
Unit 3: Managing Public Education and Information

Introduction During this unit, we will cover the reasons why people donate and how knowing their motivations can help you develop the most effective message regarding donations and volunteers.

Objectives At the conclusion of this unit, you will be able to:

1. Identify why people donate (individuals, groups, and private-sector companies).
2. List ways to educate the public about volunteering and donating before a disaster strikes.
3. Determine how to educate your public about the proper ways to donate and volunteer.
4. Define your target audience for your media messaging.
5. Use a message map to plan and deliver a message.

Scope

- Donors and Volunteers
- Reaching the Public
- The Message and Its Delivery: An Activity

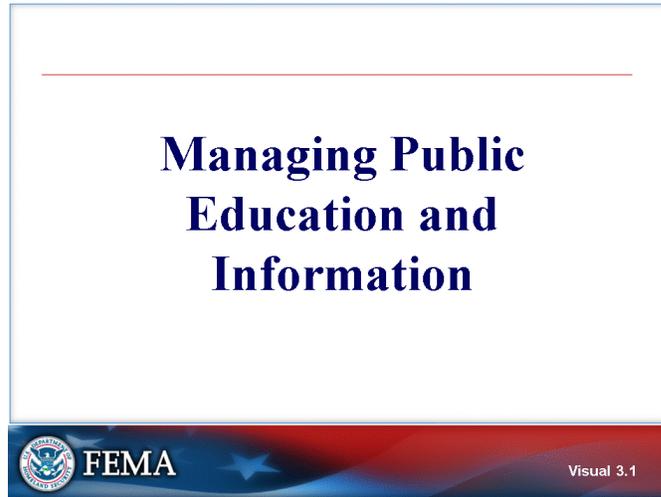
Methodology

- Interactive discussion
- Small group activity

References

- Risk Communication in Action: The Tools of Message Mapping
- Basic Public Information Officer Training, FEMA, G0290

Visual 3.1



To be effective with this management plan requires:

- Understanding why people donate and their expectations for use of donations.
- Providing detailed guidelines for donors, including timing of donations.
- Developing effective ways to reach the public with critical, accurate, and timely information.
- Conveying information about problems with unsolicited, undesignated donations and self-deployment of spontaneous, unaffiliated volunteers.
- Planning an effective coordination of information.

Unit Objectives

Visual 3.2

Objectives

1. Identify why people donate (individuals, groups, and private-sector companies).
2. List ways to educate the public about volunteering and donating before a disaster strikes.
3. Determine how to educate your public about the proper ways to donate and volunteer.
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FEMA

Visual 3.2

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Donors and Volunteers

Visual 3.3

What are some reasons why individuals, groups, private sector, and foreign countries donate?




Visual 3.3

Visual 3.4

Why People Donate or Volunteer




Motivated by:

- Sincere wish to help
- Religion or faith
- Have been survivors in the past
- Want to be part of a cause
- Respond to media reports
- Want a tax break
- Introduce new product into market
- Clean out closets

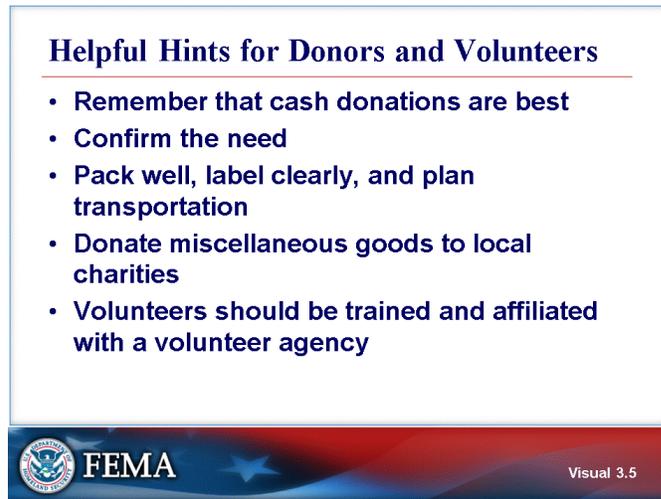


Visual 3.4



- The more people see and hear about the disaster, the more they want to help the survivors. This is why it is so important to have media relations planned before, during, and after the disaster.
- If people have helped in the past, they want to help again.
- Seeing disorganized relief efforts or apparent unmet needs will often stimulate people to collect “stuff.”

