



TEPHINET-CDC Crisis Risk Communication Workshop

2.5 Day Workshop Agenda

Day 1

Focus on the roles and effective use of crisis risk communication in public health responses

Morning session

8:00	Registration
8:30	Welcome remarks
8:45	Introduction to the workshop, Agenda review
9:00	Participant introductions and ice-breaker
9:45	Summary: Components of Effective Risk and Crisis Communication
10:00	Overview Module: Communicating about risks amidst uncertainty Learning Objectives: To increase understanding of the importance of crisis risk communication, especially for public health preparedness and response. Best practices, Case study presentation, Discussions, Small group exercise

15-minute break

11:00	Discussion: Inclusion of Risk Communication and Community Engagement in a Public Health Crisis Response
11:15	Small group exercise: identifying current and potential public health threats
11:45	Summarization and discussion of identified public health threats

Lunch

Afternoon session

- 13:00 **Module 1: Key concepts for effective health-related crisis risk communication**
- Learning Objectives:** To increase understanding of the major components of a crisis risk communication plan and be able to apply crisis risk communication principles to a public health threat scenario.
- 13:45 Discussion: When to communicate about serious health threats
- 14:00 Module 1 continued: Communication and Uncertainty

15-minute break

- 14:45 Skills building session: Scenario exercise 1, Initial messages
- 15:15 Summarization and discussion of Scenario 1 exercise
- 15:30 **Module 2: Stakeholders, Partnerships, and Community Engagement**
- Learning Objectives:** to increase understanding of the importance of coordinating communication among involved organizations and ability to use practical tools to identify and establish those relationships.
- Best practices, Case study presentation, Discussions, Small group exercise

15-minute break

- 16:15 **Module 2 continued: Engaging with Communities throughout a crisis**
- 16:30 Skills building session 2: Stakeholder and community engagement
- 17:00 Summarization and discussion of Stakeholder exercise
- 17:15 Day 1 wrap up
- 17:30 End of Day 1

Day 2

Focus on Crisis Risk Messaging to Influence Behavior

Morning session

9:00 Day 1 Review

9:30 **Module 3: Persuasion and Behavior Change**

Learning Objectives: to increase understanding of how individuals process risk communication information in a crisis and how best to create messages and materials to increase the likelihood of effectively influencing and persuading target audiences.

Best practices, Case study presentation, Discussions, Small group exercise

15-minute break

10:30 **Module 3 continued: Audience Action and Behavior Change**

11:00 Discussion: Dealing with misinformation and rumors

11:30 Skills building session 3 – Linking Behavior Outcomes to Persuasion

12:00 Summarization and discussion of Behavior and Persuasion exercise

Lunch

Afternoon session

13:15 **Module 4: Creating Effective Risk Communication Messages**

Learning Objectives: to increase understanding of the audience considerations and message factors that foster effective crisis risk communication messages and to strengthen your ability to write messages that enable targeted audiences to make informed health decisions

Principles, Case study presentation, Discussions, Small Group Exercise

13:45 Discussion: Characteristics of Good Messages and Information

14:00 **Module 4 continued: Message maps**

15-minute break

14:45 Skills building session 4 – Target Audiences, Objectives, and Messages

15:15 Summarization and discussion of Objectives and Messages exercise

15:45 **Module 5: Working with Journalists and News Media**

Learning Objectives: To increase understanding of news media principles and best practices and to increase your ability to apply those principles and practices.

16:30 Overview Preparation for Press Conference Small Group Exercise

16:45 Day 2 wrap up

17:00 End of Day 2

Day 3

Focus on Interacting with the News Media and Utilizing Social Media

Morning session

- 9:00 Day 2 Review
- 9:15 Skills building session 5 – Preparing for a News Media Press Conference
- 9:45 Practice press conference

15-minute break

- 10:45 **Module 6: Understanding and Utilizing Social Media**
- Learning Objectives:** to increase understanding of social media platforms and ways to use for crisis risk communication and strengthen ability to use social media
- Best practices, Case study Presentation, Discussions, Small Group Exercise
- 11:30 Skills Building Exercise 6 – Selecting and Using Social Media
- 12:00 Summarization and discussion of Social Media exercise
- 12:20 Day 3 and workshop wrap up
- 12:45 End of workshop

Dismissed