

S A M P L E

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:

Internal- Pubic affairs/public information officers with community relationships; Senior officials who represent face of organization.

External- Opinion Leaders (e.g. mayor, city council); healthcare providers

Techniques

- a. Hold community briefing
- b. Do media interviews
- c. Place information at local community gathering places
- d. Broadcast public service announcement
- e. Liaison with business community and government officials