

Risk Communication for Public Health Emergencies and Pandemics

Navy and Marine Corps Public Health Center (NMCPHC), working with the Army Center for Health Promotion and Preventive Medicine (CHPPM) and the Air Force, developed this course to meet the Public Health Emergency Officer risk communication training requirements. Initial classes focused on preparing for pandemic influenza; however the workshop has now expanded to prepare participants to effectively communicate during any public health emergency.

The workshop will be led by Sandy Martinez and Keith Fulton of Fulton Communications, a communications issues management firm that provides communications consulting and training with particular emphasis on developing strategies and plans for challenging issues both crisis and non crisis. Ms. Martinez has extensive experience in public risk communications and community outreach. Mr. Fulton has extensive experience in public risk communications, community relations, labor relations, and media relations.

This workshop is an outstanding opportunity to learn and practice risk communication tools and techniques to use during emergencies and pandemics.



There are no registration fees to attend this conference. Additional information and registration can be found at:

[http://www.nmcphc.med.navy.mil/
Public_Health_Conference/Conference10/
index.htm](http://www.nmcphc.med.navy.mil/Public_Health_Conference/Conference10/index.htm)

Navy and Marine Corps Public Health Center

620 John Paul Jones Circle
Suite 1100
Portsmouth, VA 23708

Environmental Programs
Phone: 757-953-0932
Fax: 757-953-0675



Navy and Marine Corps
Public Health Center

Risk Communication for Public Health Emergencies and Pandemics



49th Navy and Marine Corps Public
Health Conference
20-21 March 2010

Hampton Roads Convention Center
Coliseum Drive
Hampton, Virginia

No cost to register.
See back for registration details.

Supporting Public Health Around the World

Saturday and Sunday, March 20-21, 2010

Risk communication is an essential skill during all public health emergencies and pandemics, disastrous weather events, chemical releases, terrorist attacks, fires, and earthquakes. Effectively communicating helps ensure missions are sustained in situations that have economic, social, cultural, environmental, political and public health consequences. Communications can make or break the success of an operation regardless of the amount of technical input, funding, and time that is placed on it.

This workshop is about communicating with **any** stakeholder internal or external in **any** situation and on **any** issue that could impact your organization. The workshop includes planning skills (identifying and prioritizing stakeholders and developing an action plan) as well as tools and techniques to communicate with various stakeholders. Tools and techniques include dealing with genuine negative emotions, dealing with agendas and dealing with misperceptions of various risks. The workshop is hands-on and very interactive and designed for the work issues that the attendees bring into the classroom.

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Topics

Risk Communication Overview	Risk Communication Traps
Crisis Risk Communication	Nonverbals in Risk Communication
Responding to Any Challenging Question or Statement	Message Development and Delivery
Responding to Fear and Anger	Media Communication

