

## Assignment Sheet

### SPOKESPERSON

Assigned To:

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

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