

Planning tool for designing messages

Situation and place _____ Date _____

Your messages must be well grounded to communicate accurate and consistent information

Questions asked by the community

Are we safe? _____

What have you found that can affect us? _____

What is the source of the problem? _____

Does this contaminant cause health problems? (specify) _____

Can you correct it? Who can correct it? _____

Considerations

How do you define health risk? _____

What inconsistencies are there in the messages to the community from different sources? How are we going to clarify them? _____

What doubts or concerns do members of the community have? How are we going to clarify them? _____

What other communicators are working in the community? What messages have they transmitted? _____

