

The questions journalists always ask in a crisis



How to use this document

This document comprises almost every question you will ever get asked by journalists in a crisis.

Use the document to prepare for an interview or press conference and for training of spokespersons. It will prepare you to answer all questions and in addition make you feel and look confident and trustworthy.



How was this document developed?

This document is part of a WHO series of supporting documents concerning events that could erode confidence in vaccination. Such events can be related to vaccine safety, adverse events following immunization, changes in the vaccination programme, negative public debate, outbreaks or pandemics.

All documents were developed based on scientific evidence, laboratory research and fieldwork within psychology, social and behavioural science and communication and lessons learnt in countries. For an introduction to the theoretical background and evidence, refer to the WHO publication *Vaccination and trust*, available here: www.euro.who.int/vaccinetrust.

The supporting documents are intended for use by national

- ministries of health
- centers for disease control
- immunization programmes
- regulatory authority institutions.



World Health
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Prepare for an interview or press conference

How you come across during an interview or press conference has great implications for public confidence in you and in the immunization programme as a whole. Be prepared so that you are able to answer all questions. Being prepared will also help you feel and look confident which again will strengthen people's trust in you.

To **READ MORE** refer to:

- *How to ensure a context-specific response to events that may erode trust in vaccination*
 - *Tips for spokespersons*
 - *Strategies used by journalists*
- euro.who.int/vaccinetrust

Who are you?

What is your name and title?
.....

What are your job responsibilities?
.....

These lists include almost every question you will ever get asked by the media. Use it to prepare for an interview or press conference.

What happened – and what is happening now?

Can you tell us what happened?
.....

When did it happen?
.....

Where did it happen?
.....

Who was harmed?
.....

How many people were harmed?
.....

Can you be specific about the types of harm that occurred?
.....

Are those that were harmed getting help?
.....

How are those who were harmed getting help?
.....

Is the situation under control?
.....

How certain are you that the situation is under control?
.....

What is being done in response to what happened?
.....

Who is in charge?

What can we expect next?
.....

What are you advising people to do?
.....

How long will it be before the situation returns to normal?
.....

What help has been requested or offered from others?
.....

What responses have you received?
.....

What are the names of those that were harmed?
.....

Can we talk to them?
.....

What are you doing now?
.....

Who else is involved in the response?

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What caused it to happen?

Why did this happen?
.....

What was the cause?
.....

Did you have any forewarning that this might happen?
.....

Why wasn't this prevented from happening?
.....

What else can go wrong?
.....

If you are not sure of the cause, what is your best guess?
.....

Who caused this to happen?
.....

Who is to blame?
.....

Could this have been avoided?
.....

Do you think those involved handled the situation well enough?
.....

When did your response to this begin?
.....

When were you notified that something had happened?

Who is conducting the investigation?
.....

What are you going to do after the investigation?
.....

What have you found out so far?
.....

What is your personal opinion?
.....

What are you telling your own family?
.....

Are all those involved in agreement?
.....

Are people over reacting?
.....

Has anyone made mistakes?
.....

How certain are you that mistakes have not been made?

What caused it to happen?

Have you told us everything you know?
.....

What are you not telling us?
.....

What effects will this have on the people involved?
.....

What precautionary measures were taken?
.....

Do you accept responsibility for what happened?
.....

Has this ever happened before?
.....

Can this happen elsewhere?
.....

What is the worst case scenario?
.....

What lessons were learned?
.....

What can be done to prevent this from happening again?
.....

What would you like to say to those that have been harmed and to their families?
.....

Are people out of danger? Are people safe?

Will there be inconvenience to employees or to the public?
.....

When will we find out more?
.....

What steps need to be taken to avoid a similar event?
.....

Have these steps already been taken? If not, why not?