

Sample: Smallpox Outbreak

Stakeholder reaction assessment worksheet

Stakeholder group **AAP** Importance (1-5) **5** Severity of likely reaction (1-5) **3**

Advocate **3** Adversary _____ Ambivalent _____

Importance of this stakeholder group? **Third party validator for vaccination recommendations**

Likely Initial Reaction? **Supportive of HHS, CDC recommendations**

Turning point? **Problems in implementation**

What would cause them to change their position? **Adverse vaccine reactions among children**

Key messages: **We need your support and involvement. We need to know what you are hearing.**

Key contacts: **National Immunization Program director or (if state) State public health director or immunization program director**

Opportunities for feedback? **Periodic conference calls to members and emails with updates**

Strategies to inform/involve stakeholders? **Same as above**

Strategies to help keep them from getting involved (satisfy needs early)? **Regular update and showing response to feedback**

Products to provide: **Pre-crisis materials on smallpox, updated message points on the incident**

Contact updates: **December 15, December 19, December 22**

Date, with whom and how: **12/27 – spoke with Dr. Robert Roberts, new point person for Physician advisory group on immunization. Gave him new update and explained where we are today.**