

**General Message**  
**“Roadmap”**

<b>Stakeholder/Target Audience:</b>	<b>Category:</b>	<b>Subject:</b>	<b>Date updated:</b>
<b>Scenario:</b>			

**SITUATION**

<b>Key Message/Fact 1: Situation</b>  What has happened? Express concern, empathy and compassion.
<b>Supporting Fact 1-1:</b>  State facts as you know them at the time. If it is serious, say so.
<b>Supporting Fact 1-2:</b>  Demonstrate credibility. How do we know what we know? Who is Public Health working with?
<b>Supporting Fact 1-3:</b>  Public Health is working with...name agencies and key response to the situation.

**RISKS**

<b>Key Message/Fact 2: Risks</b>  Who is at risk? Who is at the greatest risk?
<b>Supporting Fact 2-1:</b>  Is it contagious, communicable, or spreading? If so, give details. If not, say so.
<b>Supporting Fact 2-2:</b>  What are the symptoms?
<b>Supporting Fact 2-3:</b>  Are there effective treatments? If so, what are they?

**ACTIONS**

<b>Key Message/Fact 3: Actions</b>  What actions are being taken by Public Health? What actions should individuals/families take?
<b>Supporting Fact 3-1:</b>  Immediate actions for those affected or potentially affected. Provide instructions to protect yourself and your family.
<b>Supporting Fact 3-2:</b>  Actions being taken by the Public Health Department. For example, the SNS has been called, or Health Alerts have been sent, etc.
<b>Supporting Fact 3-3:</b>  Public Health will provide additional information as it becomes available. If there is a time frame, say so. Give web/phone/other info here. Reiterate empathy/concern message.