

for a winnowing down to the most critical questions. Covello suggests a framework for listing the questions/concerns to be used that includes:

- Overarching questions—What essential information do people really need to know?
- Informational questions—What details about the crisis do people need to know?
- Challenging questions—Why should the public trust what you are saying?

Developing questions can also be a time-consuming step and if rushed can distort the actual message development. Covello recommends using research to explore and confirm the list. Some possible sources of information include media and website content analysis; review of public documents such as hearing records and legislative transcripts; reviews of organizational complaints, logs, and hotline calls; and focus groups or surveys. [Covello also provides a list of the 77 most frequently asked questions by the media (U.S. EPA 2007, p. 2-5).]

TABLE 5.3. Message Map for Communicating Differences between Pandemic Influenza and Seasonal Influenza^a

Pre-Event Risk Communication Message Map for Pandemic Influenza

Stakeholder: Public and Media

Question or Concern: How is pandemic influenza different from seasonal flu?

Key Message 1:

Pandemic influenza is caused by an influenza virus that is new to people.

Supporting Fact 1-1:

Seasonal flu is caused by viruses that are already among people.

Supporting Fact 1-2:

Pandemic influenza may begin with an existing influenza virus that has changed.

Supporting Fact 1-3:

Fewer people would be immune to a new influenza virus.

Key Message 2:

The timing of an influenza pandemic is difficult to predict.

Supporting Fact 2-1:

Seasonal flu occurs every year, usually during winter. Seasonal flu occurs every year, usually during winter.

Supporting Fact 2-2:

Pandemic influenza has happened about 30 times in recorded history.

Supporting Fact 2-3:

An influenza pandemic could last longer than the typical flu season.

Key Message 3:

An influenza pandemic is likely to be more severe than seasonal flu.

Supporting Fact 3-1:

Pandemic influenza is likely to affect more people than seasonal flu.

Supporting Fact 3-2:

Pandemic influenza could severely affect a broader set of the population, including young adults.

Supporting Fact 3-3:

A severe pandemic could change daily life for a time, including limitations on travel and public gatherings.

^aCovello 2008

3. Ar
pro
cer
list
of
det
qu
(U.

cor
via
and
sub
lim

4. Dev
its
Rec
niza
and
incl
com
by e

limi
leng
seco
tion,
by th
num
Cov
lead

5. Dev
the r
rese
for th
supp
Step.

6. Test
inclu
nicat
pract
tive
shoul
neces