Visual 3.5



- Remember that cash donations are best
- Confirm the need
- Pack well, label clearly, and plan transportation
- Donate miscellaneous goods to local charities
- Volunteers should be trained and affiliated with a volunteer agency



- Cash donations to voluntary organizations are best. Remember that this point should be stressed in your public education program. All other points about donating and volunteering are secondary.
- Confirm the need and pass the message of specific needs to potential donors.
- Educate the public about what is needed.
- It's okay to decline a donation offer—but be careful of how you decline it. If you are not accepting used clothing and someone shows up with used clothing, have a list of charitable organizations that will accept the clothing.
- Get the message out about how people should pack things—how items and boxes should be labeled. This is part of public education/messaging. Example: pack the items in a brown cardboard box, seal it, and label it, “canned fruit.”
- Recommend that volunteers need to be deployed through an organization with trained personnel.

Reaching the Public

Visual 3.6



- Organization newsletters
- Speakers' bureaus
- Briefings
- Media
- Websites: (Voluntary Agencies, State EMA, National VOAD, FEMA)
- Social Media

Visual 3.7



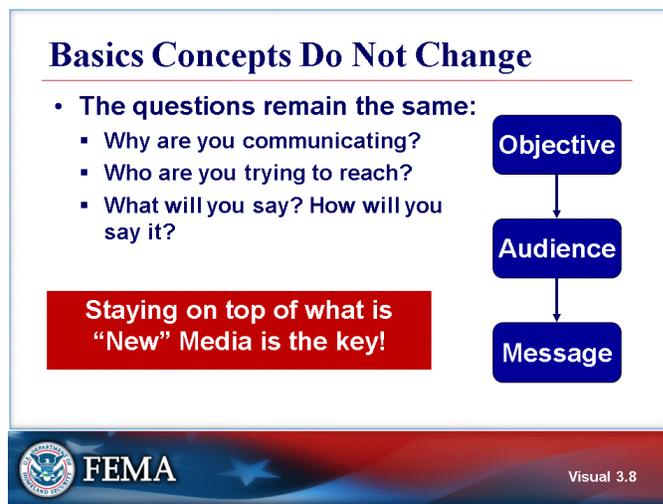
- Blog
- Citizen journalism
- Micro-blogging
- Photo sharing
- Podcast
- Really Simple Syndication (RSS)
- Smartphone
- Social media
- Video blogging
- Web 2.0
- Webcast



- To look at just one example of new media, Twitter is being called not just a useful part of disaster response and recovery, but an essential one. In-person Tweeting (sending Twitter messages) has become a regular part of natural disasters and Twitter makes it as easy as texting not just to one person, but everyone who subscribes to Twitter, including a rapidly growing number of journalists.
- Certainly, part of Twitter's power is that messages can be sent and received, not just from computers, but also from cell phones and Smartphones, making the technology truly portable.

- As an example of Twitter's acceptance, during the immediate reaction to the March 2011 Japanese earthquake and tsunami, FEMA posted links to Tsunami Advisories for specific Regions, preparedness tips, and live streaming from inside State emergency centers on the West Coast. (<http://www.govexec.com>, March 11, 2011).
- With new media, the public is no longer only the audience. Every member of the public is a potential reporter!
- We've seen individuals with mobile devices using blogs, video, and Twitter to spread information in real time during an emergency. New media can both aid and detract from emergency response and is proving to be a tool, but also a challenge.

Visual 3.8



- Basic concepts in information management do not change with the inclusion of new media tools. Whether you are using a press release or a blog to get the message to your audience about donations and volunteering, you still need to answer the basic questions:
 - Why are you communicating? (Your objective)
 - Who are you trying to reach? (Your audience)
 - What will you say and how will you say it? (Your medium)

Staying on top of what is "New" Media is the key!

