WORKSHEET 1.3: CHECKLIST OF KEY CONSIDERATIONS FOR AN EMERGENCY COMMUNICATION PILLAR

Purpose: This checklist aims to help you ensure that key procedural considerations are addressed when creating a communication pillar.

Directions: Review this list to check that key procedural considerations are taken into account when creating a communication pillar.

Use the actions section to note what remains to be done to accomplish the consideration. Use this tool together with "Recommendations for Setting up and Coordinating a Communication Response Pillar" and "Identifying Current and Potential Stakeholders" for help with coordination and functioning of the pillar.

Worksheet 1.3: Checklist of Key Considerations for an Emergency Communication Pillar	
Key Consideration	**Remaining Action to Accomplish**
☐ Include the SBCC component in the national overarching preparedness and response plan, if one is available.	
☐ Develop and share Terms of Reference to guide the functioning of the communication pillar.	
☐ Develop and share Standard Operating Procedures to guide practice around SBCC activities.	
☐ Include national and international partners operating in all types SBCC, anthropological and social research, media and social mobilization activities.	
☐ Include relevant ministries relating to the outbreak and to communication/information/health promotion.	
☐ Link the communication pillar with the national response mechanism.	
☐ Link the communication pillar with other relevant pillars (e.g., via assigned focal persons).	
☐ Link the communication pillar with mechanisms and services at local level.	
☐ Create feedback loops with district level mechanisms and services for the quick dissemination of information and continuous assessment of how communities are responding to the emergency and to any SBCC intervention.	
☐ Create two-way communication between the pillar and communities through local partners and selected spokespersons.	

	If necessary, consider additional subcommittees that can come under the communication pillar:	
☐	***Message development subcommittee*** to coordinate message development, disseminate information, and help avoid confusion that can undermine public trust, raise fear and hinder response measures.	
☐	***Media subcommittee*** to identify focal points to monitor the press, talk and share accurate information with the media and speak at press conferences.	
☐	***Subcommittee for community action*** at the decentralized level to coordinate community activities at the community level through local organizations. This could include religious, sports, women, youth organizations and individuals such as local and traditional leaders, and actors from other development sectors such as education, agriculture, transport or fisheries.	
☐	***Research, monitoring and evaluation subcommittee*** to coordinate and monitor research to inform all SBCC activities, to evaluate interventions and share findings among all relevant partners.	