

WORKSHEET 1.1: IDENTIFYING STAKEHOLDERS

Purpose: These worksheets will help you think broadly of the different stakeholders who may need to be involved for an effective communication response. It is an initial list that can then be refined later, through subsequent worksheets.

Directions: With colleagues and partners, brainstorm on all possible stakeholders and their areas of expertise. This will help you define how each can support the communication response.

Please note that these worksheets are followed by a completed example that you can use as reference, if necessary.

| Stakeholder | Core area of expertise (where relevant) | Primary Contact | | | |
|---|---|-----------------|------|--------------|--------|
| | | Title | Name | Mobile Phone | Emails |
| Organization | Area | | | | |
| <i>Government Institutions/Ministries/Policy Makers</i> | | | | | |
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| <i>International Organizations</i> | | | | | |
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| <i>NGOs/CBOs/FBOs</i> | | | | | |
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| <i>Media and Communication Agencies</i> | | | | | |
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| Worksheet 1.1: Identifying Stakeholders (Continued) | | | | | |
|---|--|-----------------|------|--------------|--------|
| Stakeholder | Core area of expertise (where relevant) | Primary Contact | | | |
| | | Title | Name | Mobile Phone | Emails |
| Organization | Area | | | | |
| <i>Research Agencies/University</i> | | | | | |
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| <i>Private Sector</i> | | | | | |
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| <i>Community Leaders/Key Stakeholders</i> | | | | | |
| | | | | | |
| | | | | | |
| <i>Individuals/Champions</i> | | | | | |
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| | | | | | |
| <i>Other</i> | | | | | |
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