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

The worksheet below has been completed with data based on a fictional situation to support you in completing Worksheet 1.3 with information relating to your context and emergency.

	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.	*Set up meeting with partners to develop draft SOPs.*
☑	Include national and international partners operating in all types of SBCC, SBCC 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.	*Set up meeting with national response mechanism*
☐	Link the communication pillar with other relevant pillars (e.g., via assigned focal persons).	*Review local level mechanisms* *Appoint focal points in each district*
☑	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.	*Appoint focal points in each district* *Create information flowchart for regular communication*
☐	Create two-way communication between the communication pillar and communities through local partners and selected spokespersons.	*Arrange meeting with selected spokespersons in the community to establish communication mechanism*
If necessary, consider additional subcommittees linked to 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.	*Discuss message development subcommittee at next communication pillar meeting and identify members*
☑	***Media subcommittee*** to identify focal points to monitor the press, talk to the media, and speak at press conferences.	

☐	***Subcommittee for community action*** at the decentralized level to coordinate community activities at the local level through local organizations. This could include religious, sports, youth organizations, individuals such as local and traditional leaders, and actors from other development sectors such as education, agriculture, transport or fisheries.	*To define once local community level partners and spokespeople have been identified*
☑	***Monitoring and evaluation/social science research subcommittee*** to coordinate and monitor research to inform all SBCC activities, to evaluate interventions and share findings among all relevant partners.	