



TACTIC

TOOLS, METHODS AND TRAINING FOR COMMUNITIES
AND SOCIETY TO BETTER PREPARE FOR A CRISIS

Feedback report on the outcome of the organisational self-assessment with a focus on epidemics

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Preamble

The overall aim of the **TACTIC** project is to increase preparedness to large-scale and cross-border disasters amongst communities and societies in Europe. Therefore TACTIC based its work on the state-of-the-art literature related to risk perception and preparedness, developed a self-assessment both for organisations responsible for managing such different risks as flooding, earthquakes, terrorism and epidemics as well as the general public exposed to these hazards. It also created a catalogue of good practices in education and communication. Rather than taking a top-down approach to preparedness, TACTIC pursues a collaborative project strategy by including different user and stakeholder groups in the development, testing and validation of tools and materials throughout the project by conducting four case studies focusing on terrorism, floods, pandemics and earthquakes. This ensures that the outcomes of the project reflects the needs of end users and ensures that the project's outcomes have a life span after the project has officially ended.

All these findings and outputs are presented in an online learning platform which aims to ensure the sustainability of the use of the projects outcomes after the project has come to an end.

This document provides the feedback report that organisations receive, based on their answers provided, after they have conducted the organisational self-assessment and as it is included in the online platform TOSAP.

The online platform can be accessed by following this link: <https://www.tacticproject.eu/tosap/>

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0 Risk communication strategy	
19 Does your organisation have a risk communication strategy covering communicating the risk of epidemics?	
a) Yes, and I think it is excellent in practice	<p>Congratulations, you have developed a risk communication strategy. Let's see how your organization performed based on existing scientific research in the field of risk communication. This report will provide you with detailed feedback based on the self-assessment that you have completed.</p>
b) Yes, but it needs improvement	<p>Congratulations, you have developed a risk communication strategy - but there seems still to be some space for improvements. TACTIC believes that risk communication is something that can always be improved. Let's see how your organization performed based on existing scientific research in the field of risk communication. This report will provide you with detailed feedback based on the self-assessment on your risk communication strategy.</p>
c) No	<p>You have not yet developed a risk communication strategy. This report will provide you with feedback, based on the results of the self-assessment. It will provide you with inspiration for the development of your own risk communication strategy. To begin, a risk communication strategy consist of different steps:</p> <ol style="list-style-type: none"> 1. Context of the organization's work conditions and its risk communication practices 2. Current aim(s) of risk communication activities 3. Intended audience 4. Contents and key messages 5. Choice of communication method 6. Barriers and good aspects of risk communication. <p>Based on your answers to the questions posed in the self-assessment, this report will provide you with feedback in regards to completing each of these steps.</p>
d) I don't know	<p>You are not sure whether your organization has developed a risk communication strategy. This report will provide you with feedback, based on the results of the self-assessment. It will provide you with inspiration for the development of your own risk communications strategy. To begin, a risk communication strategy consists of different steps:</p> <ol style="list-style-type: none"> 1. Context of the organisation's work conditions and its risk communication practices 2. Current aim(s) of risk communication activities 3. Intended audience 4. Contents and key messages

	<p>5. Choice of communication method 6. Barriers and good aspects of risk communication.</p> <p>Based on your answers to the questions posed in the self-assessment, this report will provide you with feedback in regards to completing each of these steps.</p>
<p>20 Do you believe that the general public trusts the information that your organisation is communicating?</p>	
<p>a) Yes</p>	<p>You have answered "yes" to this question. This is great! As you are probably aware of, trust is very important for any kind of communication activity. It is therefore decisive to know whether your organisation has a good relationship with the intended audience and that they are likely to trust the information that you provide them. Without trust, the information that you wish to communicate is unlikely to be successfully received. If people feel that their values aren't being represented, that the organisation is hiding information, or the organisation has neglected their responsibilities, this situation can result in a lack of trust. If you would like to find out more about how to improve trust, please complete the "resolving conflicts and building trust" communications aim in the self-assessment, if you haven't already done so. Also, if you are interested in gaining feedback from the general public in regards to their level of trust in organisations in your sector, please complete the General Public's Self-assessment in your community.</p>
<p>b) No</p>	<p>You have answered "no" to this question. As you are probably aware of, trust is very important for any kind of communication activity. It is therefore decisive to know whether your organisation has a good relationship with the intended audience and that they are likely to trust the information that you provide them. Without trust, the information that you wish to communicate is unlikely to be successfully received. If people feel that their values aren't being represented, that the organisation is hiding information, or the organisation has neglected their responsibilities, this situation can result in a lack of trust. If you would like to find out more about how to improve trust, please complete the "resolving conflicts and building trust" communications aim in the self-assessment, if you haven't already done so. Also, if you are interested in gaining feedback from the general public in regards to their level of trust in organisations in your sector, please complete the General Public's Self-assessment in your community.</p>
<p>c) I don't know</p>	<p>You have answered "I don't know" to this question. As you are probably aware of, trust is very important for any kind of communication activity. It is therefore decisive to know whether your organisation has a good relationship with the intended audience and that they are likely to trust the information that you provide them. Without trust, the information that you wish to communicate is unlikely to be successfully received. If people feel that their values aren't being represented, that the organisation is hiding information, or the organisation has neglected their responsibilities, this situation can result in a lack of trust. If you would like to find out more about how to improve trust, please</p>

		complete the "resolving conflicts and building trust" communications aim in the self-assessment, if you haven't already done so. Also, if you are interested in gaining feedback from the general public in regards to their level of trust in organisations in your sector, please complete the General Public's Self-assessment in your community.
Aim 1 – Raising risk awareness		
23 Do you provide information about epidemic risks?		
a) Yes, regularly		You provide information about the risk of epidemics to your community/city/region. Having information about potential risks is an important step to get prepared.
b) Yes, from time to time		You provide information about the risk of epidemics to your community/city/region from time to time. It can be beneficial to do this on a regular basis, because having information about potential risks is the first step to get prepared.
c) No		You don't provide information about the risk of epidemics to your community/city/region. Here is space for improvement! Providing detailed information about the potential or experienced risks of epidemics in your region can be very important in order to allow people to become aware of the risk and to make the decision to get prepared.
d) I don't know		You should inform yourself about whether your organisation provides information about the risk of epidemics with your community/city/region. Providing detailed information about the potential or experienced risks of epidemics in your region can be very important in order to allow people to become aware of the risk and to make the decision to get prepared.
24 Which good aspects of risk communication do you consider in order to raise risk awareness?		
a) simple, graphical, and factual materials	if yes	In order to raise risk awareness you use simple, graphical and factual materials. This can help to create a memorable communication.
	if no	You are not using simple, graphical and factual materials in order to raise risk awareness. It might be relevant for you to use such materials, as this can help to create a memorable communication.
	if don't	You should inform yourself about whether your organisation uses simple, graphical and factual materials in order to raise risk awareness. Simple graphical representations of the information that you want to communicate can help to create a memorable communication.
b) Simple language	if yes	Very good, you use a simple language in order to raise risk awareness. Research has shown that careful communication of information is really important. By avoiding technical language and making sure that your information is limited to a couple of main points, or messages, which are repeated often, can help to reinforce your message and make it memorable.

	if no	You are not using a simple language in order to raise risk awareness. It is important to use simple language which avoids technical terms and is quickly comprehensible. Research has shown that careful communication of information is really important. By avoiding technical language and making sure that your information is limited to a couple of main points, or messages, which are repeated often, can help to reinforce your message and make it memorable.
	if don't	You should inform yourself about whether your organisation provides information in simple language, which avoids technical terms and is quickly comprehensible. Research has shown that careful communication of information is really important. By avoiding technical language and making sure that your information is limited to a couple of main points, or messages, which are repeated often, can help to reinforce your message and make it memorable.
c) Vivid examples and stories that communicate on a personal level	if yes	Great, you use vivid examples and stories that communicate on a personal level in order to raise risk awareness. Personal accounts of experiences of epidemics can help the intended audience to empathise with the person communicating. Such communication can also help to ensure that the message being communicated is memorable.
	if no	You are not using vivid examples and stories that communicate on a personal level in order to raise risk awareness. It might be relevant for you to do so as personal accounts of experiences of epidemics can help the intended audience to empathise with the person communicating. Such communication can also help to ensure that the message being communicated is memorable.
	if don't	Vivid stories? You should inform yourself about whether your organisation uses vivid examples and stories that communicate on a personal level in order to raise risk awareness. Personal accounts of experiences of epidemics can help the intended audience to empathise with the person communicating. Such communication can also help to ensure that the message being communicated is memorable.
25 How well do your methods of risk communication suit your communications aim?		
Mass media		
a) Website b) Publication in local/regional newspapers (incl. official gazettes) c) Television		To raise risk awareness you use mass media. Strengths of mass media are: <ul style="list-style-type: none"> • Can reach large audiences • Can be memorable and credible for a lot of people • Can provide information quickly

