



Psyc.E.In. MOOC 2

Unit 6

2.2 COMMUNICATION Self-Assessment Checklist

Instructions

The following questions evaluate how you approach Communication in crisis contexts. It is a qualitative assessment that shows you the Communication aspects to improve.

You can use this self-assessment questionnaire as a pre- or post-course evaluation test.

Read each question and answer “YES” or “NO”.

Questions	YES	NO
Pre - crisis stage		
1. Do you design a crisis communication formalised plan to reduce the likelihood of a crisis and mitigate its harm?		
2. Do you define roles, targets, time and modality to communicate (e.g. whom to speak to, what to say, how to say it best)?		
3. Do you choose communication channels consistent with the content of your message in order to reach your target?		

4. Do you set clear guidelines and create policies related to public communication?		
5. Do you verify reliable sources and transmit reliable information?		
6. Do you foster alliance reaching out to the stakeholders/agencies, community, media, public?		
7. Do you provide templates with guidelines for crisis communication?		
Crisis stage		
8. Do you promote an accurate, reliable, and timely communication in order to disseminate correct information and contrast misinformation?		
9. Before releasing specific data, do you ensure that it is legal, ethical, and appropriate?		
10. Do you make sure not to underestimate and not to overestimate the risk?		
11. Do you communicate risk using an accurate and transparent language?		
12. Do you take into account communication barriers (e.g. stress, change of routine, and lack of sleep) which can be hurdles to overcome when communicating during emergencies?		
13. Do you present the information in a sequence (reason for the message, supporting information, conclusion) omitting unnecessary details?		
14. Do you appoint a single spokesperson to represent the company with the media?		
15. When facing a crisis, do you provide timely communication?		
16. Do you make sure that messages are consistent between different agencies and across various media?		
17. Do you make sure you communicate in sync with other related authorities?		
Post - crisis stage		
18. Do you evaluate the communication plan's impact and effectiveness?		
19. Do you assess the inner needs for change of your organization?		

20. Do you participate in the recovery plan providing documented information about impact and results of the interventions?		
21. Do you establish credible and productive working relationships with the representatives of the media?		
22. Do you use crisis communication in order to send business continuity messages?		
23. Do you organize memorials and commemorations of the victims, to increase community awareness of the crisis and to rebuild a sense of continuity after the crisis?		

Each question is given 1 point if the answer is “YES”, 0 if the answer is “NO”. Total score range: from 0 to 23.

Check your score: __/23

Source

FEMA. Communication. IS 241, 2002. <http://training.fema.gov/EMIWeb/IS/is241.asp>