



South Central Public Health Partnership

TRAINING PROFESSIONALS TO PROTECT THE PUBLIC

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Crisis Communication for Hospital Administrators

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This course is designed to allow hospital administrators to analyze their current communication practices within and outside of the hospital setting, and to determine the extent to which normal communication modes work in a disaster setting. The course will also demonstrate and suggest new and improved methods for developing crisis communication messages for response after a disaster. The topics covered in this course include:

Learning Objectives

- Describe likely and unlikely scenarios when you may need to implement enhanced communication skills in the management of a disaster situation
- Identify populations for outreach who will need to receive information from you during an emergency
- Identify partners that you will need to communicate with in managing the emergency
- List modes and methods of communicating that span levels of technology and redundancy
- Brainstorm scenarios where each mode/method may be most or least useful
- Demonstrate the rule of 3's for message development
- Practice writing communication messages for immediate response after an incident

Competencies

- Demonstrate correct use of all communication equipment used for emergency communication
- Describe communication role(s) in emergency response:-Within the agency using established communication systems; with the media; with the general public; personal (with family, neighbors)

* *Bioterrorism and Emergency Readiness*

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