Course Overview: This training is designed for individuals who have a role in communicating with the public to enhance skills in applying risk communication concepts and research-based findings in developing messages and communication strategies. This 2-day workshop offers methodologies and strategies for identifying and addressing target audiences; coordinating on-scene logistics; communicating visually to increase on and off-line reach and engagement; employing media outreach initiative methods and strategies, including preparing effective media packets; and developing effective alert and warning messages.

Learning Objectives: Following this training, participants will be able to:

- Describe and apply risk communication concepts.
- Discuss the value of risk communication concepts in message development and communication strategies.
- Develop draft messages using risk communication concepts to encourage taking action to prepare for disasters.
- Incorporate risk communication concepts into preparedness outreach campaigns.
- Identify common issues and potential solutions resulting from working as a team throughout the training.

Methods: The training will be interactive and participatory. The emphasis is on building skills and taking advantage of the varied communicator roles of the training participants. Throughout the training, the trainers will use methods including:

- Brief presentations
- Large group discussions
- Small group structured activities with report outs and colleague/trainer feedback

Training Location: Lexington Emergency Management, Public Safety Operations Center (PSOC)
115 Cisco Road, Lexington, KY 40504
Course Agenda:

Day 1

8:00 AM  Facility Opens/Participant Arrivals
8:30 AM  Welcome: Class Introductions
8:45 AM  Unit 1: Understanding Risk Communication: What is it? What Difference Does it Make?

Unit Objectives:
- Define risk communication
- Describe risk communication strategies

11:00 AM  Unit 2: Literacy Matters

Unit Objectives:
- Describe why literacy matters in risk communication
- Identify methods for assessing readability, numeracy, and computer-based problem solving

11:30 AM  Lunch on your own
12:30 PM  Unit 2: Literacy Matters (Continued)
1:30 PM  Unit 3: Simple Communication Strategies

Unit Objectives:
- Describe simple communication strategies
- Describe why the emotional status of your audiences should be considered when creating messaging
- Describe why culture should be considered when creating messaging
- Describe why social economics may need to be considered when creating messages
- Describe why formal and informal leadership should be considered when creating messages
- Describe why history and past events should be considered when creating messages
CHEMICAL STOCKPILE EMERGENCY PREPAREDNESS PROGRAM (CSEPP)

RISK & CRISIS COMMUNICATION METHODOLOGY & STRATEGY: MOVING INDIVIDUALS FROM AWARENESS TO ACTION

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Day 1 (Continued)

3:00 PM  Unit 4: Using Risk Communication to Motivate Preparedness and Response Behaviors

Unit Objective:
- Case study/research discussion: Describe strategies and methods for motivating preparedness and response behaviors
- Demonstrate the ability to apply risk communication concepts to motivate preparedness and response behaviors

4:30 PM  End of day

Day 2

8:00 AM  Facility Opens/Participant Arrivals

8:30 AM  Unit 5: Digital Communication Strategies

Unit Objectives:
- Describe elements of a social media policy, strategy, and plan
- Identify 10 principles for managing social media before, during, and after a crisis
- Identify 10 legal principles for managing social media

10:00 AM  Unit 6: Getting it Right When Minutes Matter: Risk Communication Alerts and Warnings

Unit Objective:
- Identify best practices in alert and warning message development
- Demonstrate the ability to develop AWS messages based on best practices and peer to peer feedback

11:30 AM  Lunch on your own
Day 2 (Continued)

12:30 PM  Unit 7: News Media Outreach and Preparing Effective Press/Media Kits
Unit Objectives:
- Describe methods of building a strong media outreach program
- Describe the elements of a good media packet
- Describe how to create a digital media packet

1:30 PM  Putting it All Together: Final Exercise
Groups will work together to develop a preparedness campaign targeting a specific population group to practice a specific preparedness action relative to a chemical event and then use alert and warning messages to encourage the response action. Groups will report out and provide peer to peer feedback

Hotwash

4:30 PM  End of day