# 2.1 Network Fact Sheet

**Purpose:** The Network Fact Sheet provides useful information for building leadership support, developing a core message to use when reaching out to agencies and organizations, and defining the network’s purpose.

**Directions:** Fill in bold, bracketed areas with specific information.

## Purpose of the Network

The purpose of this network is to create a mechanism for communicating critical information to vulnerable populations before, during, and after emergencies. The network will be used in times of emergency and nonemergency to deliver messages and collect information that can best serve citizens’ health, safety, and welfare needs.

## Target Organizations and Agencies for the Network

**[Name of lead agency]** is targeting a mix of government agencies and nongovernmental and private sector organizations to participate in the network:

* Transportation
* Emergency management, public information
* Public safety, public communications
* Emergency response agencies
* Public health and medical services
* Mass care
* Human service providers
* External affairs, public information, public communication
* Mainstream and ethnic media
* Nongovernmental organizations (NGOs) and community-based organizations (CBOs)
* Faith-based organizations (FBOs)

## How the Network Works

The network is intended to function as a two-way communication channel. Emergency information will originate from the **[lead agency]** and will be disseminated to network partners who will then deliver the information to vulnerable populations or the people who can reach them. Network partners are asked to keep **[lead agency]** informed about matters pertaining to the people they serve before, during, and after emergencies.

Members of this network are asked to:

* Be available to receive emergency messages from [lead agency]
* Adapt the message for the target audience so they can understand it
* Deliver the message through the most appropriate medium or channel
* Communicate the needs and concerns of the target audience back to the network

Members may be asked to perform other roles depending on whether the network is in the preparedness/planning phase, response phase, or recovery phase. For example:

### Preparedness/Planning Phase (network is not activated)

Network members may be asked to:

* Disseminate public education preparedness materials
* Participate in periodic meetings or exercises
* Recommend other people or agencies to participate in the network
* Advise on communication and outreach strategies as well as ways to identify and locate populations with functional needs

### Response Phase (network is activated)

Network members may be asked to:

* Be accessible and available to receive information from [lead agency] in emergencies
* Communicate critical messages to functional needs populations
* Communicate needs of functional needs populations to [lead agency]

### Recovery Phase (network is activated)

Network members may be asked to:

* Keep [lead agency] informed about the needs of your target populations
* Keep your population groups informed about recovery and re-entry (if necessary) through regular contact with [lead agency]
* Participate in after-action reviews