

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: _____