



Communicating in a Public Health Emergency or Response

FETP 1-Day Workshop Agenda

Morning session

- 8:00 Registration
- 8:30 Welcome remarks (at discretion of presenter; not part of materials)
- 8:35 **Module 0: Workshop Introduction / Agenda review**
Timing: First 5 slides in Module 0 in 5 mins.
- 8:40 Participant introductions and icebreaker
Timing: 1 remaining slide in Module 0 (Slide 6); timing will vary by class size
- 9:00 **Module 1: Risk Communication Essentials**
Timing: First 46 slides of Module 1 in 90 mins.
Learning Objectives: (1) Describe the major components of a risk communication plan; (2) Be able to apply risk communication principles and effective practices; (3) Describe the value of using risk communication principles and effective practices when faced with a potential public health threat, such as an infectious disease outbreak.
- 10:30 **Small Group Exercise: Initial communications for emerging health threat**
Timing: Remaining 6 slides of Module 1 (Slides 47-52) + time for brainstorming in groups = ~15 mins
- 10:45 **Summarization and discussion of small group exercise outcomes**
Timing: No slides: ~15 minutes for sharing/summarizing
- 11:00 15-Minute Break
- 11:15 **Module 2: Stakeholders, Partnerships and Community**
Timing: First 29 slides of Module 2 in 45 mins.
Learning Objectives: (1) Describe the importance of communication coordination among the organizations involved in a public health response and the value of engaging with appropriate communities; (2) List common challenges in trying to ensure coordinated communication and community engagement in a public health response; (3) Use practical tools to help identify and establish effective partnerships and community engagement.
- 12:00 **Small Group Exercise: Stakeholder map & Community engagement recommendations**
Timing: Remaining 7 slides of Module 2 (Slides 30-36) + brainstorming time + sharing/summarization time = ~30 mins.

Afternoon session

- 13:30 **Module 3: Creating Effective Public Health Messages**
Timing: First 30 slides of Module 3 in 60 mins.
Learning Objectives: (1) Describe the audience considerations and message factors associated with the creation of effective risk and public health communication messages; (2) Describe specific ways or steps that can be taken to increase the relevance and impact of health and risk communication messages and materials on targeted audiences; (3) Use practical tools to develop and draft messages tailored to target audiences that will address their concerns and help them to make informed health decisions.
- 14:30 **Small Group Exercise: Target audience considerations and key messages**
Timing: Remaining 4 slides (Slides 31-36) of Module 3 + brainstorming time + sharing/summarization = ~30 mins.
- 15:00 **Module 4: Effectively Delivering Public Health Messages**
Timing: First 27 slides of Module 4 in 60 mins.
Learning Objectives: (1) List key concepts for providing or delivering public health messages to key audiences, including effective ways to deliver messages and information; (2) Identify characteristics of effective public health communication and spokespeople, including with community members and journalists; (3) Apply principles for spokespeople and community engagement in a way that will enable you to conduct an effective community meeting.
- 16:00 15-Minute Break
- 16:15 **Small Group Exercise: Preparing for a community briefing**
Timing: Remaining 5 slides of Module 4 (Slides 28-33) + brainstorming time + sharing/summarization = ~60 mins.
- 17:15 Workshop wrap-up
- 17:30 End of Workshop