	<ul style="list-style-type: none"> • Good relationships with media representatives can lead to a more informed and solution-oriented public <p>Limitations are:</p> <ul style="list-style-type: none"> • Media source mostly controls the content and timing of the story and therefore should not be relied upon as a sole source of information provision • A small amount of negative coverage can destroy trust and credibility
Information materials	
d) Brochures, Leaflets, etc. e) Movies, Podcasts	<p>To raise risk awareness you use information material.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Can include large amounts of information • Can be expanded or condensed to meet the audiences needs • Are one of the most inexpensive forms of communication to produce (both time and resource costs are relatively low – of course this depends on the scale of the activity) • May be more comfortable for some users to use than other methods of communication (e.g. social media and stakeholder participation) <p>Limitations are:</p> <ul style="list-style-type: none"> • Some information materials can be difficult for some users to understand (e.g. technical language as well as length are important factors to take into account, therefore a pre-test is suggested) • The process to develop information material is typically more lengthy than other types of method
Technology-assisted communication	
f) Automatic Voice/Phone Notification System	<p>To raise risk awareness you use technology-assisted communication.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Once developed such technologies can be easily up-dated and revised • Information can be quickly disseminated • Is a cost-effective way of involving audience members • Can be entertaining/ Whilst sirens and SMS communication are better suited for warning, Email, online courses, websites, videos and audio recordings are well suited to raising risk awareness.

	<p>Limitations are:</p> <ul style="list-style-type: none"> • Groups or regions without access to technology-assisted communication will not be reached and hence receive no communication.
Social media	
g) Twitter h) Facebook i) Other	<p>To raise risk awareness you use social media.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Because people choose to engage in a conversation on social media, their interest is already high and that willingness may translate into a change in behaviour • Information can be quickly posted and up-dated • Feedback is instant and easy to track over time. • Little technical knowledge is required to use social media and set up an account • Is able to distribute large amounts of information, which audience members can tailor to their own needs (e.g. allows people to see large amounts of data and develop their own interpretation of risk) • Is a cost-effective way of involving audience members • Can be entertaining <p>Limitations are:</p> <ul style="list-style-type: none"> • Due to the expectations of users of social media, information must always be kept up-to-date or someone must always be available to answer questions • Certain demographic groups are more likely to use social media than others • Conflicting views may cause confusion; risk of misinformation
Face-to-face communication	
j) Public meetings/hearings k) Public workshops l) Round table discussion m) Theatre plays	<p>To raise risk awareness you use face-to-face communication.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Has an identifiable human representative of an organisation/credible person presenting the risk information, thus, personalising it • Offers the opportunity for immediate feedback

	<ul style="list-style-type: none"> • Easy to organise • Particularly in setting defined by intense interaction, can it be very valuable and effective (e.g. smaller communities) • Multiple presentations can be planned in order to reinforce the message and keep the audience up-to-date • Costs might be lower than for other methods <p>Limitations are:</p> <ul style="list-style-type: none"> • Can be easily misunderstood • Audiences may be too overwhelmed or hostile • Speaker/narrator needs to be trusted; otherwise risk of non-acceptance • Oral presentations alone give the audience nothing to refer to later on • Effectiveness limited when larger groups need to be addressed (e.g. urban setting)
Stakeholder participation	
n) Role-playing o) Simulations (e.g. emergency exercise)	<p>To raise risk awareness you use stakeholder participation.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Can build relationships and trust • Decisions based on participation are more likely than those that are not to be accepted • Can accommodate a variety of audiences • Can help deal with conflict situations <p>Limitations are:</p> <ul style="list-style-type: none"> • If not organised correctly (allowing the audience to interact in a meaningful way) it can damage an organisations reputation and credibility • Time consuming and costly (stakeholder participation is seen to be particularly effective if it is long-term)
Visualisation of risk	
p) Photos q) Posters and displays r) Direct advertising s) Videos t) Others	<p>To raise risk awareness you use visualisation of risk.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • “Can bring simple risk messages to life with stunning clarity” • Avoid large amounts of text

	<ul style="list-style-type: none"> • Communicate to a wide range of audiences • Can be easily translated to other languages than other information materials • Visual messages can be memorable • Is seen as being particularly effective for raising awareness <p>Limitations are:</p> <ul style="list-style-type: none"> • May be culturally specific • Carries limited information and therefore cannot address as many questions that audiences may have about a risk as other methods • Can lose their impact if overused • Cannot be used as a standalone method • Can take time to produce • Requires technical knowledge to ensure that the intended message is produced (e.g. graphic designer)
26 How well do you know your audience?	
a) yes	<p>Very good, you reach out to different groups with your communication. It is important to identify different groups and their communication needs (e.g. language needs) as every group is likely to be different and therefore, one type of risk communication is not likely to suit all. This information can be obtained by conducting a midline audience analysis. This analysis includes information about socio-economic status, demographics, and cultural information such as age, gender, and occupation. This information can, for instance, be collected through census data and understanding where different groups live in your community/city/region.</p>
b) No	<p>You don't reach out different groups in your community/city/region. It is important to identify different groups and their communication needs (e.g. language needs) as every group is likely to be different and therefore, one type of risk communication is not likely to suit all. This information can be obtained by conducting a midline audience analysis. This analysis includes information about socio-economic status, demographics, and cultural information such as age, gender, and occupation. This information can, for instance, be collected through census data and understanding where different groups live in your community/city/region.</p>
c) I don't know	<p>In your community/city/region live different groups. It is important to identify different groups and their communication needs (e.g. language needs) as every group is likely to be different and therefore, one type of risk communication is not likely to suit all. This information can be obtained by conducting a midline audience analysis. This</p>

	analysis includes information about socio-economic status, demographics, and cultural information such as age, gender, and occupation. This information can, for instance, be collected through census data and understanding where different groups live in your community/city/region.
27 Different habits and needs - Do you take such differences into account in your risk communication?	
a) yes	Great, you take different habits and needs into account. It is important to know the needs and habits of these groups in order to select adequate methods and information for your risk communication. In case you are interested, this information can be received by conducting the TACTIC General Public's Self-Assessment.
b) No	You seem to not yet have tried to understand the needs and interests of the intended audience. This, however, is an important aspect of the development of a communications strategy. To receive adequate information for each group, a baseline audience analysis can help. This includes information largely related to the audience's ability to comprehend the communication, such as reading ability, preferred methods of communication, and level of hostility. This information can be received by conducting the TACTIC General Public's Self-Assessment.
c) I don't know	Understanding the needs and interests of the intended audience is an important aspect of the development of a communication strategy. To address the adequate information for each group, a baseline audience analysis can help. This includes information largely related to the audience's ability to comprehend the communication, such as reading ability, preferred methods of communication, and level of hostility. This information can be received by conducting the TACTIC General Public's Self-Assessment.
28 Do you have a key message?	
a) yes	Great, you have a key message. This is the number one thing that you want your audience to remember or do. Make sure that your message is clear, concise and consistent.
b) No	You seem to not have a key message yet. Such a message is a critical part of any risk communications strategy. The key message is the number one thing that you want your audience to remember or to do. Use a clear and concise language. Ask yourself following questions: Why am I communicating risk? Who am I trying to address? What am I trying to change?
c) I don't know	You should inform yourself about whether your organisation has a key message. It is the first step for the development

	of a communication strategy. The key message is the number one thing that you want your audience to remember or to do. Use a clear and concise language. Ask yourself following questions: Why am I communicating risk? Who am I trying to address? What am I trying to change?
29 Do you collect and use feedback?	
a) yes	Very good, you are actively collecting feedback. In doing so you are able to ensure that you understand how your communication activities are received by your audience.
b) No	Until now you did not collect feedback on your communication strategy. Why not collect some feedback? In doing so you are able to ensure that you understand how your communication activities are received by your audience.
c) I don't know	You should inform yourself about whether your organisation collects feedback on your communication practices. In doing so you are able to ensure that you understand how your communication activities are received by your audience.
30 If yes: Are you using the feedback to improve your communication practices?	
a) yes	Great! Receiving feedback from your intended audience in regards to you risk communication efforts is a great way to improve future risk communication efforts.
b) No	Here is space for improvement as you are not yet using your feedback! You have already collected feedback on your communication practices. Now take the next step and use it for the improvement of your communication strategy.
c) I don't know	Your organisation has already collected feedback on your communication practices. You should inform yourself about whether your organisation uses this feedback to improve the communication strategy.
Aim 2 Capacity to act	
31 Do you provide information about the risk of epidemics?	
a) yes	Great, you provide information about how residents in your community/city/region can prepare themselves. Members of the general public are not always aware of what they can do to prepare themselves for the event of an epidemic. Therefore, risk communication which aims to strengthen capacities to act is of great importance.

