

# Module 3 – 8-Step Plan Worksheet

## Scenario 1

### Stuffing Isn't Forever

You are part of the Public Information Office (PIO) for a county health department working in coordination with local hospitals, emergency medical services, and emergency management officials. In the week following Thanksgiving, emergency dispatch data shows a spike in 911 calls reporting gastrointestinal distress and chest pain, prompting emergency responses and hospital transports.

Healthcare providers report that many patients are experiencing foodborne illness related to Thanksgiving leftovers. While some cases require medical care, many emergency calls could have been prevented through better food safety practices and earlier public awareness.

With upcoming winter holiday gatherings approaching, local officials want to proactively reduce preventable illnesses and avoid unnecessary strain on emergency and healthcare systems. Your team is tasked with developing a public awareness campaign focused on safe leftover food practices and early symptom awareness to help prevent foodborne illness during the remainder of the holiday season.

## Scenario 2 -

The Central City Fire Department conducted a risk assessment for their response area. The final report indicated there was a neighborhood consisting of 100 single-family homes that had the highest number of fire-related injuries (75%) and fire-related deaths (80%). In most cases (90%), no working smoke alarms were found in homes that experienced an injury or death. All deaths occurred between 10:00 pm and 8:00 am.

The Department wants to plan a public awareness campaign for the entire city on the importance of working smoke alarms and focus its efforts on this neighborhood of 100 homes. A local insurance company provided the department with 200 10-year smoke alarms, free of charge, to install in homes.

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## Scenario 3 – Mall Auto Thefts

The Central City Police Department has historically seen an increase in auto thefts during December. Most of these thefts occur at the Central City mall and in the downtown area.

As the holiday season approaches, the police department wants to plan a public awareness campaign highlighting daily precautions to discourage these thefts, with particular attention to this time of year.

## Scenario 4 – Know Your Zone

You are the PIO for Liberty County Emergency Management, and you have been assigned to develop a public awareness campaign to promote “Know your Zone.” Liberty County has recognized the need to identify zones along the Roaring River. These zones would identify homes, businesses, schools, and houses of worship that would require evacuation. Zones would enable faster notifications and a more orderly evacuation.

They have identified Zone A as any structure that is within 200 feet of the normal water level of the Roaring River. Zone B would be any structure within 500 feet of the normal water level. People in these areas need to know which zone they live in and how to find that information. The County will mail notifications to residents and post signs at major intersections throughout the community. Your zone will also be listed on monthly utility bills. A map of the zones is available at [www.LibertyCounty-RoaringRiver.gov](http://www.LibertyCounty-RoaringRiver.gov).

## Scenario 5 – Flu Season

Flu season is approaching, and the Green County Health Department wants its PIO to promote getting everyone's annual flu vaccine. You are to develop a public service campaign. Flu vaccines are available at most Minute Clinics, health departments, and primary care physicians' offices. Green County has a large elderly population in the Monroe area. Locations and additional information are available at [www.GreenCountyHealthDepartment0105.gov](http://www.GreenCountyHealthDepartment0105.gov).

## Module 3 – 8-Step Plan Worksheet

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| <b>Step 1 - Assess the Current Situation</b>   |
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| <b>Step 2 - Set SMART Communication Goals</b>  |
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| <b>Step 3 - Identify the Intended Audience</b> |
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| <b>Step 4 - Develop and Pretest Messages</b>   |
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| <b>Step 4A – Develop Message Map – Use Message Map Worksheet</b> |
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| <b>Step 5 - Select Channels and Activities</b>                   |
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| <b>Step 6 - Develop an Action Plan</b>                           |
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| <b>Step 7 - Develop and Pretest Materials Activity</b>           |
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| <b>Step 8 - Implement, Evaluate, and Modify Plan.</b>            |
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