



COMMUNICATIONS ASSESSMENT



A communications assessment is vital for a house of worship's emergency preparedness to ensure clear, rapid dissemination of critical information to members, staff, and emergency services during an incident. It identifies communication weaknesses and helps develop redundant systems, such as text alerts or public address systems, to overcome potential failures in cell service or the internet. This proactive step ensures timely safety instructions, coordinates response efforts with emergency personnel, and helps provide support to vulnerable members, ultimately saving lives and reducing injury.

Section 1: Internal Communication Methods

How do you normally communicate with members? (check all that apply)

- ☐ Phone tree ☐ Email lists/newsletters ☐ Text messaging system ☐ Social media (list: _____) ☐ Website/App
☐ Verbal announcements ☐ Other: _____

Do you have a communications coordinator/team? ☐ Yes ☐ No

How often is contact information updated? ☐ Quarterly ☐ Annually ☐ As needed ☐ Unsure

Section 2: Emergency -Specific Communication

Do you have a plan to notify members in an emergency? ☐ Written ☐ Informal ☐ None

How quickly can you reach members? ☐ 15 min ☐ 1 hr ☐ Several hrs ☐ Unsure

Primary emergency communication method: _____

Do you have backup methods? ☐ Yes (list) _____ ☐ No

Section 3: External Communication

Who communicates with emergency agencies? _____

Who communicates with families/caregivers? _____

Who communicates with media/public? _____

Do you have a designated spokesperson? ☐ Yes ☐ No

Do you share information with other organizations? ☐ Yes ☐ No

Section 4: Technology and Tools

Do you have access to (check all):

- ☐ Mass notification system ☐ Radios ☐ PA system ☐ Satellite phones ☐ None

Is website/social media updated quickly during emergencies? ☐ Yes ☐ Sometimes ☐ No

Is your Google business profile current and does it feature current contact information?

☐ Yes ☐ No

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Section 5: Accessibility & Inclusion

Do you have non-English speaking members? ☐ Yes ☐ No
Do you provide communication in multiple languages? ☐ Yes ☐ No

How do you reach elderly members?

How do you reach members with disabilities?

How do you reach members without internet?

Section 6: Gaps & Needs

What challenges have you faced during past emergencies?

What tools and/or training would help improve communication?

What obstacles or challenges might you encounter when trying to develop a comprehensive communications plan?