

Emergency Preparedness and Response Checklist

COMMUNICATION

Preparedness

- 1) Know your community, their way of life, cultural beliefs and practices, educational levels, languages spoken, media habits and preferences.
- 2) Know your partners in communication. These could be religious and community leaders, the private sector, community based organisations, schools, local media, NGOs and the community themselves.
- 3) Know your media and telecoms landscape
- 4) Prepare, where appropriate and necessary, messages and materials on key areas such as hygiene promotion (WASH), mine awareness (Protection), Health and Nutrition.
- 5) Involve communities to identify threats, draft appropriate messages and then pre-test with different segments of society (consider differences in gender, rural/urban, education levels, age) to ensure comprehension.
- 6) Train colleagues in communication skills and message delivery
- 7) Establish mechanisms of feedback with the community

Response

- 1) Who are your 'at risk' groups?
- 2) Who is your "target audience?"
- 3) How will you reach them? Consider time and location
- 4) What trusted channels of communication are working and available?
- 5) What do affected populations need to know? (about the disaster, how to avoid risk, self-care and planned intervention)
- 6) What would you like to tell affected communities about your programmes?
- 7) Are feedback mechanisms in place?
- 8) What additional mechanisms can be implemented to improve information exchange?
- 9) How will you resource communications interventions
- 10) How will you monitor and evaluate communication interventions?