Risk Communication Quick Planning Worksheet

Site Name: _____

Date: _____

Site Team

Think about the people on your site team. Who will have what communication responsibilities? (Do not forget about team members outside the agency, such as state health and environmental departments, community representatives, EPA, etc.)

Name, division, phone

Responsibilities/expertise

Situation Overview *(Attach a site map)*

Summarize the situation.

Summarize the emergency risk situation.

What are the community's main concerns?

Health _____

Environmental _____

Economic _____

Legal _____

Resources and Contacts

List the name, address, phone, and e-mail for these key contacts.

State Health Department _____

Local Health Department _____

EPA Regional Representative _____

Media

List the station/paper contact name, address, and phone for the major media serving the community.

Newspaper _____

Radio _____

Television _____

Audiences

List the three main audiences at the site, identify the contact, and summarize each group's concerns.

1. _____

2. _____

3. _____

Objectives (“what” you want to accomplish and how long it will take)

Determine your emergency risk communication objectives. Consider what behaviors, knowledge, and attitudes of community residents you want to influence.

1. _____

2. _____

3. _____

Messages

Write out your three main communication messages and stick to them.

1. _____

2. _____

3. _____

Strategies and Techniques

Outline your communication strategies (what you plan to do) and tactics (how you will do it).

1. _____
Tactics _____

2. _____
Tactics _____

3. _____
Tactics _____

4. _____
Tactics _____

Timeline

Create a timeline for emergency risk communication activities, including the responsible party and due date.

Evaluation

Outline your plan to track your work against your original objectives.

Planning (formative) evaluation to test messages and materials _____

Immediate impact (process) evaluation to review/document activities conducted _____

Midpoint (outcome) evaluation to determine whether short-term objectives were met _____

Results (impact) evaluation to assess long-term impact _____

Source: Adapted from ATSDR Handbook 8-01