This course is an introduction to risk and crisis communication during a public health emergency. The latest theory from the literature and applied concepts from agency recommendations are covered. This course is a hands-on, case-study based application of risk communication theory and practice. Theory and concepts are taught in the context of extensive examples and practice problems interspersed throughout the lectures. By the end of this course, the participant will have learned and practiced a variety of tools in the formation of risk communication messages. The topics covered in this course include:

**Learning Objectives**

**Module 1: Introduction to Risk Communication Theory**
- Give reasons for the importance of developing messages before an event occurs
- Discuss the ways that information is processed differently under low stress and high stress conditions
- Describe the conditions necessary for mass panic
- List factors that contribute to the formation of risk perception

**Module 2: Tools for Risk Communication**
- Explain and use the 27/9/3 Rule of Communication
- Explain and use the Know, Do, Go method of message development
- Describe and construct a message map
- Discuss the components of and construct a fully mapped first message

**Module 3: Failures and Successes in Risk Communication**
- List and explain five ways to fail in delivering an effective risk communication during a crisis
- List and explain five ways to succeed in delivering an effective risk communication during a crisis

**Module 4: Risk Communication and the Media**
- List four DOs and DON’Ts of dealing with the media
- Write and respond to challenge questions from the media

**Module 5: Timeline for Risk Communication: Before, During and After a Crisis**
- Discuss the chronology of communication events as they should occur before, during and after a crisis

**Competencies**
- 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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