

## 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.	Implementation Date: _____
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. \_\_\_\_\_

<b>Strategy 4. Communicate early and regularly with the community.</b>	<b>Implementation Date:</b> _____
<b>Key Players:</b>	
<b>Techniques</b>	
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. \_\_\_\_\_

<b>Strategy 7. If applicable, stay connected to the community after the main work is finished.</b>	<b>Implementation Date:</b> _____
<b>Key Players:</b>	
<b>Techniques</b>	
a. _____	
b. _____	
c. _____	
d. _____	
e. _____	
<b>Strategy Plans:</b>	

Source: Adapted from ATSDR Handbook 8-01