

Preparedness in the Southwest Course

Module 7: Crisis and Emergency Risk Communications

All public health professionals may be faced with a situation in which they will need to communicate with the public, the media and stakeholders in an emergent, perceived or active emergency. The critical importance of how we communicate the risks and realities of the situation are essential and integral for an effective comprehensive emergency response.

This module will cover the essential role of crisis and risk communications, information on recognizing the public's reactions during a crisis, and strategies for applying basic crisis and risk communication.

The expertise and support from Julie Frasco, CDC Certified Risk Communications Specialist, in the development of this module was instrumental to the enhancement of a comprehensive competency-based training module in Crisis and Emergency Risk Communications.

Learning Objectives:

1. Gain awareness of the critical role effective communication plays in a comprehensive public health emergency response.
2. Obtain an overview of what constitutes effective communication.
3. Gain awareness of the skills that need to be developed to create and deliver effective Emergency Risk and Crisis Communication.
4. Recognize common psychological reactions of individuals during a crisis.
5. Describe the public health role in planning for and developing risk communication protocols.
6. Identify activities and practices that promote collaboration with the media.

Core competencies addressed:

Competency 1: Describe the public health role in emergency response in a range of emergencies that might arise.

Competency 2: Describe the chain of command in emergency response.

Competency 3: Identify and locate the agency emergency response plan (or the pertinent portion of the plan).

Competency 4: Describe his/her functional role(s) in emergency response and demonstrate his/her role(s) in regular drills.

Competency 6: Describe communication role(s) in emergency response:

- Within agency
- Media
- General public
- Personal (family, neighbors)

Target Capabilities:

Emergency Public Information and Warning
Responder Safety and Health