b) No	You don't provide information about how residents in your community/city/region can prepare themselves. Here is space for improvement! Members of the general public are not always aware of what they can do to prepare themselves for the event of an epidemic. Therefore, risk communication which aims to strengthen capacities to act is of great importance.
c) I don't know	You should inform yourself about whether your organisation provides information about how residents in your community/city/region can prepare themselves. Members of the general public are not always aware of what they can do to prepare themselves for the event of an epidemic. Therefore, risk communication which aims to strengthen capacities to act is of great importance.
32 How regularly do you provide information about the risk of epidemics?	
a) Preparing your home for an epidemic	
regularly	You provide information about how to prepare your home for an epidemic regularly. That is great because is it a first step to get prepared.
from time to time	You provide information about how to prepare your home for an epidemic from time to time. To do it on a regular basis can be helpful because it is a first step to get prepared.
never	You don't provide information about how to prepare your home for an epidemic. To do it on a regular basis can be helpful because it is a first step to get prepared.
I don't know	Make yourself familiar if your organisation provides information about how to prepare your home for an epidemic. To do it on a regular basis can be helpful because it is a first step to get prepared.
b) How to interpret epidemic risk communications	
regularly	You provide information about how to interpret epidemic risk communication regularly. That is very helpful in order to enable your audience to act in case of emergency.
from time to time	You provide information about how to interpret epidemic risk communication from time to time. This information is helpful in order to enable your audience to act in case of emergency.
never	You don't provide information about how to interpret epidemic risk communication. This information can helpful in order to enable your audience to act in case of emergency.
I don't know	You don't know if your organisation provides information about how to interpret epidemic risk communications. This information can helpful in order to enable your audience to act in case of emergency.
c) Infectious disease	

control measures and policies	
regularly	You provide information about infectious disease control measures and policies regularly. That is great in order to keep your audience up-to-date on new developments and on possibilities to prepare.
from time to time	You provide information about infectious disease control measures and policies from time to time. It can be relevant to do it on a regular basis in order to keep your audience up-to-date on new developments and on possibilities to prepare.
never	You don't provide information about infectious disease control measures and policies. It can be relevant to do it on a regular basis in order to keep your audience up-to-date on new developments and on possibilities to prepare.
I don't know	Find out if your organisation provides information about infectious disease control measures and policies. It can be relevant to do it on a regular basis in order to keep your audience up-to-date on new developments and on possibilities to prepare.
d) Information about keeping individuals/families healthy during an epidemic	
regularly	You provide information about keeping individuals/families healthy during an epidemic regularly. That is relevant in order to raise people's capacities to act during an emergency.
from time to time	You provide information about keeping individuals/families healthy during an epidemic from time to time. That is relevant in order to raise people's capacities to act during an emergency.
never	You don't provide information about keeping individuals/families healthy during an epidemic. It can be relevant in order to raise people's capacities to act during an emergency.
I don't know	You don't know if your organisation provides information about keeping individuals/families healthy during an epidemic. It can be relevant in order to raise people's capacities to act during an emergency.
e) Preparation of epidemic emergency plans for families, small businesses or farms	
regularly	You provide information about preparation of epidemic emergency plans for families, small businesses or farms regularly. This is great as emergency plans can be an important step to get prepared.
from time to time	You provide information about preparation of epidemic emergency plans for families, small businesses or farms from time to time. This is of importance as emergency plans can be an important step to get prepared.
never	You don't provide information about preparation of epidemic emergency plans for families, small businesses or farms. This would be of importance as emergency plans can be an important step to get prepared.
I don't know	Make yourself familiar whether your organisation provides information about preparation of epidemic emergency plans

	for families, small businesses or farms. This would be of importance as emergency plans can be an important step to get prepared.
f) Emergency kits: Appropriate behaviour in case of emergency (e.g. store important documents, emergency supplies, medicines, phone numbers ready, evacuation procedures)	
regularly	You provide information about Emergency kits: Appropriate behaviour in case of emergency (e.g. store important documents, emergency supplies, medicines, phone numbers ready, evacuation procedures) regularly. That is very good, because appropriate behaviour in case of emergency can save lives.
from time to time	You provide information about Emergency kits: Appropriate behaviour in case of emergency (e.g. store important documents, emergency supplies, medicines, phone numbers ready, evacuation procedures) from time to time. It is important, because appropriate behaviour in case of emergency can save lives.
never	You don't provide information about Emergency kits: Appropriate behaviour in case of emergency (e.g. store important documents, emergency supplies, medicines, phone numbers ready, evacuation procedures). It is important, because appropriate behaviour in case of emergency can save lives.
I don't know	Find out if your organisation provides information about Emergency kits: Appropriate behaviour in case of emergency (e.g. store important documents, emergency supplies, medicines, phone numbers ready, evacuation procedures). It is important, because appropriate behaviour in case of emergency can save lives.
g) Insurance against epidemic-related damages	
regularly	You provide information about insurances against epidemic-related damages regularly. That is great as insurances are one step in order to raise people's resilience.
from time to time	You provide information about insurances against epidemic-related damages from time to time. This information is important as insurances are one step in order to raise people's resilience.
never	You don't provide information about insurances against epidemic-related damages. This information is important as insurances are one step in order to raise people's resilience.
I don't know	You don't know whether your organisation provides information about insurances against epidemic-related damages. This information is important as insurances are one step in order to raise people's resilience.
h) Financial aid for	

recovery after epidemics		
regularly		You provide information about financial aid for recovery after epidemics regularly. That is helpful because it is an important part of recovery after an emergency.
from time to time		You provide information about financial aid for recovery after epidemics from time to time. That is helpful because it is an important part of recovery after an emergency.
never		You don't provide information about financial aid for recovery after epidemics from time to time. That would be helpful because it is an important part of recovery after an emergency.
I don't know		Check if your organisation provides information about financial aid for recovery after epidemics from time to time. That would be helpful because it is an important part of recovery after an emergency.
32 Which good aspects of risk communication do you consider in order to increase the capacity to act?		
a) simple, graphical, and factual materials	if yes	In order to enhance the capacity to act you use simple, graphical and factual materials. Simple graphical representations of the information that you want to communicate can help to create a memorable communication.
	if no	You are not using simple, graphical and factual materials in order to enhance the capacity to act. It might be relevant for you to use such materials, as this can help to create a memorable communication.
	if don't	You should inform yourself about whether your organisation uses simple, graphical and factual materials in order to enhance the capacity to act. Simple graphical representations of the information that you want to communicate can help to create a memorable communication.
b) Simple language	if yes	Very good, you use a simple language in order to enhance the capacity to act. Research has shown that careful communication of information is really important. By avoiding technical language and making sure that your information that you communicate is limited to three main points, or messages, which are repeated often, can help to reinforce your message and make it memorable.
	if no	You seem to not use simple language yet in order to enhance the capacity to act. This can be important as research has shown that careful communication of information is really important. By avoiding technical language and making sure that your information that you communicate is limited to three main points, or messages, which are repeated often, can help to reinforce your message and make it memorable.
	if don't	You should inform yourself about whether your organisation provides information with a simple language, which avoids technical terms and is quickly comprehensible. Research has shown that careful communication of information is really

		important. By avoiding technical language and making sure that your information that you communicate is limited to three main points, or messages, which are repeated often, can help to reinforce your message and make it memorable.
c) Vivid examples and stories that communicate on a personal level	if yes	Great, you use vivid examples and stories that communicate on a personal level in order to enhance the capacity to act. Personal accounts of experiences with epidemic-related hazards can help the intended audience to empathise with the person communicating. Such communication can also help to ensure that the message being communicated is memorable.
	if no	It seems you are not yet using vivid examples. This might be relevant for you as personal accounts of experiences with epidemic-related hazards can help the intended audience to empathise with the person communicating. Such communication can also help to ensure that the message being communicated is memorable.
	if don't	You should inform yourself about whether your organisation uses vivid examples and stories that communicate on a personal level in order to enhance the capacity to act. Personal accounts of experiences with epidemic-related hazards can help the intended audience to empathise with the person communicating. Such communication can also help to ensure that the message being communicated is memorable.
33 When you communicate with the general public, does your organisation emphasise the potential benefits of taking these actions?		
a) yes		Great, you emphasise the potential benefits of taking actions! Research has found that if individuals perceive a risk of being high and believe that their actions can make a difference, they are likely to take action. It has also been found that the communication of negative information should be limited in risk communication as they may have a detrimental effect and overpowers the possible solution and could also undermine trust. Risk communication should focus on the risks of inaction but place more emphasis on the audiences ability to act and the benefits of doing so.
b) No		Until now you don't emphasise the potential benefits of taking actions. Research has found that if individuals perceive a risk of being high and believe that their actions can make a difference, they are likely to take action. It has also been found that the communication of negative information should be limited in risk communication as they may have a detrimental effect and overpowers the possible solution and could also undermine trust. Risk communication should focus on the risks of inaction but place more emphasis on the audiences ability to act and the benefits of doing so.
c) I don't know		You should inform yourself about whether your organisation emphasises the potential benefits of taking actions. Research has found that if individuals perceive a risk of being high and believe that their actions can make a difference, they are likely to take action. It has also been found that the communication of negative information should be limited in risk communication as they may have a detrimental effect and overpowers the possible solution and could also undermine trust. Risk communication should focus on the risks of inaction but place more emphasis on the audiences ability to act and the benefits of doing so.

