



## CRISIS EMERGENCY RISK COMMUNICATION PLAN CHECKLIST

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A sound CERC plan should include the following elements:

- ✓ A signed endorsement from your director (i.e., top official).
- ✓ Designated line and staff responsibilities for the public information teams.
- ✓ Internal information verification and clearance/approval procedures.
- ✓ Agreements on information release authorities (i.e., who releases what/when/how).
- ✓ Regional and local media contact list (including after-hours news desks).
- ✓ Procedures to coordinate with the public health organization response teams.
- ✓ Designated spokespersons for public health issues and third-party validators in an emergency.
- ✓ Your organizations emergency response team after-hours contact numbers.
- ✓ Contact numbers for emergency response information partners (e.g., Governor's public affairs officer, local FBI public information special agent in charge, local or regional department of agriculture or veterinarian public information officers, Red Cross, and other nongovernmental organizations).
- ✓ Agreements/procedures to join the joint information center of the emergency operations center (if activated).
- ✓ Procedures to secure needed resources (space, equipment, people) to operate the public information and media operation during a public health emergency 24 hours a day/7 days a week, if needed.
- ✓ Identified vehicles of information dissemination to public, stakeholders, partners (e.g., e-mail listservs, broadcast fax, door-to-door leaflets, press releases) during a crisis.

## CRISIS EMERGENCY RISK COMMUNICATIONS (CERC)



**DEPARTMENT OF HEALTH AND HUMAN SERVICES**  
**CENTERS FOR DISEASE CONTROL AND PREVENTION**

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