

Preparation

Public Communications Preparation Checklist

Abstract: This checklist includes steps your UI agency can take to prepare for public communications during a MUE.

This document is part of a larger set of documents comprising the MUE Toolkit. This document will generally require referencing one or more of the other documents such as the [Glossary](#), Checklists, Guidance, or other referenced documentation for a complete understanding of the MUE Toolkit.

If a disaster declaration has already been made in your state, go directly to the [Do We Need Help Instructions](#) for information and guidance in determining if your UI agency might experience a MUE.

Introduction

Communicating with the public is a key consideration as your UI agency undertakes activities to plan for and respond to a MUE.

Purpose

This checklist will help states gather and organize information to be published and provided to the public in the event of a MUE. Developing draft and/or preliminary documents in advance of an actual disaster/MUE will save precious time during a MUE. In the event of a MUE, your UI agency will be better prepared to review, modify/update (as required), and fill in the disaster specific information for the required documents.

Prerequisites

None

Instructions

Your UI agency should consult with your agency's or state's Office of Public Affairs or Public Information Officer during the preparation of these documents.

Your UI agency should ensure the following actions are taken during the preparation phase:

- Review and become familiar with the [Model Public Disaster Communications Template](#). This template can be used by states to guide the format and content of disaster-related information presented on their public website and in news releases. Presenting disaster-related information in a standard format will enable other states and ROs to know where to look for information they need to quickly answer inquiries.

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- Consider completing, in advance, those items in the Model Public Disaster Communications Template that are unlikely to change or are easy to change during a disaster such as telephone numbers or filing instructions.
- Review and become familiar with the public section of the Sample Frequently Asked Questions Template. This template can be used by the states to guide the format and content of a state UI agency's frequently asked questions and answers presented on their public website.
- Consider completing the public section Sample Frequently Asked Questions Template in advance, with sample frequently asked questions and answers for your UI agency based on experiences from prior disasters.
- Become familiar with your state's 2-1-1 services, if available. This telephone number connects people with important community services like UI. 2-1-1 is now available to 75% of the US population. To see if your state has a 2-1-1 services click: <http://www.211.org/>
- If your state has 2-1-1 services, consider working with your UI agency's Office of Public Affairs or Public Information Officer to add, verify, or update UI and agency-specific disaster information on your state's 2-1-1 services.

Referenced Document(s)

- [Glossary](#)
- [Do We Need Help Instructions](#)
- [Model Public Disaster Communications Template](#)
- [Sample Frequently Asked Questions Template](#)

Referenced Resources(s)

- 211 services: <http://www.211.org/>