

Message Mapping Example

Message Map Planning

General Information

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Planning the Message: Information about the Emergency

What is the Purpose of the Message?

<input type="checkbox"/> Initial event message	<input type="checkbox"/> Give facts
<input type="checkbox"/> Clarify Event Status	<input checked="" type="checkbox"/> Rally to Action
<input type="checkbox"/> Holding message	<input type="checkbox"/> Address Rumors
<input type="checkbox"/> Warning message	<input type="checkbox"/> Satisfy Media requests
<u>Other:</u> Add other message purpose	

Scenario: when you are most likely to use this message?

<u>Weather</u>	<u>Biological</u>	<u>Man-Made</u>	<u>Terrorist</u>
<input type="checkbox"/> Ice/Snow/Cold	<input type="checkbox"/> Accident	<input type="checkbox"/> Hazmat	<input type="checkbox"/> Active Threat
<input checked="" type="checkbox"/> Heat Wave	<input type="checkbox"/> Water Emergency	<input type="checkbox"/> Multi-Casualty Incident	<input type="checkbox"/> Terrorism
<input type="checkbox"/> Tornado	<input type="checkbox"/> Infectious Disease	<input type="checkbox"/> Wildfires	
<input type="checkbox"/> Hurricane	<input type="checkbox"/> Contagious Disease	<input type="checkbox"/> <u>Other:</u> Enter text.	
<input type="checkbox"/> Flooding	<input type="checkbox"/> Arbovirus		

What Response Activity is Related to the Message

<input type="checkbox"/> Evacuation	<input type="checkbox"/> Road Closures	<input type="checkbox"/> Where to Get Help
<input type="checkbox"/> Shelter-in-Place	<input type="checkbox"/> Rescue Operations	<input type="checkbox"/> Where/When to Get Information
<input checked="" type="checkbox"/> Mass Sheltering	<input type="checkbox"/> Utility-Service-Infrastructure Damage	<input type="checkbox"/> Volunteer/Donations
<input type="checkbox"/> Medical Surge		<input type="checkbox"/> <u>Other:</u> Enter text.

Target Audience/Stakeholder Information

<u>Internal</u>	<u>External</u>	<u>Other</u>
<input type="checkbox"/> ICS staff	<input checked="" type="checkbox"/> General Public	<input type="checkbox"/> Neighboring Communities
<input type="checkbox"/> Response Partners	<input type="checkbox"/> Victims / Their	<input type="checkbox"/> National Media
<input type="checkbox"/> Local Government	<input checked="" type="checkbox"/> Those Most at Risk	<input type="checkbox"/> Neighbors of Victims
<input type="checkbox"/> First Responders	<input type="checkbox"/> Worried Well	<input type="checkbox"/> State/Federal Agencies
<input type="checkbox"/> VIPs	<input type="checkbox"/> Business	<u>Other:</u> Other Stakeholder
	<input type="checkbox"/> Media	

What are the Critical Information Needs of Your Audience?

<input type="checkbox"/> Explain the Situation/Response:	<input type="checkbox"/> Steps to take to protect themselves/family.
<input type="checkbox"/> Confirm Knowledge of the incident	<input type="checkbox"/> Steps to take to help the response.
<input type="checkbox"/> Scope of the incident	<input checked="" type="checkbox"/> Where to go for help/information?
<input type="checkbox"/> State actions being taken	<input type="checkbox"/> Who is responsible?
<input checked="" type="checkbox"/> State actions for the public to take	<input type="checkbox"/> How are you helping?
<input type="checkbox"/> First: What, Where, When; Don't answer who, why, how until you are sure. Don't speculate.	<input type="checkbox"/> What are the risks/benefits of public health/safety actions?

Spokesperson Information

Choose a Spokesperson to deliver the message. Characteristics of an effective spokesperson include:

<ul style="list-style-type: none"> • empathetic • trustworthy • trained • credible 	<ul style="list-style-type: none"> • knowledgeable • committed/dedicated • good communicator • willing to practice the message 	<ul style="list-style-type: none"> • honest/open • flexible • works well under pressure • understands limits of authority
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Spokesperson Department (For a press conference, you may want multiple speakers (departments)).

<input type="checkbox"/> EMD	<input type="checkbox"/> Town Council Member	<input type="checkbox"/> Community PIO
<input type="checkbox"/> Selectboard Member	<input type="checkbox"/> Fire Chief/Designee	<input type="checkbox"/> DPW
<input type="checkbox"/> Mayor	<input type="checkbox"/> Police Chief/Designee	<input checked="" type="checkbox"/> Board of Health Member/Staff
<input type="checkbox"/> Town Administrator		<input type="checkbox"/> Other <input type="text" value="Other spokesperson."/>
Name	Wendy Smith	Primary Phone 1 333-333-3333
Email	ws@xxxx.com	Primary Phone 2 444-444-4444
Back-up Name	Bill Weaver	Back-up Phone 1 555-555-5555
Email	bw@yyyy.com	Back-up Phone 2 666-666-6666

Notes

Message Map Template

Target Audience Restate the primary audience

GUIDANCE: Key messages must answer the key concern.

