

COMPLETED EXAMPLE – 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 Assessment*, *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.

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:	<i>General public</i>
Individuals Indirectly Affected:	<i>Same as above</i>
At-Risk and Vulnerable Individuals:	<i>People living in the Rubera area</i>
Service providers:	<i>Community Health Workers</i>
Influential Individuals/Decision Makers:	<i>Community Leaders</i>
Authorities and Government Bodies:	<i>Ministry of Hygiene & Sanitation</i>
Organizations Involved in the Response:	<i>Organizations distributing water treatment kits</i>
Organizations Affected by the Emergency:	
The Media:	<i>Local and national press, radio stations and television</i>
Other:	

COMPLETED EXAMPLE – 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
General Public	<ul style="list-style-type: none"> • <i>What is cholera?</i> • <i>How is it spread?</i> • <i>What are this signs of cholera</i> • <i>What do you do if you suspect you have cholera</i> • <i>Who do you protect yourself against cholera?</i>
People living in the Rubera area	<ul style="list-style-type: none"> • <i>Where did cholera come from?</i>
Community Health Workers	<ul style="list-style-type: none"> • <i>What key information should we give to our communities?</i> • <i>What do we need to do to help our communities prevent and curb the cholera outbreak?</i>
Community Leaders	<ul style="list-style-type: none"> • <i>What do we tell our communities? How do we reassure our communities?</i>
Ministry of Hygiene & Sanitation	<ul style="list-style-type: none"> • <i>What do we need to do to help the public curb cholera?</i>
Organizations distributing water treatment kits	<ul style="list-style-type: none"> • <i>Where can people obtain water treatment Kits? What do people need to know about cholera?</i>
Local and national press; radio stations; television	<ul style="list-style-type: none"> • <i>What is cholera?</i> • <i>How is cholera spread?</i> • <i>What are the signs of cholera?</i> • <i>What do you do if you suspect someone has cholera? How do you prevent cholera?</i>

COMPLETED EXAMPLE – WORKSHEET 8.1: DEVELOPING MESSAGE MAPS (Continued)

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:	General public	
Question:	What is cholera?	
Key Message 1	Key Message 2	Key Message 3
Cholera is a severe diarrheal disease.	If not treated immediately, cholera can be deadly.	Cholera can affect anyone who comes in contact with the bacteria that causes cholera.
Supporting Facts	Supporting Facts	Supporting Facts
<p>Cholera is caused by a bacteria found in feces.</p> <p>Cholera causes mild to severe watery diarrhea that looks like rice water.</p> <p>In severe cases diarrhea is accompanied vomiting and weakness.</p>	<p>Cholera can cause dehydration (loss of water) within a few hours if not treated</p> <p>Dehydration (loss of water) from cholera can cause death</p> <p>Cholera must be treated immediately at a health facility</p>	<p>Everyone can be affected by cholera if they come into contact with the bacteria causing cholera</p> <p>Children under the age of 5 years are at greater risk of being infected with cholera</p> <p>People living with someone who has cholera are at greater risk of infection</p>