34 Do you communicate your roles and responsibility for managing the risk of epidemics to the general public?	
a) yes	Very good, you have already communicated your roles and responsibilities to the general public. Clear communication which states the roles and responsibilities of the organisation can help to manage expectations of what the organisation can and cannot achieve in regards to protecting citizens and responding in the event of an epidemic. Such information can help to build trust.
b) No	So far you did not communicate your roles and responsibilities to the general public. Clear communication which states the roles and responsibilities of the organisation can help to manage expectations of what the organisation can and cannot achieve in regards to protecting citizens and responding in the event of an epidemic. Such information can help to build trust.
c) I don't know	You should inform yourself about whether your organisation communicates your roles and responsibilities to the general public. Clear communication which states the roles and responsibilities of the organisation can help to manage expectations of what the organisation can and cannot achieve in regards to protecting citizens and responding in the event of an epidemic. Such information can help to build trust.
35 Do you communicate the responsibilities and rights of the general public with regards to epidemics?	
a) Yes	Great. In addition to communicating the roles and responsibilities of your organisation, it is also important to communicate the roles and responsibilities of the general public. The general public needs to take action to prepare themselves but they may not understand what they can do and, therefore, what their role in ensuring their own preparedness is. Clearly communicating what your organisation expects from the general public in terms of their role in their own and their community's preparedness is really important. Research has found that if individuals feel responsible, they are more likely to take action to prepare themselves.
b) No	Risk communication efforts should aim at encouraging the public to become involved in the management of an epidemic event. In addition to communicating the roles and responsibilities of your organisation, it is also important to communicate the roles and responsibilities of the general public. The general public needs to take action to prepare themselves but they may not understand what they can do and, therefore, what their role in ensuring their own preparedness is. Clearly communicating what your organisation expects from the general public in terms of their role in their own and their community's preparedness is really important. Research has found that if individuals feel responsible, they are more likely to take action to prepare themselves.
c) I don't know	You should inform yourself about whether your organisation communicates the role of the general public. In addition to communicating the roles and responsibilities of your organisation, it is also important to communicate the roles and responsibilities of the general public. The general public needs to take action to prepare themselves but they may not understand what they can do and, therefore, what their role in ensuring their own preparedness is. Clearly communicating what your organisation expects from the general public in terms of their role in their own and their community's preparedness is really important. Research has found that if individuals feel responsible, they are more

	likely to take action to prepare themselves.
36 Do you actively involve members of the general public in discussions about how to prepare for epidemics?	
a) yes	Great! You involve members of the general public in discussions about how to prepare. Current research argues that involving the general public in discussion and decisions that affect them can bring about a wide range of benefits including the development of responsibility, knowledge about what types of preparedness activities they can take, belief that personal preparedness measures can have a positive effect and the belief that they are able to undertake such measures can positively influence whether members of the general public take such measures.
b) No	You judged that in the involvement of the public in discussion about how to prepare is room for improvement. Current research argues that involving the general public in discussion and decisions that affect them can bring about a wide range of benefits including the development of responsibility, knowledge about what types of preparedness activities they can take, belief that personal preparedness measures can have a positive effect and the belief that they are able to undertake such measures can positively influence whether members of the general public take such measures.
c) I don't know	You should inform yourself about whether your organisation involves members of the public in discussion about how to prepare. Current research argues that involving the general public in discussion and decisions that affect them can bring about a wide range of benefits including the development of responsibility, knowledge about what types of preparedness activities they can take, belief that personal preparedness measures can have a positive effect and the belief that they are able to undertake such measures can positively influence whether members of the general public take such measures.
37 How well do your methods of risk communication suit your communications aim of enhancing capacities?	
Stakeholder participation	
a) Role-playing b) Simulations (e.g. emergency exercise)	<p>To raise risk awareness you use stakeholder participation.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Can build relationships and trust • Decisions based on participation are more likely than those that are not to be accepted • Can accommodate a variety of audiences • Can help deal with conflict situations <p>Limitations are:</p> <ul style="list-style-type: none"> • If not organised correctly (allowing the audience to interact in a meaningful way) it can damage an organisations reputation and credibility

	<ul style="list-style-type: none"> • Time consuming and costly (stakeholder participation is seen to be particularly effective if it is long-term)
Face-to-face communication	
<ul style="list-style-type: none"> c) Public meetings/hearings a) Public workshops b) Round table discussion c) Theatre plays 	<p>To raise risk awareness you use face-to-face communication.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Has an identifiable human representative of an organisation/credible person presenting the risk information, thus, personalising it • Offers the opportunity for immediate feedback • Easy to organise • Particularly in setting defined by intense interaction, can it be very valuable and effective (e.g. smaller communities) • Multiple presentations can be planned in order to reinforce the message and keep the audience up-to-date • Costs might be lower than for other methods <p>Limitations are:</p> <ul style="list-style-type: none"> • Can be easily misunderstood • Audiences may be too overwhelmed or hostile • Speaker/narrator needs to be trusted; otherwise risk of non-acceptance • Oral presentations alone give the audience nothing to refer to later on • Effectiveness limited when larger groups need to be addressed (e.g. urban setting)
Technology-assisted communication	
<ul style="list-style-type: none"> d) SMS e) Automatic Voice/Phone Notification System 	<p>To raise risk awareness you use technology-assisted communication.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Once developed such technologies can be easily up-dated and revised • Information can be quickly disseminated • Is a cost-effective way of involving audience members • Can be entertaining/ Whilst sirens and SMS communication are better suited for warning, Email, online courses, websites, videos and audio recordings are well suited to raising risk awareness.

	<p>Limitations are:</p> <ul style="list-style-type: none"> • Groups or regions without access to technology-assisted communication will not be reached and hence receive no communication.
Social media	
i) Twitter j) Facebook k) Other	<p>To raise risk awareness you use social media.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Because people choose to engage in a conversation on social media, their interest is already high and that willingness may translate into a change in behaviour • Information can be quickly posted and up-dated • Feedback is instant and easy to track over time. • Little technical knowledge is required to use social media and set up an account • Is able to distribute large amounts of information, which audience members can tailor to their own needs (e.g. allows people to see large amounts of data and develop their own interpretation of risk) • Is a cost-effective way of involving audience members • Can be entertaining <p>Limitations are:</p> <ul style="list-style-type: none"> • Due to the expectations of users of social media, information must always be kept up-to-date or someone must always be available to answer questions • Certain demographic groups are more likely to use social media than others • Conflicting views may cause confusion; risk of misinformation
Mass media	
l) Website m) Publication in local/regional newspapers (incl. official gazettes) n) Television	<p>To raise risk awareness you use mass media.</p> <p>Strengths of mass media are:</p> <ul style="list-style-type: none"> • Can reach large audiences • Can be memorable and credible for a lot of people • Can provide information quickly • Good relationships with media representatives can lead to a more informed and solution-oriented public

	<p>Limitations are:</p> <ul style="list-style-type: none"> • Media source mostly controls the content and timing of the story and therefore should not be relied upon as a sole source of information provision • A small amount of negative coverage can destroy trust and credibility
Information materials	
<p>o) Brochures, Leaflets, etc. p) Movies, Podcasts</p>	<p>To raise risk awareness you use information material.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Can include large amounts of information • Can be expanded or condensed to meet the audiences needs • Are one of the most inexpensive forms of communication to produce (both time and resource costs are relatively low – of course this depends on the scale of the activity) • May be more comfortable for some users to use than other methods of communication (e.g. social media and stakeholder participation) <p>Limitations are:</p> <ul style="list-style-type: none"> • Some information materials can be difficult for some users to understand (e.g. technical language as well as length are important factors to take into account, therefore a pre-test is suggested) • The process to develop information material is typically more lengthy than other types of method
Visualisation of risk	
<p>q) Photos r) Posters and displays s) Direct advertising t) Videos u) Others</p>	<p>To raise risk awareness you use visualisation of risk.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • “Can bring simple risk messages to life with stunning clarity” • Avoid large amounts of text • Communicate to a wide range of audiences • Can be easily translated to other languages than other information materials • Visual messages can be memorable • Is seen as being particularly effective for raising awareness