- | | |
|---|--|
| <input type="checkbox"/> What happened?
<input checked="" type="checkbox"/> How are you helping?
<input checked="" type="checkbox"/> What protective actions can I take to keep safe?
<input type="checkbox"/> What can we expect?
<input type="checkbox"/> Why did this happen?
<input type="checkbox"/> Why wasn't it prevented?
<input type="checkbox"/> What else can go wrong? | <input type="checkbox"/> What does this information mean?
<input type="checkbox"/> Property/Infrastructure damage?
<input checked="" type="checkbox"/> Where to go for help/information?
<input type="checkbox"/> Who is responsible?
<input type="checkbox"/> What actions are being taken/recommended?
<input type="checkbox"/> What are the risks/benefits of public health/safety actions?
Other: Add other key message |
|---|--|

3 Key Messages Guidance: These are the 3 main points that answer the concern/question. Together the 3 key messages should take roughly 27 words and be as simple as possible. Each of the 3 key messages must stand on its own without the other 2 messages or supporting information. Most important messages are given first and third, with lowest priority message in the middle.

Key Message #1.	Key Message #2	Key Message #3	
Check on elderly neighbors and those living alone <u>8 words</u>	If you must be outside, watch for signs of heat <u>11 words</u>	A cooling centers are open at the Public Libraries <u>6 words</u>	25 words
Supporting Message Guidance Write three supporting messages using the same format the key messages. These are used to add detail, facts and proof You can use graphics, cite credible third parties, if they improve the message.			
Supporting Info 1-1	Supporting Info 2-1	Supporting Info 3-1	
The elderly may not sense or respond to high heat. <u>10 words</u>	Symptoms include feeling hot, weak, faint, dizzy or nauseous <u>9 words</u>	Cooling centers have air conditioning. <u>5 words</u>	24 words
Supporting Info 1-2	Supporting Info 2-2	Supporting Info 3-2	
People living alone may not know about the dangers. <u>9 words</u>	Limit activity, drink lots of water, and wear light loose clothing. <u>11 words</u>	Call 211 to find the closest cooling center <u>8 words</u>	28 words
Supporting Info 1-3	Supporting Info 2-3	Supporting Info 3-3	
When checking on neighbors, look for signs of heat illness. <u>10 words</u>	Call 911 or get medical help for heat illness. <u>8 words</u>	Ask 211 you can get a ride to the cooling center? <u>11 words</u>	29 words
29 words	27 words	24 words	

Evaluate the Message Map

Does the message map?

<input checked="" type="checkbox"/> Suggests positive action steps? Solution oriented?	<input checked="" type="checkbox"/> Avoids jargon.
<input checked="" type="checkbox"/> Project an honest/open tone?	<input checked="" type="checkbox"/> Avoids acronyms.
<input checked="" type="checkbox"/> Project a positive tone?	<input checked="" type="checkbox"/> Avoids judgmental phrases.
<input checked="" type="checkbox"/> Follows the 27/9/3 rule (concise)?	<input checked="" type="checkbox"/> Avoids speculation.
<input checked="" type="checkbox"/> Includes appropriate language/grade level?	<input checked="" type="checkbox"/> Avoids promises.
<input checked="" type="checkbox"/> Uses simple words?	<input checked="" type="checkbox"/> Avoids humor
<input checked="" type="checkbox"/> Uses short sentences.	<input checked="" type="checkbox"/> Includes <u>only</u> verified information
<input type="checkbox"/> Says “we”, not “I”	

Departmental Review

<input type="checkbox"/> Fire Department	<input type="checkbox"/> DPW
<input type="checkbox"/> Police Department	<input checked="" type="checkbox"/> Board of Health
<input checked="" type="checkbox"/> Mayor/Town Administrator	<input checked="" type="checkbox"/> EMD
<input type="checkbox"/> School Department	<u>Other</u> : Library

Get Release Approvals

The Message is Approved by	<input checked="" type="checkbox"/> Incident Commander (IC)	<input checked="" type="checkbox"/> Public Information Officer (PIO)
IC Signature	<i>Doug Hatter</i>	Date 7/15/20
PIO Signature	<i>Helen Butcher</i>	Date 7/15/20

Choose Communication Channels

- Use channels that best target the priority stakeholders
- Use multiple channels
- Use Social Media

<input checked="" type="checkbox"/> Media Release	<input type="checkbox"/> Instagram	<input type="checkbox"/> Television
<input type="checkbox"/> Press Conference	<input checked="" type="checkbox"/> Twitter	<input checked="" type="checkbox"/> Reverse 911 messages
<input type="checkbox"/> Media Interview	<input checked="" type="checkbox"/> Webpage	<input checked="" type="checkbox"/> 211 messages
<input type="checkbox"/> Public Meeting	<input type="checkbox"/> Radio	<input type="checkbox"/> Hotline scripts.
<input checked="" type="checkbox"/> Facebook		<u>Other Channel</u> : Library Website

Notes