

## Anticipated Questions and Answers worksheet

*The following questions are commonly asked by the media during crisis events. Use them to help you prepare answers for questions you might face.*

Additional tips:

- Keep your answers short (2 minutes or less).
- Use Q&A sessions as opportunities to get your key messages out.
- Use personal pronouns (“I” or “We”) rather than institutional nouns (“the Department of Public Health” or “this agency”).

What happened?

Why did it happen? What was the cause?

When and where did it happen?

Who is to blame? Do you accept responsibility?

Has this ever happened before?

Is the public safe?

What are you doing to protect people?

Is anyone hurt, sick, or dead? What are their names?

Emergency Risk Communication

What do you have to say to the victims?

Is there danger now?

Will there be inconvenience to the public?

What are you going to do about it?

Who is in charge?

Are victims being helped?

Did you see this coming?

What can we expect, right now and later?

When will we find out more?