	<p>Limitations are:</p> <ul style="list-style-type: none"> • May be culturally specific • Carries limited information and therefore cannot address as many questions that audiences may have about a risk as other methods • Can lose their impact if overused • Cannot be used as a standalone method • Can take time to produce • Requires technical knowledge to ensure that the intended message is produced (e.g. graphic designer)
38 How well do you know your audience?	
a) yes	Very good, you reach different groups with your communication. It is important to identify different groups and their communication needs (e.g. language needs) as every group is likely to be different and therefore, one type of risk communication is not likely to suit all. This information can be obtained by conducting a midline audience analysis. This analysis includes information about socio-economic status, demographics, and cultural information such as age, gender, and occupation. This information can be collected through census data.
b) No	You don't reach out different groups in your community/city/region. It is important to identify different groups and their communication needs (e.g. language needs) as every group is likely to be different and therefore, one type of risk communication is not likely to suit all. This information can be obtained by conducting a midline audience analysis. This analysis includes information about socio-economic status, demographics, and cultural information such as age, gender, and occupation. This information can be collected through census data.
c) I don't know	In your community/city/region live different groups. It is important to identify different groups and their communication needs (e.g. language needs) as every group is likely to be different and therefore, one type of risk communication is not likely to suit all. This information can be obtained by conducting a midline audience analysis. This analysis includes information about socio-economic status, demographics, and cultural information such as age, gender, and occupation. This information can be collected through census data.
39 Different habits and needs - Do you take such difference into account in your risk communication?	
a) yes	Great, you take different habits and needs into account. It is important to know the needs and habits of these groups in order to select adequate methods and information for your risk communication. In case you are interested, this information can be received by conducting the TACTIC General Public's Self-Assessment.

b) No	Understanding the needs and interests of the intended audience is an important aspect of the development of a communications strategy. To receive adequate information for each group, a baseline audience analysis can help. This includes information largely related to the audience's ability to comprehend the communication, such as reading ability, preferred methods of communication, and level of hostility. This information can be received by conducting the TACTIC General Public's Self-Assessment.
c) I don't know	Understanding the needs and interests of the intended audience is an important aspect of the development of a communications strategy. To address the adequate information for each group, a baseline audience analysis can help. This includes information largely related to the audience's ability to comprehend the communication, such as reading ability, preferred methods of communication, and level of hostility. This information can be received by conducting the TACTIC General Public's Self-Assessment.
40 Do you take psychological factors (e.g. risk perceptions and motivations) into account when providing information about preparedness actions	
a) yes	Excellent, you take psychological factors into account when providing information about preparedness actions. In order to be able to address any potential barriers to your organisation's risk communication, it is important to understand the in risk perception of your intended audience. If you are interested in finding out more about the risk perceptions of the general public in your community, please conduct TACTIC's General Public's Self-Assessment. Based on the results of this assessment, your organisation is able to identify potential psychological barriers as well as receive tips in regards to how to overcome them.
b) No	So far you don't take psychological factors into account when providing information about preparedness actions. In order to be able to address any potential barriers to your organisation's risk communication, it is important to understand the in risk perception of your intended audience. If you are interested in finding out more about the risk perceptions of the general public in your community, please conduct TACTIC's General Public's Self-Assessment. Based on the results of this assessment, your organisation is able to identify potential psychological barriers as well as receive tips in regards to how to overcome them.
c) I don't know	Find out if your organisation takes psychological factors into account when providing information about preparedness actions. In order to be able to address any potential barriers to your organisation's risk communication, it is important to understand the in risk perception of your intended audience. If you are interested in finding out more about the risk perceptions of the general public in your community, please conduct TACTIC's General Public's Self-Assessment. Based on the results of this assessment, your organisation is able to identify potential psychological barriers as well as receive

	tips in regards to how to overcome them.
41 Do you have a key message?	
a) yes	Fantastic! The key message is the number one thing that you want your audience to remember or do. Make sure that your message is clear, concise and consistent.
b) No	A key message is a critical part of any risk communications strategy. The key message is the number one thing that you want your audience to remember or to do. Use a clear and concise language. Ask yourself following questions: Why am I communicating risk? Who am I trying to warn/inform/whose behaviour am I trying to change? Who should be involved in solving conflicts?
c) I don't know	You should inform yourself about whether your organisation has a key message. It is the first step for the development of a communication strategy. The key message is the number one thing that you want your audience to remember or to do. It should be clear, concise and consistent. Ask yourself following questions: Why am I communicating risk? Who am I trying to warn/inform/whose behaviour am I trying to change? Who should be involved in solving conflicts?
42 Do you collect and use feedback?	
a) yes	Great, you are actively collecting feedback. In doing so you are able to ensure that you understand how your communication activities are received by your audience.
b) No	Until now you did not collect feedback on your communication strategy. What a great time to start! In doing so you are able to ensure that your information is understood by your audience.
c) I don't know	You should inform yourself about whether your organisation collects feedback on your communication practices. In doing so you are able to ensure that your information is understood by your audience.
43 If yes: Are you using the feedback to improve your communication practices?	
a) yes	Great! Receiving feedback from your intended audience in regards to you risk communication efforts is a great way to improve future risk communication efforts.

b) No	Here is space for improvement! You have already collected feedback on your communication practices. Now take the next step and use it for the improvement of your communication strategy.
c) I don't know	Your organisation has already collected feedback on your communication practices. You should inform yourself about whether your organisation uses this feedback to improve the communication strategy.

Aim 3 - Warning

44 Good aspects of past warnings?

a) The warning was very precise (e.g. time and location)	
Yes	Your warning was very precise. Providing the general public with specific information about the hazard, including time and locations, can help to save lives. Failing to provide precise information can lead to distrust and potentially chaos in regards to disaster response.
No	Your warning wasn't precise. This means that you are likely to be aware of the issues that can arise when such information is not accurate. Trust can be undermined and difficulties in managing evacuations are likely to have taken place. This is why providing the general public with specific information about the hazard, including time and locations, can help to save lives.
I don't know	You should inform yourself about whether your organisation's warnings included precise information in the past. Knowing how to properly warn people can save lives and reduce damage during the event. Ensure that warnings are accurate and provide as much information about location and time as well as about the likelihood of the event.
b) The warning provided no contradictory information	
Yes	Very good, the warning didn't provide contradictory information. This is important as unclear information can lead to confusion and distrust. Working together with media sources and other organisations in the case of emergency in order to ensure that warning messages are consistent and not in contradiction to each other is really important and helpful.
No	You stated that the warning provided contradictory information. This is a problem because unclear information can lead to confusion and distrust. Working together with media sources and other organisations in the case of emergency in

	order to ensure that warning messages are consistent and not in contradiction to each other is really important and helpful. By ensuring that all communicating organisations agree on the key message that is being communicated during the hazard, you can ensure that the general public is able to make informed and confident decisions in regards to what they can do.
I don't know	The communication of contradictory information during a hazard can lead to confusion and distrust. Working together with media sources and other organisations in the case of emergency in order to ensure that warning messages are consistent and not in contradiction to each other is really important and helpful. By ensuring that all communicating organisations agree on the key message that is being communicated during the hazard, you can ensure that the general public is able to make informed and confident decisions in regards to what they can do.
c) The warning was very timely	
Yes	Great! The warning was very timely. This means that the general public should have had the most amount of time possible to response during a hazard event.
No	The problem when a warning comes too late is that the general public does not have enough time to act and is therefore put in danger. It is acknowledged that it is not always possible to warn people in a timely manner. Therefore, it is also important to raise risk awareness and strengthen capacities to act. By doing so it is possible to inform the general public of how to pick up on early signs of a potential hazard and that if they see these signs should not wait for a warning. By strengthening capacities to act it is possible to inform the general public of the concrete actions that they can take in case of a hazard. If you would like to receive some tips in regards to raising risk awareness or strengthening capacities to act and you have not already completed the questions in the self-assessment related to these communication aims, please return to the self-assessment to answer the questions related to these aims.
I don't know	The problem when a warning comes too late is that the general public does not have enough time to act and is therefore put in danger. It is acknowledged that it is not always possible to warn people in a timely manner. Therefore, it is also important to raise risk awareness and strengthen capacities to act. By doing so it is possible to inform the general public of how to pick up on early signs of a potential hazard and that if they see these signs that they should not wait for a warning. By strengthening capacities to act it is possible to inform the general public of the concrete actions that they can take in case of a hazard. If you would like to receive some tips in regards to raising risk awareness or strengthening capacities to act and you have not already completed the questions in the self-assessment related to these communication aims, please return to the self-assessment to answer the questions related to these aims.
d) People have received too many false warnings in the	

