WORKSHEET 8.1: DEVELOPING MESSAGE MAPS

Purpose: This worksheet provides some guidance to identify key areas of a message map for an expected or existing emergency.

Directions: Complete this worksheet together with stakeholders to promote a broad exchange and analysis. Wherever possible, access evidence-based data to complete this worksheet. You can refer to the completed worksheets from *Unit 2: Needs Assessmen*t, *Unit 4: Audience Analysis & Segmentation* and *Unit 5: Audience Profiling* as these contain helpful information for completing this worksheet.

Please note that this worksheet is followed by a completed example that you can use as reference if necessary.

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Brainstorm with your team to name all possible audiences that are in some way affected by the emergency. The table below provides categories of stakeholders to prompt thinking; however, you may wish to add other categories that are specific to your context.

Category	Stakeholders/Audiences
Individuals Directly Affected:	
Individuals Indirectly Affected:	
At-Risk and Vulnerable Individuals:	
Service providers:	
Influential Individuals/Decision Makers:	
Authorities and Government Bodies:	
Organizations Involved in the Response:	
Organizations Affected by the Emergency:	
The Media:	
Other:	

WORKSHEET 8.1: DEVELOPING MESSAGE MAPS (Continued)

Purpose: This worksheet provides guidance to identify key areas of a message map for an expected or existing emergency.

Directions: To help you identify possible concerns or questions an audience may have relating to the emergency, consider the various aspects that may be impacted by the emergency or impact the way an individual responds to the emergency. For each audience, list possible concerns or questions relating to the following areas:

- Access to information
- Ethnicity
- Gender
- Health
- Economics/Income Generating Activities
- Legal
- Religion
- Trust
- Safety/security
- Livestock

Audience	Concerns/Questions

- Review the questions/concerns in the table above and select the ones that you believe to be most pertinent. For each selected audience and question/concern develop:
  - Three key messages that answer that question/concern
  - Three supporting facts for each key message

Audience:			
Question:			
Key Message 1	**Key Message 2**	**Key Message 3**	

Supporting Facts	Supporting Facts	Supporting Facts