

Draft Overarching Message Map for (Insert Topic Here)

Title of Map (Should refer to topic of map and also timing, e.g. Pandemic Flu Pre-Event Messages)

Stakeholder: General Public (could be any group, e.g., policymakers, media)

Question or Concern: (e.g., what should we know about pandemic influenza as of 3/16/05?)

Overarching Messages (short form):

This message should contain three sentences and three related concepts at most. It should require roughly 27 words. It should be stated as simply as possible.

Key Message 1	Key Message 2	Key Message 3
Most important message here.	Least important message here.	Second most important message here.
Supporting Information 1-1	Supporting Information 2-1	Supporting Information 3-1
Supporting information should add detail to overarching and key messages.		
Supporting information 1-2	Supporting Information 2-2	Supporting Information 3-2
Supporting Information 1-3	Supporting Information 2-3	Supporting Information 3-3