

## Worksheet for Step 5 in message mapping: Craft your key messages

Use this worksheet to develop three key messages for each question or concern that is covered within each message map. Each key message should focus on just one of three components: information content, self-efficacy content, or empathetic expression.

Information content	Self-efficacy content	Empathetic expression
What do we know for certain?	What must stakeholders do to minimize their risk or to manage the effects of the hazard?	Should we apologize for our role in the situation?
What are we trying to find out?		Should we accept moral responsibility even if we haven't determined our legal standing?
What actions are we taking to resolve the situation?	What else should they do?	How can we stake out the middle ground?
When will we provide our next update?	What else could they do?	How can we acknowledge any uncertainties about the situation?
Examples of each component		
<p><i>Information content</i></p> <p>"We are recalling 16-ounce packages of Aloha Bill's Frozen Shredded Coconut. These packages were made at our San Diego plant. You can identify them with a code on the back panel: SD-19-A45. We are unsure how the bacteria got into our product. We are cooperating with state and federal health officials to investigate. If you have purchased this product, please return it to where you bought it. You will receive a complete refund. We will provide an update on Friday at noon Eastern time."</p>	<p><i>Self-efficacy content</i></p> <p>"To avoid salmonella bacteria, consumers must avoid eating Aloha Bill's Frozen Shredded Coconut in the recalled 16-ounce packages. They should dispose of any packages they might have around their home or office. They can add an extra layer of safety by washing their hands thoroughly after handling the product."</p>	<p><i>Empathetic expression</i></p> <p>"We are sorry for any role our product may have played in this outbreak. We are unsure to what extent we are legally liable. However, we have a moral responsibility to our customers to provide wholesome, healthy, safe products. We take that responsibility seriously. We will work closely with federal and state health officials to assess our part in this outbreak and to make things right."</p>

Sources:

- Covello, V., Minamyer S., and Clayton K. (2007). "Effective Risk and Crisis Communication during Water Security Emergencies: Summary Report of EPA Sponsored Message Mapping Workshop." Retrieved April 25, 2016, from <http://www.slideshare.net/patricecloutier/messagemapping-7092499>
- Lin, Ivy and Dan D. Peterson (2007), Risk Communication in Action: The Tools of Message Mapping. Cincinnati, Ohio: US Environmental Protection Agency.
- Sandman, P. (2010, June 8). "Empathetic Communication in High-Stress Situations." Retrieved March 13, 2015, from <http://www.psandman.com/col/empathy2.htm#no11>.
- Sandman, P. (1993). Responding to Community Outrage: Strategies for Effective Risk Communication. Fairfax, Va.: American Industrial Hygiene Association.
- Sandman, P. (2001, May 4). "Saying You're Sorry." Retrieved April 1, 2015, from <http://www.psandman.com/col/sorry.htm>.