

Template for First Message in a Public Health Emergency

Use this template for immediate communications after the onset of an emergency. These messages can be used by staff answering phones, news releases, talking points, and any other communication efforts immediately following the identification of an emergency situation.

1. Express empathy – show that you understand how people are feeling and legitimize their emotions
2. Share what you know – only the confirmed facts (who, what, when, where, why, how)
3. State what you don't know
4. Describe the process and plans to fill in knowledge gaps
5. State your organization's commitment to helping people through the crisis
6. Guide people to where they can get more information (website, social media, phone numbers)