past and therefore did not trust our last warning	
Yes	False warnings happen but they can lead to various problems such as mistrust. It is important to communicate the reasons for the false warning as well as inform the general public of how to pick up on early signs of a potential hazard and that if they see these signs that they should not wait for a warning. By raising awareness and strengthening capacities to act it is possible to inform the general public of the concrete actions that they can take in order to take action in the event of a hazard. If you would like to receive some tips in regards to raising risk awareness or strengthening capacities to act and you have not already completed the questions in the self-assessment related to these communication aims, please return to the self-assessment to answer the questions related to these aims.
No	Great, this means that you are likely to have effectively warned the general public in the past. However, false warnings happen. In order to know how to deal with this situation, if it occurs, the following tips could come in handy. It is important to communicate the reasons for the false warning as well as inform the general public of how to pick up on early signs of a potential hazard and that if they see these signs that they should not wait for a warning. By raising awareness and strengthening capacities to act it is possible to inform the general public of the concrete actions that they can take in order to take action in the event of a hazard. If you would like to receive some tips in regards to raising risk awareness or strengthening capacities to act and you have not already completed the questions in the self-assessment related to these communication aims, please return to the self-assessment to answer the questions related to these aims.
I don't know	False warnings happen but they can lead to various problems such as mistrust. It is important to communicate the reasons for the false warning as well as to inform the general public of how to pick up on early signs of a potential hazard that they do not have to wait for a warning. By raising awareness and strengthening capacities to act it is possible to inform the general public of the concrete actions that they can take in case of a hazard. If you would like to receive some tips in regards to raising risk awareness or strengthening capacities to act and you have not already completed the questions in the self-assessment related to these communication aims, please return to the self-assessment to answer the questions related to these aims.
e) We have used multiple channels to reach out to the general public in the event of an emergency	
Yes	You said you use multiple channels to disseminate your warning messages. This is great. Such an approach helps to

	ensure that you have reached a range of audience groups.
No	You said you use only one or very few channels to disseminate your warning. However, warning should be disseminated through different channels as people have different habits and usually require confirmation of the original emergency communication through several communication channels before taking action.
I don't know	Warning should be disseminated through different channels as people have different habits and usually require confirmation of the original emergency communication through several communication channels before taking action.
f) We did not reach our audience since our communication channels were insufficient	
Yes	You did not reach your audience. In order to improve this in the future you could work together with a range of different organisations. That could help you to disseminate your warning in the case of an emergency. It might increase the number of recipients and the speed of sharing the message.
No	Great, this means that the dissemination of your message was successful. Such an approach helps to ensure that you have reached a range of audience groups.
I don't know	Warnings should be disseminated through different channels as people have different habits and usually require confirmation of the original emergency communication through several communication channels before taking action.
g)	Other
45 How well do your methods of risk communication suit your communications aim of warning?	
Technology-assisted communication	
a) SMS b) Automatic Voice/Phone Notification System c) Sirens	<p>For warning you use technology-assisted communication.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Once developed such technologies can be easily up-dated and revised • Information can be quickly disseminated • Is a cost-effective way of involving audience members • Can be entertaining/ Whilst sirens and SMS communication are better suited for warning, Email, online courses,

	<p>websites, videos and audio recordings are well suited to raising risk awareness.</p> <p>Limitations are:</p> <ul style="list-style-type: none"> • Groups or regions without access to technology-assisted communication will not be reached and hence receive no communication.
Social media	
d) Twitter e) Facebook f) Other	<p>For warning you use visualisation of risk.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • “Can bring simple risk messages to life with stunning clarity” • Avoid large amounts of text • Communicate to a wide range of audiences • Can be easily translated to other languages than other information materials • Visual messages can be memorable • Is seen as being particularly effective for raising awareness <p>Limitations are:</p> <ul style="list-style-type: none"> • May be culturally specific • Carries limited information and therefore cannot address as many questions that audiences may have about a risk as other methods • Can lose their impact if overused • Cannot be used as a standalone method • Can take time to produce • Requires technical knowledge to ensure that the intended message is produced (e.g. graphic designer)
Visualisation of risk	
g) Photos h) Posters and displays i) Direct advertising j) Videos	<p>For warning you use visualisation of risk.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • “Can bring simple risk messages to life with stunning clarity”

	<ul style="list-style-type: none"> • Avoid large amounts of text • Communicate to a wide range of audiences • Can be easily translated to other languages than other information materials • Visual messages can be memorable • Is seen as being particularly effective for raising awareness <p>Limitations are:</p> <ul style="list-style-type: none"> • May be culturally specific • Carries limited information and therefore cannot address as many questions that audiences may have about a risk as other methods • Can lose their impact if overused • Cannot be used as a standalone method • Can take time to produce • Requires technical knowledge to ensure that the intended message is produced (e.g. graphic designer)
Mass media	
k) Website l) Publication in local/regional newspapers (incl. official gazettes) m) Television or Radio	<p>For warning you use mass media.</p> <p>Strengths of mass media are:</p> <ul style="list-style-type: none"> • Can reach large audiences • Can be memorable and credible for a lot of people • Can provide information quickly • Good relationships with media representatives can lead to a more informed and solution-oriented public <p>Limitations are:</p> <ul style="list-style-type: none"> • Media source mostly controls the content and timing of the story and therefore should not be relied upon as a sole source of information provision • A small amount of negative coverage can destroy trust and credibility
Information materials	
n) Brochures, Leaflets, etc.	For warning you use information material.

o) Movies, Podcast	<p>Strengths are:</p> <ul style="list-style-type: none"> • Can include large amounts of information • Can be expanded or condensed to meet the audiences needs • Are one of the most inexpensive forms of communication to produce (both time and resource costs are relatively low – of course this depends on the scale of the activity) • May be more comfortable for some users to use than other methods of communication (e.g. social media and stakeholder participation) <p>Limitations are:</p> <ul style="list-style-type: none"> • Some information materials can be difficult for some users to understand (e.g. technical language as well as length are important factors to take into account, therefore a pre-test is suggested) • The process to develop information material is typically more lengthy than other types of method
Face-to-face communication	
j) Public meetings/hearings k) Public workshops l) Round table discussion	<p>For warning you use face-to-face communication.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Has an identifiable human representative of an organisation/credible person presenting the risk information, thus, personalising it • Offers the opportunity for immediate feedback • Easy to organise • Particularly in setting defined by intense interaction, can it be very valuable and effective (e.g. smaller communities) • Multiple presentations can be planned in order to reinforce the message and keep the audience up-to-date • Costs might be lower than for other methods <p>Limitations are:</p> <ul style="list-style-type: none"> • Can be easily misunderstood • Audiences may be too overwhelmed or hostile • Speaker/narrator needs to be trusted; otherwise risk of non-acceptance • Oral presentations alone give the audience nothing to refer to later on • Effectiveness limited when larger groups need to be addressed (e.g. urban setting)

Stakeholder participation	
n) Role-playing o) Simulations (e.g. emergency exercise) u) Others	<p>For warning you use To enhance the capacity to act you use stakeholder participation.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Can build relationships and trust • Decisions based on participation are more likely than those that are not to be accepted • Can accommodate a variety of audiences • Can help deal with conflict situations <p>Limitations are:</p> <ul style="list-style-type: none"> • If not organised correctly (allowing the audience to interact in a meaningful way) it can damage an organisations reputation and credibility • Time consuming and costly (stakeholder participation is seen to be particularly effective if it is long-term)
46 How well do you know your audience?	
a) Yes	Very good, you reach different groups with your communication. It is important to identify different groups and their communication needs (e.g. language needs) as every group is likely to be different and therefore, one type of risk communication is not likely to suit all. This information can be obtained by conducting a midline audience analysis. This analysis includes information about socio-economic status, demographics, and cultural information such as age, gender, and occupation. This information can be collected through census data.
b) No	You don't reach out different groups in your community/city/region. It is important to identify different groups and their communication needs (e.g. language needs) as every group is likely to be different and therefore, one type of risk communication is not likely to suit all. This information can be obtained by conducting a midline audience analysis. This analysis includes information about socio-economic status, demographics, and cultural information such as age, gender, and occupation. This information can be collected through census data.
c) I don't know	In your community/city/region live different groups. It is important to identify different groups and their communication needs (e.g. language needs) as every group is likely to be different and therefore, one type of risk communication is not likely to suit all. This information can be obtained by conducting a midline audience analysis. This analysis includes information about socio-economic status, demographics, and cultural information such as age, gender, and occupation. This information can be collected through census data.

