

Message Planning Worksheet

Audience	Key Message	Supporting Facts	Communication Channel
<ul style="list-style-type: none"> • Immigrants • Residents affected by power outages • General public 	<p>If you don't have electricity, prevent poisoning from carbon monoxide.</p>	<ul style="list-style-type: none"> • Carbon monoxide (CO) is a poisonous and odorless gas that cannot be seen or smelled and that can kill a person in minutes. • Symptoms for carbon monoxide include headache, dizziness, fatigue, confusion, and nausea. • Seek prompt medical attention if you suspect CO poisoning and are feeling dizzy, light-headed, or nauseous. 	<ul style="list-style-type: none"> • Media release • Email to community based organizations and other community partners • Email to ethnic media outlets, including translated media release • Health department Facebook page and Twitter • Flyers for targeted areas with power outages, such as apartment buildings, grocery stores, gas stations, hardware stores • Call to taxi cab dispatchers • Talking points for all health educators, public health clinic staff, utility workers
	<p>Only use a generator outdoors and far from windows and vents.</p>	<ul style="list-style-type: none"> • Carbon monoxide is produced whenever any fuel such as gas, oil, kerosene, wood, or charcoal is burned. • To make sure there is enough ventilation, always use this kind of equipment outdoors. 	
	<p>Never cook or heat inside on a charcoal or gas grill.</p>	<ul style="list-style-type: none"> • If you need to stay warm, go to the home of someone who still has electricity, the public library, or to one of the warming centers set up by the city. 	