Visual 3.9

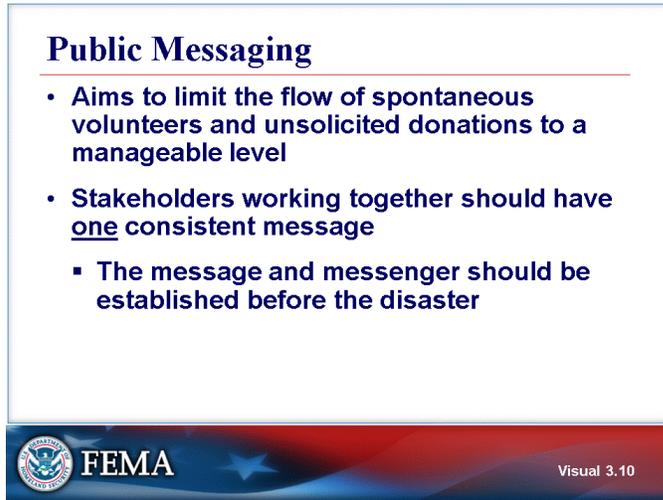
Target Audiences/Stakeholders for Messaging

- Elected officials
- The media
- Emergency management
- Professional groups (to prevent self-deployment)
- Youth groups
- Others?

The slide features a decorative banner at the bottom with the FEMA logo on the left, the text 'FEMA' in the center, and a blue star on the right. The text 'Visual 3.9' is located in the bottom right corner of the slide.

- Now, let's examine your audience. Who do you need to reach?
- With the media, be sure your message to all organizations is consistent (same message distributed to all groups).

Visual 3.10



Public Messaging

- Aims to limit the flow of spontaneous volunteers and unsolicited donations to a manageable level
- Stakeholders working together should have one consistent message
 - The message and messenger should be established before the disaster

FEMA

Visual 3.10



Be proactive prior to an event with ongoing information:

- Have pre-scripted press releases ready to be sent out.
- Provide “talking points” for government officials to use with media.
 - For structuring the key messages, you may want to use a message map.
 - A message map is an organized means for displaying layers of information. It contains detailed, hierarchically organized responses to anticipated questions or concerns.



The Message and Its Delivery: An Activity

Purpose: To practice developing and delivering a message based on a scenario.

- Directions:**
1. Read the scenario.
 2. Working with other members of your group, answer the questions.
 3. Record your answers on the easel and be prepared to report to the class.

SCENARIO

At 6:04 a.m., local and mutual aid fire and ambulance vehicles rushed to the scene of a huge fire engulfing the largest apartment building in your town. It took 125 firefighters more than 3 hours to bring the fire under control. Twenty-two apartments are consumed by the fire, meaning that 58 people are displaced. While the structure is not a total loss, it will take at least a year to rebuild.

Fortunately, the building manager roused all the residents so everyone evacuated. No one was seriously hurt during the evacuations.

Only one of the families has renter's insurance; the rest are totally uninsured for their loss. Many have only the clothes in which they were sleeping, although a few of the families were able to rescue household pets and a few of their belongings.

By 9:15 a.m., the county American Red Cross has set up operations in a local church. They are providing 3 days of shelter for the displaced families in a local hotel but have warned local officials that they cannot provide money for housing beyond that date.

Since the first sirens sounded, dozens of people have walked to the scene to see what is happening. They are 3 blocks away because of the police barricade tape. Some are just gawking, but several are talking to each other about what they can do to help out.

The mayor has posted a notice about the fire requesting that all donations be dropped off at a local restaurant. Fortunately, he has gotten permission from the business owner before his announcement. However, he did not specify what was needed or when people were to drop off donations.

Simultaneously, and with all good intentions, one of the town commissioners announced on the same Website: "Please give all you can. We need donations for the fire victims from the apartment building tragedy this morning. Most of them have no family in the area to depend on and they have nothing left. Drop your donations at the fire station any time, day or night, and we will make sure the victims get what they need."

Questions/issues for this Unit to be addressed by the groups:

- Develop a news release OR message map for the "response" to this scenario, given the conflicting messages sent by town officials. It should include your immediate "message" for donating goods vs. cash and your immediate need for volunteers.
 - Who will you coordinate this release with before you send it out?
 - Where and how will you disseminate the information?
- Are there any groups that will require a message specifically targeted: foreign-language communities, residents with access and functional needs, etc.?

- You have received calls from two neighboring communities asking if there is any message they should share with their residents about donating goods and volunteering for your emergency response that would be helpful to the overall effort.

Message Map Template for Activity

Stakeholder:		
Question or Concern:		
Key Message 1	Key Message 2	Key Message 3
Supporting Information 1-1	Supporting Information 2-1	Supporting Information 3-1
Supporting Information 1-2	Supporting Information 2-2	Supporting Information 3-2
Supporting Information 1-3	Supporting Information 2-3	Supporting Information 3-3

What's In Your Annex?