47 Different habits and needs - Do you take such differences into account in your risk communication?	
a) Yes	Great, you take different habits and needs into account. It is important to know the needs and habits of these groups in order to select adequate methods and information for your risk communication. In case you are interested, this information can be received by conducting the TACTIC General Public's Self-Assessment.
b) No	Understanding the needs and interests of the intended audience is an important aspect of the development of a communications strategy. To receive adequate information for each group, a baseline audience analysis can help. This includes information largely related to the audience's ability to comprehend the communication, such as reading ability, preferred methods of communication, and level of hostility. This information can be received by conducting the TACTIC General Public's Self-Assessment.
a) I don't know	Understanding the needs and interests of the intended audience is an important aspect of the development of a communications strategy. To address the adequate information for each group, a baseline audience analysis can help. This includes information largely related to the audience's ability to comprehend the communication, such as reading ability, preferred methods of communication, and level of hostility. This information can be received by conducting the TACTIC General Public's Self-Assessment.
48 Do you have a key message?	
a) Yes	Fantastic! The key message is the number one thing that you want your audience to remember or do. Make sure that your message is clear, concise and consistent.
b) No	A key message is a critical part of any risk communications strategy. The key message is the number one thing that you want your audience to remember or to do. Use a clear and concise language. Ask yourself following questions: Why am I communicating risk? Who am I trying to warn/inform/whose behaviour am I trying to change? Who should be involved in solving conflicts?
c) I don't know	You should inform yourself about whether your organisation has a key message. It is the first step for the development of a communication strategy. The key message is the number one thing that you want your audience to remember or to do. It should be clear, concise and consistent. Ask yourself following questions: Why am I communicating risk? Who am I trying to warn/inform/whose behaviour am I trying to change? Who should be involved in solving conflicts?
49 Are you actively collecting feedback on your communication practices related to the aim of warning	

a) Yes	Great, you are actively collecting feedback. In doing so you are able to ensure that you understand how your communication activities are received by your audience.
b) No	Until now you did not collect feedback on your communication strategy. What a great time to start! In doing so you are able to ensure that your information is understood by your audience.
c) I don't know	You should inform yourself about whether your organisation collects feedback on your communication practices. In doing so you are able to ensure that your information is understood by your audience.
50 If yes: Are you using the feedback to improve your communication practices?	
a) Yes	Great! Receiving feedback from your intended audience in regards to you risk communication efforts is a great way to improve future risk communication efforts.
b) No	Here is space for improvement! You have already collected feedback on your communication practices. Now take the next step and use it for the improvement of your communication strategy.
c) I don't know	Your organisation has already collected feedback on your communication practices. You should inform yourself about whether your organisation uses this feedback to improve the communication strategy.
Aim 4 - Solving conflicts	
52 Are you aware of any conflicts between your organisation and the general public concerning the management of potential an epidemic in your community/city/region?	
a) Yes	Conflicts have the potential of creating mistrust. If your organisation is aware of them, it is able to take initiate measures to deal with the conflicts and (re)build trust. Without trust, it is unlikely that your risk communication will be successful.
a) No	Conflicts have the potential of creating mistrust. If your organisation is aware of them, it is able to initiate measures to deal with the conflicts and (re)build trust. Without trust, it is unlikely that your risk communication will be successful.

b) I don't know	Conflicts have the potential of creating mistrust. If your organisation is aware of them, it is able to take messages to deal with the conflicts and (re)build trust. Without trust, it is unlikely that your risk communication will be successful.
53 Have you taken efforts to understand what the actual source of the conflict is?	
a) Yes	You answered that you have tried to understand the cause of the conflict. Great. There is a difference between substantive and procedural conflict. Substantive conflict refers to a breakdown in the decision-making process when a conflict arises due to a disagreement over solutions and alternatives. Procedural conflict refers to a disagreement in the way that the decision-making procedure has been organised. Each type of conflict requires a different approach to risk communication. If the conflict is substantive, methods related to raising risk awareness are suggested, whilst if the conflict is procedural, methods related to inclusive methods are suggested.
a) No	So far, you didn't take efforts to understand what the actual source of the conflict is. There is a difference between substantive and procedural conflict. Substantive conflict refers to a breakdown in the decision-making process when a conflict arises due to a disagreement over solutions and alternatives. Procedural conflict refers to a disagreement in the way that the decision-making procedure has been organised. Each type of conflict requires a different approach to risk communication. If the conflict is substantive, methods related to raising risk awareness are suggested, whilst if the conflict is procedural, methods related to inclusive methods are suggested.
b) I don't know	You should inform yourself about whether your organisation has taken efforts to understand what the actual source of the conflict is. There is a difference between substantive and procedural conflict. Substantive conflict refers to a breakdown in the decision-making process when a conflict arises due to a disagreement over solutions and alternatives. Procedural conflict refers to a disagreement in the way that the decision-making procedure has been organised. Each type of conflict requires a different approach to risk communication. If the conflict is substantive, methods related to raising risk awareness are suggested, whilst if the conflict is procedural, methods related to inclusive methods are suggested.
54 In order to solve the conflict, did you involve members of the general public from the beginning of the decision-making process?	
a) Yes	Great! You have involved members of the public from the beginning of the decision-making process. The involvement at an early stage generally helps to face potential conflicts and to achieve a higher agreement with the overall process.
a) No	You didn't involve members of the general public from the beginning of the decision-making process. The involvement at an early stage generally helps to face potential conflicts and to achieve a higher agreement with the overall process.
b) I don't know	Find out if your organisation involved members of the general public from the beginning of the decision-making process. The involvement at an early stage generally helps to face potential conflicts and to achieve a higher agreement with the overall process.

55 Agreed on objectives of the conflict solving process?	
a) Yes	Great, you agreed on an overall objective of the conflict solving process. This ensures that all actors have the same aim and act on the same basis.
b) No	You didn't agree on an overall objective of the conflict solving process. Agreeing on the aim of the process is another vital factor for its success.
c) I don't know	You should inform yourself about whether your organisation agreed on the overall objective of the conflict solving process. Agreeing on the aim of the process is another vital factor for its success.
56 External moderator?	
a) Yes	Fantastic. You have already involved an external moderator for the conflict solving process. External moderators play an important role as an objective mediator between the two groups in conflict. By having an external and objective moderator an environment of respect and deliberation can be achieved so that both parties can equally have their say, listen and learn from each other.
b) No	Until now you didn't involve an external moderator. In order to ensure that the process is as objective as possible, it is recommended that an independent and experienced moderator is invited to lead discussions. Although an independent moderator requires the investment of resources, we argue that it is resources well spent as it develops a trustful relationship with the general public. It will also improve the chances that your risk communication is successfully received.
a) I don't know	You don't know if your organisation has involved an external moderator by now. In order to ensure that the process is as objective as possible, it is recommended that an independent and experienced moderator is invited to lead discussions. Although an independent moderator requires the investment of resources, we argue that it is resources well spent as it develops a trustful relationship with the general public. It will also improve the chances that your risk communication is successfully received.
57 Agreed on specific actions?	
a) Yes	You have agreed on specific follow-up steps that different actors need to take. That is great in order to ensure a sustainable conflict-solution.
b) No	Agreement on concrete actions is essential for the sustainability of the conflict-solution. It is helpful to have a written plan with concrete steps to be taken, a timeline and responsibilities which all involved actors have agreed upon.

c) I don't know	Agreement on concrete actions is essential for the sustainability of the conflict-solution. It is helpful to have a written plan with concrete steps to be taken, a timeline and responsibilities which all involved actors have agreed upon.
58 Contact with media?	
a) Yes	Very good, you are in contact with the media in order to ensure that messages are clear and concise.
b) No	So far you are not in contact with the media in order to ensure that messages are clear and concise in order to avoid that a conflict is being instigated or aggravated by the media. You should work on a good and close relationship to the media.
c) I don't know	You should inform yourself about whether your organisation is in contact with the media in order to ensure that messages are clear and concise in order to avoid that a conflict is being instigated or aggravated by the media. If not, you should work on a good and close relationship to the media.
59 How well do your methods of risk communication suit you communications aim of solving conflicts?	
Stakeholder participation	
a) Role-playing b) Simulations (e.g. emergency exercise)	<p>For solving conflicts, you use stakeholder participation.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Can build relationships and trust • Decisions based on participation are more likely than those that are not to be accepted • Can accommodate a variety of audiences • Can help deal with conflict situations <p>Limitations are:</p> <ul style="list-style-type: none"> • If not organised correctly (allowing the audience to interact in a meaningful way) it can damage an organisations reputation and credibility • Time consuming and costly (stakeholder participation is seen to be particularly effective if it is long-term)
Face-to-face communication	
c) Public meetings/hearings d) Public workshops	<p>For solving conflicts, you use face-to-face communication.</p> <p>Strengths are:</p>

