

Emergency Risk Communication Strategies and Techniques Planning Worksheet

Map out a specific plan for emergency risk communication activities, identifying strategies, techniques, and the key players needed to implement the strategies. Strategies are what you plan to do, and techniques are how you will do them. The worksheet below lists some suggested strategies appropriate for most emergency risk communication activities; space has been left for you to add additional strategies and techniques.

Site Name: _____	Date: _____
Strategy 1. Introduce organization to the community.	
Key Players:	
Techniques	
a.	_____
b.	_____
c.	_____
d.	_____
e.	_____

Strategy 2. Involve the community in health risk communication.

Implementation Date: _____

Key Players:

Techniques

a. _____

b. _____

c. _____

d. _____

e. _____

Strategy 3. Work effectively and inclusively with community leadership and other partners. Implementation Date: _____

Key Players:

Techniques

a. _____

b. _____

c. _____

d. _____

e. _____

Strategy 4. Communicate early and regularly with the community.

Implementation Date: _____

Key Players:

Techniques

a. _____

b. _____

c. _____

d. _____

e. _____

Strategy 5. Use the news media to convey accurate information.

Implementation Date: _____

Key Players:

Techniques

a. _____

b. _____

c. _____

d. _____

e. _____

Strategy 6. Be prepared for a crisis.

Implementation Date: _____

Key Players:

Techniques

a. _____

b. _____

c. _____

d. _____

e. _____

Strategy 7. If applicable, stay connected to the community after the main work is finished. Implementation Date: _____

Key Players:

Techniques

a. _____

b. _____

c. _____

d. _____

e. _____

Source: Adapted from ATSDR Handbook 8-01