Visual 3.11

What's In Your Annex?

Does your annex:

- State which person or organization/agency is responsible for volunteer and donations management messaging?
- Have pre-scripted message maps or releases?
- Assign an organization or individual to development and implementation of social media?

 FEMA 11

Does your annex:

- State which person or organization/agency is responsible for volunteer and donations management messaging?
- Have pre-scripted message maps or releases?
- Assign an organization or individual to development and implementation of social media?

Unit Summary

Visual 3.12

Summary

1. Identify why people donate (individuals, groups, and private-sector companies).
2. List ways to educate the public about volunteering and donating before a disaster strikes.
3. Determine how to educate your public about the proper ways to donate and volunteer.
4. Define your target audience for your media messaging.
5. Use a message map to plan and deliver a message.

The image shows a decorative banner at the bottom of the slide. On the left is the FEMA logo, which includes the text 'FEDERAL EMERGENCY MANAGEMENT AGENCY' around a central emblem. To the right of the logo is the word 'FEMA' in large, bold, white letters. Further right is a stylized American flag with stars and stripes. On the far right of the banner, the text 'Visual 3.12' is written in a small font.

1. Identify why people donate (individuals, groups, and private-sector companies).
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APPENDICES

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GUIDELINES FOR SENDING IN-KIND DONATIONS TO DISASTER SURVIVORS

Use these guidelines to plan your collection of in-kind donations for disaster survivors.

- **Remember, cash contributions are often the best donation.**

Cash contributions allow professional relief organizations to purchase what is most urgently needed by disaster survivors, and to pay for the transportation necessary to distribute those supplies. Unlike in-kind donations, cash donations have no transport costs. Also, cash donations given to recognized relief organizations are often tax deductible. In addition, cash donations allow relief supplies to be purchased at locations as near to the disaster site as possible. Supplies, and particularly food, when purchased locally have the advantage of stimulating local economies and ensuring the supplies will arrive as quickly as possible.

- **Confirm that there is a need.**

Exactly what is needed can be confirmed by checking with a relief organization that has personnel working at the disaster site, or by calling the State toll-free number set up specifically for donations during a given emergency. Different disasters create different needs. Local climate and culture of the affected area must be considered.

- **Donate through an organization.**

Before starting a collection of goods to send to a disaster site, it is essential to locate a reliable relief organization willing to receive the shipment of donated goods. When unsolicited truckloads of items arrive at a disaster site, there is often no place to unload the goods. Too often, items are left in an empty lot to be plundered or rained on and eventually become part of the garbage that must be removed during the cleanup phase of the disaster response.

- **Plan transportation in advance.**

Never assume that unsolicited relief supplies will be transported at no charge. Local trucking firms may be willing to help in times of disaster, if funds are available to cover part of the expense. Some volunteer agencies may have trucks going to the disaster site that can take donations, or they may be able to identify another group in the area.

GUIDELINES FOR SENDING IN-KIND DONATIONS TO DISASTER SURVIVORS

(Continued)

- **Plan transportation in advance.** (Continued)

Be sure to have the following list of information when arranging transportation:

- Point of contact at disaster area.
- Verification of storage facilities, including special storage needs such as refrigeration, and personnel for offloading at the disaster location. (Boxes should be strong and sized for a single person to carry. If goods are on pallets, make sure that the receiving warehouse has unloading equipment.)
- Inventory of goods to be transported.
- Approximate weight of total load to be transported.

- **Ensure that donated items are packed well and clearly labeled.**

It is more efficient when items sent are already sorted, labeled, and ready for distribution. Specific content lists should be taped to the side of each box sent. This allows officials to determine quickly what the box contains without opening it. To save relief workers' time, food donations in smaller packages (cans) are preferred over bulk packaging, unless donating to an agency involved with mass feeding. New clothing should be packed in separate boxes according to gender, size, and season.

GUIDELINES FOR VOLUNTEER SERVICE

Review this list of guidelines for volunteer service before volunteering after a disaster. Following these guidelines will help you—and help the disaster survivors.

- **Affiliate before showing up.**

Instead of arriving unexpectedly in a disaster-affected area, volunteers should register with a recognized volunteer agency. There are many agencies. Most are organized under the National Voluntary Organizations Active in Disaster (National VOAD); however, if a volunteer is unable to identify one, then he or she should register with the local Volunteer Center recording offers of availability from unaffiliated volunteers.

