



Attachment 3: Layout of a Message Map and Example

A message map should be completed for every important stakeholder question. The top level of the message map identifies the audience and the question or concern that the map is intended to address. The second level of the template contains three key messages that answer the question or concern. The last section contains supporting information that amplifies the key messages. This information also provides additional facts or details (EPA 2007).

Question
Audience/Stakeholder:
“Core” Concern:
Key Message #1 (most important)
<ul style="list-style-type: none"> ▪ Supporting information ▪ Supporting information ▪ Supporting information
Key Message #2
<ul style="list-style-type: none"> ▪ Supporting information ▪ Supporting information ▪ Supporting information
Key Message #3
<ul style="list-style-type: none"> ▪ Supporting information ▪ Supporting information ▪ Supporting information

Example: Credible threat involving chemical contamination of a water reservoir:

Should people be worried about the drinking water?
Audience/Stakeholder: Public/Media
“Core” Concern: Human health, trust in government
<p>We are concerned about any threat to our drinking water systems</p> <ul style="list-style-type: none"> ▪ We are working closely with public health authorities and others to minimize any potential harm. ▪ We have experts on staff trained to respond to events such as this. ▪ We are using all available resources to protect public health.
<p>We are testing the water for the presence of {insert chemical name}</p> <ul style="list-style-type: none"> ▪ We are testing the water in the reservoir and all associated distribution points. ▪ We have highly qualified people taking samples. ▪ We are following testing procedures recommended by the U.S. Environmental Protection Agency.
<p>We ask you to be alert and stay tuned for updates</p> <ul style="list-style-type: none"> ▪ People should call {insert phone number} or go to {insert website} for information and updates. ▪ People should stay tuned to local radio or television. ▪ Until we know more, people in the impacted area {insert area} should use an alternative supply of water.

* U.S. Environmental Protection Agency (EPA). 2007. Risk Communication in Action: The Tools of Message Mapping. Office of Research and Development, Cincinnati, OH. EPA/625/R-06/012, August, 51pp.