Creating the Work Products for Emergency Preparedness and Response

Goals	PAN/Panda	Health Care	Med. Sup.	Schools	Businesses	Corp's	NGOs
Define Stakeholder Roles	X	X	X	X	X	X	X
Educate and Train Principals	X	X	X	X	X	X	X
Activate Stakeholders	X	X	X	X	X	X	X
Collect unfolding information	X	X	X	X	X	X	X
Disseminate unfolding information	X	X	X		X		
Provide services and supplies	X	X	X		X	?	X

Each cell contains
- Content - Action needed to meet goal
- How - Means to accomplish
- Required input - What and from whom
- Required output - What and to whom
- Information exchange - to whom and from whom
- Urgency -
- Communications needs - links to whom

Each column, integrated, defines stakeholders mission

Each row, integrated, defines how that goal is to be met