- **Prepare for self-sufficiency.**

Commonly, there are inadequate facilities for feeding, housing, personal hygiene, and health/medical needs for unaffiliated volunteers. Therefore, it is best to attach with a recognized agency as the first step in involvement.

- **Be patient and flexible.**

Volunteers should be prepared to step into any of a variety of roles, depending on current or sudden needs. Volunteers expecting to enter a response or relief effort in a certain capacity will often be disappointed. Sometimes a volunteer's unique talents are not immediately needed.

- **Know the liability situation.**

A volunteer should be certain that there is coverage by liability clauses in the insurance structure of the volunteer agency with which he or she is affiliated. Usually, this will be the case. A volunteer working in the response effort, but not registered with a volunteer agency, should assume that all liability is entirely with the volunteer as an individual.

- **Remember that the use of volunteers is a coordinated process.**

The use of volunteers is an organized process by which people with abilities, skills, and/or training are assigned to special tasks. Volunteers are most useful when they are able to do the right thing at the right time. That is, they are used as part of a plan.

- **Be committed to the response effort.**

Response and recovery work is most often dirty, monotonous, mundane, and not glamorous. There is little individual recognition. Volunteers should be committed to work under such conditions and fit within plans that are coordinated by the volunteer agencies.

New Media Glossary

While not all-inclusive, this glossary offers definitions and examples of many components of today's "New Media." The following content was compiled in March of 2011. Due to the rapidly changing landscape of communication technology and trends, it is important to frequently review, update, and add new information to maintain the value of this glossary.

Blog

A blog (a contraction of the term Weblog) is a Website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Many blogs provide commentary or news on a particular subject; others function more as personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs.

Citizen journalism

Citizen journalism is the act of nonprofessionals "playing an active role in the process of collecting, reporting, analyzing and disseminating news and information," according to the seminal report *We Media: How Audiences are Shaping the Future of News and Information*, by Shayne Bowman and Chris Willis. They say, "The intent of this participation is to provide independent, reliable, accurate, wide-ranging, and relevant information that a democracy requires."

According to Mark Glasser, a longtime freelance journalist who frequently writes on new media issues, "The idea behind citizen journalism is that people without professional journalism training can use the tools of modern technology and the global distribution of the Internet to create, augment, or fact-check media on their own or in collaboration with others."

Facebook (see Social network service)

Mashup (Web application hybrid)

In Web development, a mashup is a Web application that combines data from one or more sources into a single integrated tool. The term Mashup implies easy, fast integration, frequently done by access to open data sources to produce results that were not the original goal of the data owners. An example of a mashup is the use of cartographic data from Google Maps to add location information to real estate data, thereby creating a new and distinct Web service that was not originally provided by either source.

Micro-blogging

Micro-blogging is a form of multimedia blogging that allows users to send brief text updates (say 140 characters or fewer) or micromedia (such as photos or audio clips) and publish them, either to be viewed by anyone or by a restricted group that can be chosen by the user. These messages can be submitted by a variety of means, including text messaging, instant messaging, e-mail, digital audio, or the Web.

For example, Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' updates known as *tweets*. Tweets are text-based posts of up to 140 characters that are displayed on the user's profile page and delivered to other users who have subscribed to them (known as *followers*). Senders can restrict delivery to those in their circle of friends or, by default, allow anybody to access them.

New Media

New media is a term meant to encompass the emergence of digital, computerized, or networked information and communication technologies in the later part of the 20th century. Most technologies described as "new media" are digital, often having characteristics of being manipulable, networkable, dense, compressible, and impartial.

Photo sharing

Photo sharing is the publishing or transfer of a user's digital photos online through both Web-sites and applications that facilitate the upload and display of images. The term can also be loosely applied to the use of online photo galleries that are set up and managed by individual users, including photoblogs.

Podcast

A podcast is a series of visual or sound files that are distributed over the computer by syndicated download, through Web feeds, to portable media players and personal computers. Though the same content may also be made available by direct download or streaming, a podcast is distinguished from most other digital media formats by its ability to be syndicated, subscribed to, and downloaded automatically when new content is added. Like the term broadcast, podcast can refer either to the series of content itself or to the method by which it is syndicated; the latter is also called podcasting. The host or author of a podcast is often called a podcaster.

