

Emergency Risk Communication for Public Health Professionals

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INTENDED AUDIENCE

Public health professionals, public health students, and first responders.

TEACHING FORMAT

Web-based course. This course includes video, audio, and interactive questions and quizzes.

ESTIMATED TIME TO COMPLETE

This module should take about four hours to complete.

COURSE DEVELOPER AND INSTRUCTOR

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TECHNICAL REQUIREMENTS

To view and listen to this online module, you will need the following:

- Computer and Web browser
- Computer speakers or headphones
- Macromedia Flash player (free)
- Adobe Acrobat (free)

FOR ADDITIONAL INFORMATION

If you experience any difficulties or have questions about the module, please contact the Northwest Center for Public Health Practice.



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COURSE DESCRIPTION

This Web-based course provides an introduction to Emergency Risk Communication concepts and principles. Topics covered include planning for an emergency, best practices, creating effective messages, and strategies for interacting with the media and the community during times of crisis. The course includes audio and video clips that illustrate concepts, interactive quizzes that provide feedback, and a toolkit that contains downloadable worksheets and checklists. The final activity is a simulation of an influenza outbreak that allows learners to walk through an unfolding public health crisis.

LEARNING OBJECTIVES

After completing this course, you should be able to:

- List some common reactions exhibited by the public during public health emergencies
- Identify some effective communication strategies that can be used during public health emergencies
- Communicate with the news media more effectively during public health emergencies
- Work with the community more effectively during periods of heightened emotion
- Participate in planning processes that can help your organization be better prepared for communicating during an emergency

COMPETENCIES ADDRESSED

This course addresses the following competencies defined by Bioterrorism & Emergency Readiness: Competencies for all Public Health Workers by the Center for Health Policy, Columbia University School of Nursing.

Establish emergency communications roles and responsibilities for bioterrorism (BT)/emergency response. (*Aware*)

Ensure, coordinate, or contribute to the development and delivery of accurate event-specific, science-based risk communication messages to the public, to health care providers, to the media, and to the response community during a BT/emergency event. (*Knowledgeable*)

Use, coordinate, or contribute to event-specific information and scientific principles of risk communication to inform the public, the media, health care providers, and the response community during a BT/emergency event. (*Knowledgeable*)

Designate or serve as a media spokesperson during a BT event. (*Knowledgeable*)

Generate a BT/emergency response plan for the public health information staff that is integrated with the emergency response plan for the agency by applying the following competencies: (*Knowledgeable*)

- Establish emergency communications roles and responsibilities for BT/emergency response.
- Maintain an up-to-date directory of materials and resources on bioterrorism/emergencies.
- Maintain written plans for 24/7 availability of staff and specialists required during a BT event.