

Health Disruption Communication Checklist

A reusable small-business checklist for outbreaks, health advisories and other public-health disruptions.

1. Establish the Source of Truth

- ☐ Assign one person to approve public updates.
- ☐ Create or identify the website/status-page location.
- ☐ Confirm who can update Google Business Profile/local listings.
- ☐ Confirm access to email, SMS, social accounts and phone/voicemail.
- ☐ Identify the local/state health authority and CDC resources you will rely on.
- ☐ Decide how staff will receive the approved message.

2. Build the Message

Element	Your message
STATUS - What is happening now?	
IMPACT - What changed for customers?	
ACTION - What should customers do?	
SOURCE - Where is authoritative health information?	
NEXT UPDATE - When will you communicate again?	

3. Channel Update Checklist

- ☐ Website/status page updated and timestamped
- ☐ Google Business Profile/local hours/status updated
- ☐ Email sent to affected customers where appropriate
- ☐ SMS sent only where appropriate and consented
- ☐ Social media updated with link to source of truth
- ☐ Phone/voicemail message updated
- ☐ On-site signage posted
- ☐ Staff/internal message distributed
- ☐ Old/conflicting posts or notices corrected

4. Before You Publish

- ☐ Facts are verified.
- ☐ Known and unknown information are clearly separated.
- ☐ No medical claims are being made beyond authoritative guidance.
- ☐ No employee/customer private information is disclosed.
- ☐ The customer has a clear action.
- ☐ The notice has a date/time.
- ☐ A next-update time is included.
- ☐ All channels use the same operating facts.

5. Recovery / Close the Loop

- ☐ Confirm normal operating status.
- ☐ Update the website/status page.
- ☐ Restore Google hours/status.
- ☐ Post a recovery/update message on social channels.
- ☐ Update phone/voicemail.
- ☐ Remove temporary signage.
- ☐ Notify affected customers if needed.
- ☐ Archive internal copies of messages and timestamps.
- ☐ Review what worked and update this communication plan.

Emergency contact / approver: _____

Website editor: _____

Google/local listing editor: _____

Spokesperson: _____

Local/state health authority: _____

Clear communication is part of business continuity. Prepare the channels before you need them.