

RISK COMMUNICATION STRATEGIES & GUIDELINES

Although some of the worksheets in this section specify risk communication during a health crisis, the worksheets are easily adaptable for any emergency situation.

Crisis & Emergency Risk Communication (CERC): Crisis Leader—First Message⁵

Build credibility with these 6 emergency message components:

1. Expression of empathy (e.g., understand you are hurt, confused, anxious, frightened):

2. Clarifying facts (Fill in only VERIFIED facts, skip if not certain):

Who _____

What (Action) _____

Where _____

When _____

Why _____

How _____

3. What we don't know: _____
4. Process to get answers: _____
5. Statement of commitment: _____

6. Referrals (If possible, skip if not yet ready):

For more information _____

Next scheduled update _____

Finally, check your message for the following:

Positive action steps Honest/open tone Say "we" not "I" Careful with early promises (can you do it?)	Avoid jargon Avoid judgmental phrases Avoid humor Avoid extreme speculation
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Delivered: _____ **Time** _____ **Date** _____

⁵ Information from the Centers for Disease Control and Prevention, "Crisis & Emergency Risk Communication" Workbook.