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.)

<table>
<thead>
<tr>
<th>Name, division, phone</th>
<th>Responsibilities/expertise</th>
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Situation Overview *(Attach a site map)*

**Summarize the situation.**

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
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__________________________________________________________________________________
Quick Planning Worksheet (continued)

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 _________________________________________________________
__________________________________________________________________________________
Quick Planning Worksheet (continued)

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. _____________________________________________________________________
_____________________________________________________________________
Quick Planning Worksheet (continued)

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