Really Simple Syndication (RSS)

RSS (abbreviation for Really Simple Syndication) is a family of Web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format. An RSS document (which is called a “feed,” “Web feed,” or “channel”) includes full or summarized text, plus metadata such as publishing dates and authorship. Web feeds benefit publishers by letting them syndicate content automatically. They benefit readers who want to subscribe to timely updates from favored Websites or to aggregate feeds from many sites into one place. The user subscribes to a feed by clicking an RSS icon in a browser that initiates the subscription process. The RSS reader checks the user’s subscribed feeds regularly for new work, downloads any updates that it finds, and provides a user interface to monitor and read the feeds.

Short Message Service (SMS)

Short Message Service (SMS) is a communication service standardized in mobile communication systems, using standardized communications protocols allowing the interchange of short text messages between mobile communication devices. According to Wikipedia as of April 2011, SMS text messaging is the most widely used data application on the planet, with at least 2.4 billion active users, or 74 percent of all mobile phone subscribers sending and receiving text messages on their phones. The SMS technology has facilitated the development and growth of text messaging. The connection between the phenomenon of text messaging and the underlying technology is so great that in parts of the world, the term “SMS” is used as a synonym for a text message or the act of sending a text message, even when a different protocol is being used.

Smartphone

A Smartphone is a mobile phone offering advanced capabilities beyond a typical mobile phone, often with PC-like functionality. There is no industry standard definition of a Smartphone. For some, a Smartphone is a phone that runs complete operating system software providing a standardized interface and platform for application developers. For others, a Smartphone is simply a phone with advanced features like e-mail and Internet capabilities, and/or a built-in full keyboard or external USB keyboard and VGA connector.

Social media

Social media are primarily Internet- and mobile-based tools for sharing and discussing information. The term most often refers to activities that integrate technology, telecommunications, and social interaction; and the construction of words, pictures, videos, and audio. This interaction, and the manner in which information is presented, depends on the varied perspectives and “building” of shared meaning among communities, as people share their stories and experiences. Businesses also refer to social media as user-generated content (UGC) or consumer-generated media (CGM).

Social network service

A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are Web-based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.

The main types of social networking services are those that contain directories of some categories (such as former classmates), means to connect with friends (usually with self-description pages), and recommender systems linked to trust.

For example, [Facebook](#) is a free-access social network service.

Twitter (see Micro-blogging)

User-generated content (UGC) (see Social media)

Video blogging

Video blogging, sometimes shortened to vlogging or vidblogging, is a form of blogging for which the medium is video. Entries are made regularly and often combine embedded video or a video link with supporting text, images, and other metadata. Video logs (vlogs) also often take advantage of Web syndication to allow for the distribution of video over the Internet using either the RSS or Atom syndication formats, for automatic aggregation and playback on mobile devices and personal computers

Video hosting service

A video hosting service allows individuals to upload video clips to an Internet Website. The video host will then store the video on its server, and show the individual different types of code to allow others to view this video. The Website, mainly used as the video hosting Website, is usually called the video-sharing Website.

For example, [YouTube](#) is a video-sharing Website where users can upload, view, and share video clips.

Web 2.0

The term “Web 2.0” refers to a perceived second generation of Web development and design that aims to facilitate communication, secure information sharing, interoperability, and collaboration on the World Wide Web. Although the term suggests a new version of the World Wide Web, it does not refer to an update to any technical specifications, but rather to changes in the ways software developers and end-users utilize the Web.

Web 2.0 concepts have led to the development and evolution of Web-based communities, hosted services, and applications such as social networking sites, video-sharing sites, wikis, and blogs.

Webcast

A Webcast is a media file distributed over the Internet using streaming media technology. A Webcast may either be distributed live or on demand. Essentially, Webcasting is “broadcasting” over the Internet. A Webcast uses streaming media technology to take a single content source and distribute it to many simultaneous listeners/viewers. The largest “Webcasters” include existing radio and TV stations that “simulcast” their output, as well as a multitude of Internet-only “stations.”

