

Sample Assignment Sheet

SPOKESPERSON

Assigned To:

Tasks:

Done

1.	Be the organization , act like the organization. Embody its identity, especially if your organization is about caring and protecting health and people’s lives. Be real.	
2.	Express empathy and caring about the situation immediately.	
3.	Describe the health and safety impact on individuals and communities – what is the risk.	
4.	Describe the incident and its magnitude – what happened: <ul style="list-style-type: none"> ○ What ○ Where ○ When ○ Why ○ How 	
5.	Describe the process in place to respond to the incident – what we are doing.	
6.	Give anticipatory guidance (e.g. side effects of antibiotics).	
7.	Be regretful , not defensive. Say “We feel terrible about...” or “We are very sorry that...” to acknowledge the incident.	
8.	Acknowledge the shared misery (people are frightened, feeling a lack of control) from the event. Give them the actions your organization is taking or that they can take themselves.	
9.	Express wishes “I wish we knew more right now.” “ I wish our answers were more definitive about...”	

10.	<p>Be willing to answer the questions everyone wants to know:</p> <ul style="list-style-type: none"> ○ What has happened? ○ What is the impact? ○ What is being done? ○ Are my family and I safe? What will affect us? ○ What can I do to protect my family and me? ○ Who (what) caused this problem? Can you fix it? ○ Who is in charge here? ○ How are those who got hurt getting help? ○ Is this thing being contained? ○ Why did this happen (Don't speculate. Repeat facts of the situation, describe data collection effort, and describe treatment from fact sheets)? ○ Why wasn't this prevented from happening (again)? ○ What else can go wrong? ○ When did you begin working on this (e.g. were notified of this, determined this had occurred)? ○ What does this data/information mean? ○ What bad things aren't you telling us (Don't forget to tell them the good things)? 	
11.	<p>Ask people to share the risk with you. Show your caring and determination as a role model for them.</p>	
12.	<p>Don't over reassure. Reassurance can backfire. Acknowledging to people how scary the situation is, even though the actual numbers affected are small, can make them calmer about the situation.</p>	