The IIMARCH template below may help commanders in preparing a brief. When using IIMARCH, it is helpful to consider the following:

* Brevity is important - if it is not relevant, leave it out
* Communicate using unambiguous language free from jargon and in terms people will understand
* Check that others understand and explain if necessary
* Consider whether an agreed information assessment tool or framework has been used

| **Element** | **Key questions and considerations** | **Action** |
| --- | --- | --- |
| **I** | **Information**  **What, where, when, how, how many, so what, what might?**  Timeline and history (if applicable),  Key facts reported using M/ETHANE (as appropriate):  Major Incident (declared or not?)  Exact Location  Type of Incident  Hazards  Access  Number of casualties  Emergency services |  |
| **I** | **Intent**  **Why are we here, what are we trying to achieve?**  Strategic aim and objectives, joint working strategy |  |
| **M** | **Method**  **How are we going to do it?**  Command, control and co-ordination arrangements, tactical and operational policy and plans, contingency plans |  |
| **A** | **Administration**  **What is required for effective, efficient and safe implementation?**  **I**dentification of commanders, tasking, timing, decision logs, equipment, dress code, PPE, welfare, food, logistics |  |
| **R** | **Risk assessment**  **What are the relevant risks, and what measures are required to mitigate them?**  To reflect the JESIP principle of joint understanding of risk. Use the ERICPD hierarchy for risk control as appropriate.  Use Decision Controls |  |
| **C** | **Communications**  **How are we going to initiate and maintain communications with all partners and interested parties?**  Radio call signs, other means of communication, understanding of inter-agency communications, information assessment, media handling and joint media strategy |  |
| **H** | **Humanitarian issues**  **What humanitarian assistance and human rights issues arise or may arise from this event and the response to it?**  Requirement for humanitarian assistance, information sharing and disclosure, potential impacts on individuals’ human rights |  |