This framework provides a structured approach to measuring and assessing the effectiveness of crisis and emergency risk communication (CERC). By establishing clear objectives, tracking key performance indicators (KPIs), and making data-driven improvements, public health communicators can ensure their messaging is reaching and influencing the target audience effectively.

1. Defining Communication Objectives

What are the key goals of the crisis communication effort?

2. Identifying Key Performance Indicators (KPIs)

How do we measure success? Below are key metrics categorized by communication goals:

Message Effectiveness

- Public awareness (or reach)
- Did people react to your messaging the way you intended?

Behavioral Change & Compliance

- Did people feel like they knew how to protect themselves from the risk?
- Did people do the behaviors you asked them to do?

Identifying and Countering Misinformation

- Were you able to track misinformation across different audiences?
- Were you effective in misinformation management (did you effectively stop the spread of misinformation?)

Public Trust and Credibility

- Public sentiment (or public emotional reaction to messages and responding organizations)
- Did your communication approaches increase or decrease public trust in your organization?

Enhancing Future Crisis Responses

- What are lessons learned from your communication strategies?
- How can these approaches be adapted for future emergencies?

3. Data Collection Methods

How will we gather and analyze data?

Consider platform monitoring, focus group discussions, interviews, and surveys.

4. Evaluation Timeline

How often will we assess communication performance?

- **Real-time Monitoring:** Daily social media scans, misinformation tracking.
- **Short-Term (Weekly):** Engagement reports, surveys, and preliminary sentiment analysis.
- **Mid-Term (Monthly):** Review of behavior change data and stakeholder feedback.
- **Long-Term (Post-Crisis Review):** Full assessment of communication impact and lessons learned for future crises.

5. Improvement and Adaptation Strategies

How do we refine communication based on evaluation findings? Here are some common evaluation results and how to address them:

- **Identify Weak Points:** If engagement is low, refine messaging, test different content formats, or expand outreach channels.
- **Adjust Messaging:** If misinformation is persistent, address common myths more directly and leverage trusted messengers.
- **Optimize Channels:** Shift resources to the most effective communication platforms based on audience preferences.
- **Strengthen Community Partnerships:** Engage community leaders and influencers to improve trust and information dissemination.
- **Increase Transparency:** Provide regular updates, acknowledge evolving information, and address uncertainties honestly.

To learn more about the CERC Evaluation Framework and see the framework in action, register for a free two-hour course on "Crisis Communication for Public Health" at academy.publichealthcollaborative.org.

This virtual course is part of the PHCC Academy, an initiative of the Public Health Communications Collaborative that aims to equip public health professionals with the confidence and competence to communicate effectively with their communities.