

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	

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Element	Key questions and considerations	Action
I	<p>Intent</p> <p>Why are we here, what are we trying to achieve?</p> <p>Strategic aim and objectives, joint working strategy</p>	
M	<p>Method</p> <p>How are we going to do it?</p> <p>Command, control and co-ordination arrangements, tactical and operational policy and plans, contingency plans</p>	

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Element	Key questions and considerations	Action
A	<p>Administration</p> <p>What is required for effective, efficient and safe implementation?</p> <p>Identification of commanders, tasking, timing, decision logs, equipment, dress code, PPE, welfare, food, logistics</p>	
R	<p>Risk assessment</p> <p>What are the relevant risks, and what measures are required to mitigate them?</p> <p>To reflect the JESIP principle of joint understanding of risk. Use the ERICPD hierarchy for risk control as appropriate. Use Decision Controls</p>	

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Element	Key questions and considerations	Action
C	<p>Communications</p> <p>How are we going to initiate and maintain communications with all partners and interested parties?</p> <p>Radio call signs, other means of communication, understanding of inter-agency communications, information assessment, media handling and joint media strategy</p>	
H	<p>Humanitarian issues</p> <p>What humanitarian assistance and human rights issues arise or may arise from this event and the response to it?</p> <p>Requirement for humanitarian assistance, information sharing and disclosure, potential impacts on individuals' human rights</p>	

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