Emergency Risk Communication
EVENT: IMMEDIATE CHECKLIST

Step 1: Verify situation.	**Done**
1. Have all of the **facts** been received? (to the best of your knowledge)	
2. Was information obtained from additional **sources** to put event in **perspective**?	
3. Was the **information's origin** ascertained?	
4. Was the information **source's credibility** ascertained?	
5. Is the information **consistent** with other sources?	
6. Is the characterization of the event **plausible**?	
7. If necessary, was the information **clarified through a SME**?	

Step 2: Conduct notifications.	**Done**
1. Have **notifications/contacts been made** to the appropriate persons in your organization?	
2. Has your **core team been briefed**?	
3. Has your **senior management** group been notified?	
4. Has your **communication team** been briefed?	
5. Have the **elected officials** at all levels been notified?	
6. Have the appropriate **local and county agencies** been notified?	
7. Have the appropriate **state agencies** been notified?	
8. Have the appropriate **federal agencies** been notified?	
9. Have **other groups** (e.g., board members, clients, residents) been notified?	

Step 3: Assess level of crisis.	Done
1. Has a **crisis level** (A,B,C,D) been identified that corresponds to the event characteristics?	
2. Have the **hours of operation** for the communication team been established?	
3. Has **jurisdiction over information** been established?	
4. Will **federal agencies** release information or will states?	

Step 4: Organize and give assignments.	Done
1. Are the functional **teams activated**?	
2. Are the **spokespeople activated**?	
3. Have you decided on the operation and schedule?	
4. Were **specific assignments** given to each team or function?	
5. Do all those involved know their **role and immediate tasks**?	

Step 5: Prepare information and obtain approvals.	Done
1. Have you planned for a **timely** release?	
2. Has the **accuracy** of all information been checked?	
3. Does the message show **compassion**?	
4. Were the specific **audience concerns** addressed?	
5. Does the message meet the criteria of good **message development**? (see Message Development Checklist)	
6. Have you **anticipated media questions** and developed answers?	
7. Has the message been **cleared for release**?	

Step 6: Release information to public.	**Done**
1. Have you **released information** as quickly as possible?	
2. Was the same information given to **all media at the same time**?	
3. Was the information **released to other groups** as planned? (e.g., partners, legislators, special interest groups)	
4. Was the information **released through other channels** as planned? (e.g., Web, 800 number, mailings, meetings,)	