

# EMERGENCY RISK COMMUNICATION IN PRACTICE



**LOCAL PUBLIC HEALTH**  
INSTITUTE OF MASSACHUSETTS



Communicating effectively about risk is a critical part of managing crises. This course will develop skills necessary for creating effective messages, strategies for understanding the needs of target audiences and selecting the appropriate messengers.

Designed to serve as a bridge between basic risk communication training and Public Information Officer training, this course will help prepare anyone involved in emergency management to be an effective part of a risk communication team.

## **Target Audience**

- *Allied health professionals*
- *EMT/Paramedics*
- *Health facility administrators*
- *Mental health professionals*
- *Physicians*
- *Public health professionals*

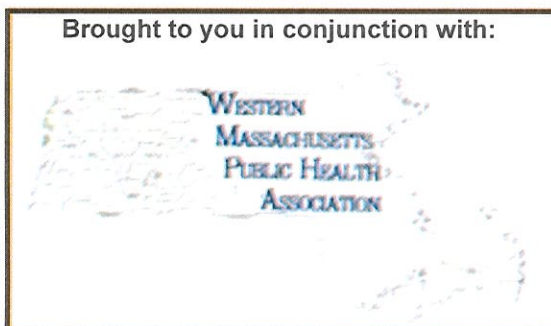
“Held my attention the entire time, very useful.”  
“... exercise very useful and feedback from instructors and other students very insightful.”  
“Resources provided were very useful, will definitely use them.”

**February 6, 2019**  
**9:00 - 3:30**

*Southampton Town Hall,  
210 College Highway*

*Make up day (in case of inclement  
weather) Feb. 13*

Brought to you in conjunction with:



## **Registration**

*Registration is free, but spaces are limited.  
To register, send email with contact details to  
[lphi@bu.edu](mailto:lphi@bu.edu)  
SUBJECT LINE: ERCIP*



**LOCAL PUBLIC HEALTH**  
INSTITUTE OF MASSACHUSETTS

# Emergency Risk Communication in Practice

**Local Public Health Institute of Massachusetts**

**February 6, 2019**

*Southampton Town Hall,  
210 College Highway*

## AGENDA

- |                   |   |
|-------------------|---|
| 8:30- 9:00        | Registration/coffee                                 |
| 9:00 – 9:15       | Introductions and pre-test                          |
| 9:15 – 10:00      | <b>Module 1: Introduction to Risk Communication</b> |
| 10:00 -11:00      | <b>Module 2: Planning for Risk Communication</b>    |
| 11:00-11:10       | Break   |
| 11:10- 12:10      | <b>Module 3: Message Development</b>                |
| 12:10-12:45       | Lunch   |
| 12:45- 1:30       | <b>Exercise: Message Development</b>                |
| <b>1:30- 3:00</b> | <b>Presentation Delivery</b>                        |
| 3:00 -3:30        | Wrap up and Evaluation                              |