Exercise 7: Stakeholder/Partner Communication

Directions: Make a list of the stakeholders from the Late-Season Flu-Like Illness Case Study and choose one. Fill out the Stakeholder Reaction Assessment below for this stakeholder.

Stakeholder Reaction Assessment

Stakeholder group _____________________________________________________________

Importance to the success of public health communication (1–5) ______________________

Severity of likely reaction (1–5) ______ Advocate _______ Adversary ______
Ambivalent ______________________

Importance of this stakeholder group? ____________________________________________

Likely initial reaction? _________________________________________________________

Turning point? _______________________________________________________________

What would cause a change in position? __________________________________________

Key messages: _______________________________________________________________

Key contacts: _________________________________________________________________

Opportunities for feedback: ___________________________________________________

Strategies to inform/involve stakeholders: _______________________________________

Strategies to help keep them from getting involved (satisfy needs early): ______________

Products to provide: __________________________________________________________

Contact updates: _____________________________________________________________

Date, with whom, and how: ___________________________________________________