

Message Map Template for Risk Communication¹

SCENARIO: *What is known and unknown about what has or may have occurred.*

COMMUNICATOR ROLE: *Official spokesperson, communication staff, subject matter expert, educator/outreach staff, etc.*

COMMUNICATION GOAL: *Assist in executing response plan? Providing technical expertise or background information?*

PREPAREDNESS STRATEGIES:

What activities have you completed that will reinforce communication effectiveness such pre-event planning or preparedness activities, relationship or trust-building, networking and forming partnerships, etc.?

Key Audience(s)	Medium/Delivery Mode	Key Questions and/or Messages	Metamessage Strategies
<p><i>There are many “publics” and stakeholders</i></p> <p><i>Include under-represented populations</i></p>	<p><i>How will the message or information be delivered or made available?</i></p> <p><i>Does your audience have access to this medium?</i></p>	<p><i>What are the 3 most important things <u>you would like</u> your audience to know?</i></p> <p><i>What are the 3 most important things <u>your audience would like</u> to know?</i></p> <p><i>What are the 3 most important things your <u>audience is likely to get wrong unless they are emphasized</u>?</i></p>	<p><i>What non-verbal messages will you convey?</i></p> <p><i>How will you demonstrate ...</i></p> <ul style="list-style-type: none"> ▪ <i>Compassion, concern & empathy</i> ▪ <i>Honesty & candor</i>
Message Text			
<p><i>Information content:</i></p> <ul style="list-style-type: none"> ▪ <i>What you know</i> ▪ <i>What you don’t know</i> ▪ <i>What you’re doing about it (or trying to do about it)</i> ▪ <i>When you’ll provide the next update</i> <p><i>Efficacy content: (meaningful things you can do, sharing risk)</i></p> <ul style="list-style-type: none"> ▪ <i>What the audience <u>must do</u></i> ▪ <i>What the audience <u>should do</u></i> ▪ <i>What the audience <u>could do</u></i> <p><i>Metamessage strategies:</i></p> <ul style="list-style-type: none"> ▪ <i>Acknowledge how the public feels about it</i> ▪ <i>Acknowledge how you feel about it</i> ▪ <i>Non-verbal communication</i> 			

¹ From the National Center for Food Protection and Defense [Risk Communication Message Development Template](#) (UMN, 2012).

SCENARIO:

COMMUNICATOR ROLE:

COMMUNICATION GOAL:

PREPAREDNESS STRATEGIES:

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