



## Response

Aims/objectives	<ul style="list-style-type: none"> <li>• Detail aims and objectives you worked towards during this event.</li> </ul>
Target communities	<ul style="list-style-type: none"> <li>• Explain the target communities for your communication.</li> <li>• Were there segments with special needs?</li> <li>• What challenges were there around identifying specific/vulnerable groups?</li> <li>• General understanding of the affected community/ies and sub-groups of these.</li> </ul>
Channels	<ul style="list-style-type: none"> <li>• Explain what channels you used and how you identified these as the best approach.</li> <li>• Were there any unusual channels used?</li> <li>• Outline the grassroots channels that you were able to tap into</li> <li>• Tell us about innovative use of these channels.</li> </ul>
Messaging	<ul style="list-style-type: none"> <li>• Describe your key messages and how you kept these consistent.</li> <li>• Also detail the challenges you faced keeping the messages on track and how you achieved this.</li> </ul>
Integration	<ul style="list-style-type: none"> <li>• Describe how you improved the workflow and channels between the comms team and the incident management team.</li> <li>• If there were new players introduced to the IMT, how did the comms team adapt to this?</li> </ul>
Success	<ul style="list-style-type: none"> <li>• Describe community feedback and other measurement and evaluation techniques.</li> <li>• Outline the level of engagement you were able to achieve with the target communities.</li> </ul>



## EMPA Principles

<p>A Seat at the Table – Systems and Structures (Principle 1)</p>	<ul style="list-style-type: none"> <li>• Was Communication at the table early or came on later in the response organisation?</li> <li>• What process was used to assure robust operational communication internally and externally?</li> <li>• Were opportunities enabled for two-way communication between in the response organisation?</li> <li>• How well did the project answer an agency question?</li> <li>• How was alignment assured with operational and organisational strategic objectives?</li> <li>• How well embedded into operational activity was the communication program?</li> <li>• Was measurement of success undertaken in a meaningful way?</li> </ul>
<p>Strategic Messaging – Connection and Credibility (Principle 2)</p>	<ul style="list-style-type: none"> <li>• How well were connections with a range of communities developed before they were needed?</li> <li>• Were opportunities taken to work with other agencies?</li> <li>• Has the project or activity provided a foundation for further relationships or built substantially on an existing network?</li> <li>• Was messaging and use of channels based on a solid research/lessons learned foundation?</li> </ul>
<p>Creating Connections – Integrating Efforts (Principle 3)</p>	<ul style="list-style-type: none"> <li>• Were opportunities taken to work with other agencies? How so?</li> <li>• Are inter-agency partnerships utilised as a standard in your organisation’s response methodology?</li> <li>• Have the outcomes provided a foundation for further relationships or built substantially on an existing network?</li> <li>• Has the response communication actions provided a foundation for further partnership development and/or built substantially on an existing integration efforts? How so?</li> </ul>
<p>Community Focussed Communication (Principle 4)</p>	<ul style="list-style-type: none"> <li>• How did the strategy address bringing in the community voice?</li> <li>• How were reticent voices represented and supported?</li> <li>• How well did the project or activity recognise the diversity within a community and accommodate diverse communication needs?</li> <li>• What shortcomings were identified in community voice integration and how might those gaps be addressed next time?</li> </ul>
<p>Creating Networks – Connecting Stakeholders (Principle 5)</p>	<ul style="list-style-type: none"> <li>• What cross-agency co-operation occurred within the project or activity?</li> <li>• What existing foundations were leveraged?</li> <li>• What network improvements were made within the agency during or as a result of the project or activity?</li> </ul>
<p>Working with Media and Social Media Providers – Liaison to Collaboration (Principle 6)</p>	<ul style="list-style-type: none"> <li>• Were new trust relationships created through novel bridge- building?</li> <li>• What evidence supports this unusual collaboration?</li> <li>• Using specific instances, how did this unusual collaboration demonstrate trust between the agency and community?</li> <li>• What specific instances demonstrate empowerment to and for the audience the response efforts served?</li> </ul>