Web mapping

Web mapping is the process of designing, implementing, generating, and delivering maps on the World Wide Web. Although the terms Web GIS and Web mapping are used synonymously, they don't mean exactly the same thing. Web maps are often a presentation media in Web GIS, and Web maps are increasingly gaining analytical capabilities. A special case of Web maps are mobile maps, displayed on mobile computing devices, such as mobile phones, Smartphones, Personal Digital Assistants (PDAs), Global Positioning System (GPS) units, and other devices. If the maps on these devices are displayed by a mobile Web browser or Web user agent, they can be regarded as mobile Web maps. If the mobile Web maps also display context- and location-sensitive information, such as points of interest, the term location-based services is frequently used. Customizable Web maps are usually more complex Web mapping systems that offer Application Programming Interfaces (APIs) for reuse in other people's Web pages and products. Examples of such a system are Yahoo! Maps and Google Maps.

Wiki

A wiki is a page or collection of Web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified markup language. Wikis are often used to create collaborative Websites and to power community Websites. The collaborative encyclopedia Wikipedia is one of the best-known wikis.

A defining characteristic of wiki technology is the ease with which pages can be created and updated. Generally, there is no review before modifications are accepted. Many wikis are open to alteration by the general public without requiring them to register user accounts. Sometimes logging in for a session is recommended, to create a “wiki-signature” cookie for signing edits automatically. Many edits, however, can be made in real-time and appear almost instantly online. This can facilitate abuse of the system. Private wiki servers require user authentication to edit pages, and sometimes even to read them.

YouTube (see Video hosting service)

In response to the flood relief efforts, there have been questions as to what items and services are needed. Central City encourages people to give cash donations to an organized voluntary agency of your choice.

Central City officials are helping to coordinate between people and businesses who wish to donate money, goods, and services with agencies that are able to receive, store, and distribute donated items.

For more information on what and where to donate, call the Central City Coordination Center at phone number 1-800-555-1212.

Sample Message Maps

While the Message Map below addresses the public's concern about an influenza epidemic, the format can serve you well when developing messaging about volunteers or donations following a disaster.

Stakeholder: Public		
Question or Concern: What does the public most need to know about the influenza epidemic?		
Key Message 1	Key Message 2	Key Message 3
<i>Vaccination a top priority for:</i>	<i>Symptoms</i>	<i>Highly contagious</i>
Supporting Information 1-1	Supporting Information 2-1	Supporting Information 3-1
Elderly	Fever	Avoid direct contact with others
Supporting Information 1-2	Supporting Information 2-2	Supporting Information 3-2
Health care workers	Congestion (cough, sore throat)	Avoid sharing food, drinks
Supporting Information 1-3	Supporting Information 2-3	Supporting Information 3-3
Immuno-compromised individuals	Muscle aches and pains	Keep bedding (sheets, linens) clean

Source: *Risk Communication in Action: The Tools of Message Mapping*, published by National Service Center for Environmental Publications (NSCEP), the U.S. Environmental Protection Agency. Retrieved from nepis.epa.gov on 11/30/2009.

Information for LTRG Members

Instructions: A Presidential Disaster Declaration for Public Assistance, Individual Assistance and the Hazard Mitigation Grant Program has been made for all counties within a State. You have been asked to attend a long term recovery group (LTRG) meeting for the first time to discuss what FEMA is doing.

Stakeholder: LTRG members		
Question or Concern: What is FEMA doing and how does it relate to the LTRG?		
Key Message 1	Key Message 2	Key Message 3
Encourage all disaster survivors to register	FEMA isn't the team, but only part of the team.	FEMA Voluntary Agency Liaisons (VALs) are here to support the LTRG and its partners
Supporting Information 1-1	Supporting Information 2-1	Supporting Information 3-1
All survivors are encouraged to register at disasterassistance.gov or 800-621-FEMA.	FEMA commends the work of the LTRG for your role in providing humanitarian relief.	VALs are here as a resource to support the State of ____ and its VOAD partners.
Supporting Information 1-2	Supporting Information 2-2	Supporting Information 3-2
Don't assume ineligibility due to insurance.	All disasters start local, and end local, and we know that the LTRG will be here after FEMA leaves.	VALs can explain the sequence of delivery for disaster assistance, as well as field question on FEMA programs.
Supporting Information 1-3	Supporting Information 2-3	Supporting Information 3-3
Registering for LTRG assistance is not the same as registering for FEMA.	The LTRG plays a key role in ensuring that disaster caused unmet needs of disaster survivors are met.	VALs can assist with information on how to receive FEMA registration information via the Privacy Act of 1974 Routine Uses