**Stakeholders Worksheet**

Audiences Affected by Emergencies and Their Primary Concerns

**Community directly affected by the emergency**

* Personal safety
* Family safety
* Access and functional needs
* Loss of livelihood
* Pet/Livestock Safety
* Property damage
* Disruption to normal activities (e.g., travel restrictions, businesses closed, voluntary quarantine)

**Community immediately outside of the affected area**

* How they can keep the emergency from affecting them
* How they can help
* Risks to self, family, pets, livestock
* Access and functional needs
* Disruption to normal activities Emergency responders and public health officials
* Professional responsibilities
* Availability of resources
* Personal safety
* Family
* If they are directly affected by the emergency: family safety and property damage

**Elected Officials**

* Responsibilities
* Liability and reputation management
* Resource allocations
* Opportunities to express concern

**Partners (organizations who have an official role in the response)**

* Understanding their role in the response
* Coordinating with other response organizations
* Involvement in decision-making process
* Access to information, reputation management

**Community leaders (faith-based organizations, nongovernmental organizations, cultural groups, etc.)**

* Safety of communities
* Representing community needs
* Listening to community members
* Taking part in decision-making Media
* Getting access to information right away
* Meeting rapid deadlines
* Keeping the public informed

**Businesses, trade, and industry**

* Employee safety
* Interruptions in business
* Loss of revenue
* Liabilities and reputation International community (international organizations and other countries may be partners in the response and provide aid or assistance)
* Their level of readiness for a similar emergency
* Any restrictions on trade and travel to protect their citizens
* Their role in response partnership

**Special Populations (identified below)**

**Identifying Barriers to Emergency Mass Communication**

Identify those groups of individuals who require differing messages from the general public information message or who cannot be reached through mass communication channels.

Consult individuals within a population, or representative organizations, to help understand how the population may receive information during emergencies. Allow the populations in question to have a say in whether they do or do not need special assistance, especially early in a crisis. Be realistic about what can be accomplished early in a crisis and, remember, never promise what you can't deliver.

**Resources to gather population information**

* Civic/community/advocacy organizations
* Schools (Public/Private/Pre-K)
* Workplaces
* Places of worship (church, hall, temple, mosque)
* Retailers
* Translators (contract or volunteers)
* Government services agencies (post office, community health center)
* Identified proxies or guardians (community leaders, family)

**1. Describe the population group (estimated number/percent in your jurisdiction)**

What is different?

Primary understood language(s)

Degree of English comprehension?

* None
* Simple verbal understanding
* Simple written understanding
* Proxy/guardian NOT available to receive the message

Major Cultural/Religious Taboos (dietary, medical practices, human interaction)

Unique lifestyle characteristics (tourist, homeless, isolationist, migrant, undocumented)

Mobility (physical, transportation, civil rights)

**2. Describe the emergency event and recovery actions for planning purposes.**

Would any aspect of the disaster, response, and recovery create a communication challenge for the population described above?

|  |  |
| --- | --- |
| **Natural Disaster** | **Health** |
| * Earthquake * Mudslides * Fire * Flood * Wind * Heat | * Harmful Chemical release * Water/Sewer contamination * Food contamination * Nuclear/Radiological Incident * Medical Resources unavailable |
| **Infrastructure** | **Disease Outbreak** |
| * Cyber terrorism * Power outage * Explosion | * Transmission from person to person * No transmission between persons * Transmission by animals * Transmission by insects * Transmission by environment |

**Emergency event “action” recommendations:**

* Shelter in place
* Remove contaminated clothing in public setting
* Receive immunization
* Bring identification to authorities to receive treatment
* Do not ingest specific food
* Ingest specific food
* Evacuate
* Report to public place to receive treatment
* Avoid specific animals, plants, insects, bodies of water
* Remain at home to receive treatment
* Turn in to authorities or destroy specific animals, plants, insects
* Stay “tuned” for updates
* Take prescribed medicine
* Avoid specific population groups (e.g., contaminated, showing disease symptoms)

**3. Describe barriers inherent in the message**

*Will the content of the message in its present form-- if delivered--still not be received and acted on, based on assessment of the population described above?*

Language:

Action recommendation is perceived as an affront to a major cultural/religious belief

Action recommendation is perceived as an egregious blow to economic security and/or civil rights not shared by all.

**4. Describe barriers in the distribution channels for the population described above**

*What breaks down in the mass communication delivery systems for an acceptable emergency action message?*

* No access to an electronic mass communication channel (TV, radio, Internet)
* Power outage/communication infrastructure damaged or overwhelmed
* No address at which to receive information by mail or automatic phone messages
* Not served by specialized media (in understood language)

**5. Describe barriers inherent in the population, as described above**

*What would prevent them from receiving an initial action recommendation from authorities during a public safety emergency?*

* Language (no English comprehension or proxy)
* Cognitive impairment (can’t comprehend/remember message and no proxy)
* Strongly held cultural/religious taboos (action interferes with it)
* Fear of coming forward for help (outstanding warrants, child support defaults, runaways, undocumented workers/families)
* Physical impairments without compensating technology/ human resource support
* No way to identify where/how to reach the population with alternate messages or communication delivery systems (e.g., no geographic gathering place, no way to identify as “without mass communication access,” no way to know person is not under constant proxy/guardian care such as an individual who is blind and cognitively impaired and lives alone with only intermittent and un-invested outside care)
* Phobias, relevant to event, that can’t be overcome through mass communication

**6. Describe the communication alternatives for populations that will not receive or take the action recommended and communicated to the general population**

*Can you,* with available resources*: change the message, change the population characteristic, or change the delivery system to reach the population described above?*

* Message
* Translate into understood language
* Translate into pictographs
* Change message to respect cultural taboos
* Acknowledge cultural taboo and explain reason it is being superseded and what would happen if the offensive action was not taken (use validator)
* Channels (that serve targeted population)
* Flyers (for door to door distribution) – consider using CERT Teams
* Community posters (for posting in public places)

**7. Prioritize identified “special populations” for public health information and health risk communication activities during a public safety emergency**

*Which populations can public health reach through its public information and health risk communication efforts?*

*Which populations can’t be reached within public health’s public information capabilities and should be referred to the jurisdictional emergency operation planners?*

Percentage of the population in the jurisdiction \_\_\_\_\_\_\_\_\_% Messages can be altered during the pre-event stage.

* No
* Yes

Adequate resources can be identified, made available, and described in communication plans.

* No
* Yes

**8. Identify the human resources needed to reach the population through the above selected alternate communication channels (#6) with initial messages during an intense public safety emergency.**

*Which people will act as a communication delivery system for messages to the population described above who cannot receive emergency messages intended for the general population through routine mass communication channels?*

* Organizations engaged to provide human resources.
* Memorandums of understanding are in place  
  People are trained and can be notified during the emergency event if needed
* Persons within the population group described above accept the alternate delivery systems and believe they are necessary and will work
* Alternate delivery systems have participated in drills/exercises
* Alternate delivery systems can be sustained, if needed, for days

**9. Provide jurisdictional Emergency Management Operations planners with information regarding populations you have identified who may have special communication needs, but who cannot be served through public health’s public information and health risk communication channels.**