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?