<p>e) Round table discussion f) Theatre plays</p>	<ul style="list-style-type: none"> • Has an identifiable human representative of an organisation/credible person presenting the risk information, thus, personalising it • Offers the opportunity for immediate feedback • Easy to organise • Particularly in setting defined by intense interaction, can it be very valuable and effective (e.g. smaller communities) • Multiple presentations can be planned in order to reinforce the message and keep the audience up-to-date • Costs might be lower than for other methods <p>Limitations are:</p> <ul style="list-style-type: none"> • Can be easily misunderstood • Audiences may be too overwhelmed or hostile • Speaker/narrator needs to be trusted; otherwise risk of non-acceptance • Oral presentations alone give the audience nothing to refer to later on • Effectiveness limited when larger groups need to be addressed (e.g. urban setting)
<p>Social media</p>	
<p>g) Twitter h) Facebook i) Other</p>	<p>For solving conflicts you use social media.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Because people choose to engage in a conversation on social media, their interest is already high and that willingness may translate into a change in behaviour • Information can be quickly posted and up-dated • Feedback is instant and easy to track over time. • Little technical knowledge is required to use social media and set up an account • Is able to distribute large amounts of information, which audience members can tailor to their own needs (e.g. allows people to see large amounts of data and develop their own interpretation of risk) • Is a cost-effective way of involving audience members • Can be entertaining <p>Limitations are:</p> <ul style="list-style-type: none"> • Due to the expectations of users of social media, information must always be kept up-to-date or someone must always be available to answer questions • Certain demographic groups are more likely to use social media than others

	<ul style="list-style-type: none"> • Conflicting views may cause confusion; risk of misinformation
Information materials	
j) Brochures, Leaflets, etc. k) Movies, Podcasts	<p>For solving conflicts you use information material.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Can include large amounts of information • Can be expanded or condensed to meet the audiences needs • Are one of the most inexpensive forms of communication to produce (both time and resource costs are relatively low – of course this depends on the scale of the activity) • May be more comfortable for some users to use than other methods of communication (e.g. social media and stakeholder participation) <p>Limitations are:</p> <ul style="list-style-type: none"> • Some information materials can be difficult for some users to understand (e.g. technical language as well as length are important factors to take into account, therefore a pre-test is suggested) • The process to develop information material is typically more lengthy than other types of method
Visualisation of risk	
l) Photos m) Posters and displays n) Direct advertising o) Videos	<p>For solving conflicts you use visualisation of risk.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • “Can bring simple risk messages to life with stunning clarity” • Avoid large amounts of text • Communicate to a wide range of audiences • Can be easily translated to other languages than other information materials • Visual messages can be memorable • Is seen as being particularly effective for raising awareness <p>Limitations are:</p> <ul style="list-style-type: none"> • May be culturally specific • Carries limited information and therefore cannot address as many questions that audiences may have about a risk as

	<p>other methods</p> <ul style="list-style-type: none"> • Can lose their impact if overused • Cannot be used as a standalone method • Can take time to produce • Requires technical knowledge to ensure that the intended message is produced (e.g. graphic designer)
Mass media	
<p>p) Website q) Publication in local/regional newspapers (incl. official gazettes) emergency exercise) t) Television/Radio</p>	<p>For solving conflicts you use mass media.</p> <p>Strengths of mass media are:</p> <ul style="list-style-type: none"> • Can reach large audiences • Can be memorable and credible for a lot of people • Can provide information quickly • Good relationships with media representatives can lead to a more informed and solution-oriented public <p>Limitations are:</p> <ul style="list-style-type: none"> • Media source mostly controls the content and timing of the story and therefore should not be relied upon as a sole source of information provision • A small amount of negative coverage can destroy trust and credibility
Technology-assisted communication	
<p>d) SMS t) Automatic Voice/Phone Notification System u) Others</p>	<p>For solving conflicts you use technology-assisted communication.</p> <p>Strengths are:</p> <ul style="list-style-type: none"> • Once developed such technologies can be easily up-dated and revised • Information can be quickly disseminated • Is a cost-effective way of involving audience members • Can be entertaining/ Whilst sirens and SMS communication are better suited for warning, Email, online courses, websites, videos and audio recordings are well suited to raising risk awareness.

	<p>Limitations are:</p> <ul style="list-style-type: none"> • Groups or regions without access to technology-assisted communication will not be reached and hence receive no communication.
60 How well do you know your audience?	
a) Yes	Very good, you reach different groups with your communication. It is important to identify different groups and their communication needs (e.g. language needs) as every group is likely to be different and therefore, one type of risk communication is not likely to suit all. This information can be obtained by conducting a midline audience analysis. This analysis includes information about socio-economic status, demographics, and cultural information such as age, gender, and occupation. This information can be collected through census data.
b) No	You don't reach out different groups in your community/city/region. It is important to identify different groups and their communication needs (e.g. language needs) as every group is likely to be different and therefore, one type of risk communication is not likely to suit all. This information can be obtained by conducting a midline audience analysis. This analysis includes information about socio-economic status, demographics, and cultural information such as age, gender, and occupation. This information can be collected through census data.
c) I don't know	In your community/city/region live different groups. It is important to identify different groups and their communication needs (e.g. language needs) as every group is likely to be different and therefore, one type of risk communication is not likely to suit all. This information can be obtained by conducting a midline audience analysis. This analysis includes information about socio-economic status, demographics, and cultural information such as age, gender, and occupation. This information can be collected through census data.
61 Different habits and needs - Do you take such difference into account in your risk communication?	
a) Yes	Great, you take different habits and needs into account. It is important to know the needs and habits of these groups in order to select adequate methods and information for your risk communication. In case you are interested, this information can be received by conducting the TACTIC General Public's Self-Assessment.
b) No	Understanding the needs and interests of the intended audience is an important aspect of the development of a communications strategy. To receive adequate information for each group, a baseline audience analysis can help. This includes information largely related to the audience's ability to comprehend the communication, such as reading ability, preferred methods of communication, and level of hostility. This information can be received by conducting the TACTIC General Public's Self-Assessment.

c) I don't know	Understanding the needs and interests of the intended audience is an important aspect of the development of a communications strategy. To address the adequate information for each group, a baseline audience analysis can help. This includes information largely related to the audience's ability to comprehend the communication, such as reading ability, preferred methods of communication, and level of hostility. This information can be received by conducting the TACTIC General Public's Self-Assessment.
62 Do you take psychological factors (e.g. risk perceptions and motivations) into account when resolving conflicts and building trust	
a) Yes	Excellent, you take psychological factors into account when providing information about preparedness actions. In order to be able to address any potential barriers to your organisation's risk communication, it is important to understand the in risk perception of your intended audience. If you are interested in finding out more about the risk perceptions of the general public in your community, please conduct TACTIC's General Public's Self-Assessment. Based on the results of this assessment, your organisation is able to identify potential psychological barriers as well as receive tips in regards to how to overcome them.
b) No	So far you don't take psychological factors into account when providing information about preparedness actions. In order to be able to address any potential barriers to your organisation's risk communication, it is important to understand the in risk perception of your intended audience. If you are interested in finding out more about the risk perceptions of the general public in your community, please conduct TACTIC's General Public's Self-Assessment. Based on the results of this assessment, your organisation is able to identify potential psychological barriers as well as receive tips in regards to how to overcome them.
c) I don't know	Find out if your organisation takes psychological factors into account when providing information about preparedness actions. In order to be able to address any potential barriers to your organisation's risk communication, it is important to understand the in risk perception of your intended audience. If you are interested in finding out more about the risk perceptions of the general public in your community, please conduct TACTIC's General Public's Self-Assessment. Based on the results of this assessment, your organisation is able to identify potential psychological barriers as well as receive tips in regards to how to overcome them.
63 Do you have a key message?	
a) Yes	Fantastic! The key message is the number one thing that you want your audience to remember or do. Make sure that your message is clear, concise and consistent.

b) No	A key message is a critical part of any risk communications strategy. The key message is the number one thing that you want your audience to remember or to do. Use a clear and concise language. Ask yourself following questions: Why am I communicating risk? Who am I trying to warn/inform/whose behaviour am I trying to change? Who should be involved in solving conflicts?
c) I don't know	You should inform yourself about whether your organisation has a key message. It is the first step for the development of a communication strategy. The key message is the number one thing that you want your audience to remember or to do. It should be clear, concise and consistent. Ask yourself following questions: Why am I communicating risk? Who am I trying to warn/inform/whose behaviour am I trying to change? Who should be involved in solving conflicts?
64 Collecting and using feedback?	
a) Yes	Great, you are actively collecting feedback. In doing so you are able to ensure that you understand how your communication activities are received by your audience.
b) No	Until now you did not collect feedback on your communication strategy. What a great time to start! In doing so you are able to ensure that your information is understood by your audience.
c) I don't know	You should inform yourself about whether your organisation collects feedback on your communication practices. In doing so you are able to ensure that your information is understood by your audience.
65 If yes: Are you using the feedback to improve your communication practices?	
a) Yes	Great! Receiving feedback from your intended audience in regards to you risk communication efforts is a great way to improve future risk communication efforts.
b) No	Here is space for improvement! You have already collected feedback on your communication practices. Now take the next step and use it for the improvement of your communication strategy.
c) I don't know	Your organisation has already collected feedback on your communication practices. You should inform yourself about whether your organisation uses this feedback to improve the communication strategy.

