One-page communication response plan

Day 1 exercise, Part B · Valaria · About 20 minutes. Plan for the team you have: a team of one with a phone, or a full unit.

PADAYON COMMUNICATIONS

Table / group: _____ Roles: lead, scribe, timekeeper, presenter

Communication objective One sentence: who should do what	
Priority audiences Ranked, most urgent first	
Key messages From your message map (Part A)	
Spokesperson and back-up Who speaks? Who covers if they cannot?	
Clearance Who signs off, and how fast?	
Channels and timing, first 24 hours What goes out, where, and when?	
Partners to inform before going public Ministry of Health, local government, industry, others	
How you will listen Feedback channels and rumour monitoring	
Next update When, and what will trigger it	
Indicators: how will you know it worked? People reached, behaviour, trust, rumours	