

FIGURE ONE: SEVEN STEPS TO EFFECTIVE MEDIA COMMUNICATION DURING PUBLIC HEALTH EMERGENCIES

STEP 1: Assess media needs, media constraints, and internal media-relations capabilities

- 1.1: **Assess** the needs of the media
- 1.2: **Assess** the constraints of the media
- 1.3: **Assess** internal media-relations capabilities

STEP 2: Develop goals, plans and strategies

- 2.1: **Develop** media communication goals and objectives
- 2.2: **Develop** a written media communication plan
- 2.3: **Develop** a partner and stakeholder strategy

STEP 3: Train communicators

- 3.1: **Train** the media communication team
- 3.2: **Train** a public information officer
- 3.3: **Train** a designated lead spokesperson

STEP 4: Prepare messages

- 4.1: **Prepare** lists of stakeholders and their concerns
- 4.2: **Prepare** clear and concise messages
- 4.3: **Prepare** targeted messages

STEP 5: Identify media outlets and media activities

- 5.1: **Identify** available media outlets
- 5.2: **Identify** the most effective media outlets
- 5.3: **Identify** media activities for the first 24–72 hours

STEP 6: Deliver messages

- 6.1: **Deliver** clear and timely messages
- 6.2: **Deliver** messages to maintain visibility
- 6.3: **Deliver** targeted messages

STEP 7: Evaluate messages and performance

- 7.1: **Evaluate** message delivery and media coverage
- 7.2: **Evaluate** and improve performance based on feedback
- 7.3: **Evaluate** public responses to messages