



Risk Communication for Public Health Emergencies 2014

How to Plan and Conduct Communications with Any Stakeholder (Internal or External) on Issues (Public Health Emergencies, Occupational Health, Environmental and Others) that can Impact Your Organization

Effective communication is critical in public health emergency response situations such as pandemics, disastrous weather events, chemical releases, terrorist attacks, fires, and earthquakes. It is critical to sustaining the mission 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. It is critical that strategically planning and preparing for effective communications be integrated into any activity that can have an impact on the successful conduct and sustainment of operations.

This workshop is about communicating with any stakeholder, internal or external, in any situation that could impact the successful conduct and sustainment of operations. The course includes both planning skills such as identifying and prioritizing stakeholders and developing an action plan as well as the communication skills required in dealing with stakeholders including supporters, straddlers and opponents. The skills include dealing with genuine negative emotions (anger, fear, irritation, frustration, etc), dealing with agendas (personal, economic, social, cultural, historical) and dealing with misperceptions of various risks (safety, health, security and economic).

The workshop is hands-on and very interactive and designed for the communication work issues that the attendees bring into the classroom. The instructors have conducted over 400 workshops for government agencies and corporate clients. The workshop is being sponsored by the Navy and Marine Corps Public Health Center. There are no registration fees to attend this workshop. Point of contact is:

Paul Gillooly, Ph.D., CAPT, MSC, USN Ret
Environmental Programs
Navy & Marine Corps Public Health Center
620 John Paul Jones Circle Suite 1100
Portsmouth, VA 23708
WP: (757) 953-0664
WC: (757) 477-1165
FAX:(757) 953-0675
paul.gillooly@med.navy.mil

Course Instructors are:

Fulton Communications – Keith Fulton & Sandy Martinez
2937 Josephine Dr
Henderson, NV 89044
WP: (702) 834-5877
FAX: (702) 834-5878
fulton@fultoncom.com



Risk Communication Workshop Summary

The course will cover:

1. A hands-on exercise on difficult questions in the most challenging situations the students have received or could receive in their jobs. The instructors will role play ways to respond to these situations for the students.
2. Additionally, covered in this course includes:
 - How to respond to genuine anger and genuine fear
 - How to respond to agendas such as personal, economic, political, social, cultural and historical
 - How to change perception of risk in stakeholders
 - How and when to deliver “bad news”
 - How to deal with various types of activists.
 - Traps to avoid and why
 - Working across cultures
 - Use of risk comparisons and numbers
3. Two communication tools to respond to any challenging issue in any setting will be reviewed. These tools apply to internal and external stakeholders.
4. Non verbal communication both observation skills and self awareness skills. Also active listening – what are people really saying?
5. How to plan and conduct challenging meetings both public and internal.
6. A brief overview of the Media Communication Process: How communicating with the media is different than communicating with other stakeholders and the necessity of limiting your media communicators to those that are properly trained.
7. How to develop a risk communication strategy and plan for any issue for both internal and external stakeholders.

This includes:

 - How to develop a flexible and iterative plan
 - How to identify and prioritize stakeholders
 - How to develop an action plan
 - How to develop an evaluation process
8. A checklist is provided to the students to take back to work to help them apply some of their learnings to their assignments. Each student usually has their own unique combination of “take backs.”

NOTE: The course applies the use of lectures with interactive discussions, individual work, group work, use of numerous videos to demonstrate points and brief case study discussions.

One Day Optional Media Communication

This one day workshop will provide hands on training for attendees on how to communicate with the broadcast media. The attendees will learn that communicating with the media is a unique communications process different than communicating with other stakeholders.

The training will teach how to stay on your messages (with supportive information) that supports your mission. The training will include how to bridge to your messages from media questions that are headed in a different direction.

It is imperative to learn this skill because of the influence of the media.

The instruction will include preparation, conducting and debriefing the interviews. The interviews can be crisis and non crisis situations depending on what the issues/situations happen to be. Also, each attendee will be provided a tape of their respective interviews to keep.

The workshop will also cover

- The media culture – their competitive need to “get the story”
- How to build a relationship with the media that serves your message purposes
- How to prepare for an interview
- How to conduct the interview
 - Traps to avoid during the interview
 - How to bridge from their questions to your key messages during the interview
 - The importance of your non verbals
- The follow-ups after an interview

The instructors will show videotape examples. The instructors will also role-play how to be interviewed.

Public Health Emergency Risk Communication Workshop

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DAY 1

APPROX TIME*	ACTIVITY
8:00 – 8:15	Introduction <ul style="list-style-type: none"> – Welcome – Dr. Paul Gillooly – Course expectations – Participants' issues
8:15 – 9:15	Opening Exercise <ul style="list-style-type: none"> – Know your Stakeholder during a crisis
9:15 – 10:30	The Principles of Crisis Risk Communication <ul style="list-style-type: none"> – Understand that risk communication is a unique form of communication unlike public speaking and requires skills in 3 Arenas: A) Perception of Risk (science, data and facts), B) Agendas (such as personal, economic, political, cultural, social and historical) and C) Emotions (such as anger and fear). – Learn the basic principles of risk communication and how they apply in a crisis.
10:30 – 11:30	Generic Question/Statement Exercise <ul style="list-style-type: none"> – Learn how to prepare for any difficult question or statement in a crisis on any issue using The Generic Categories Questions/Statements Tool
11:30 – 12:30	LUNCH
12:30 – 1:30	Generic Question/Statement Exercise – continued
1:30 – 3:00	Non Verbal Communication in a Crisis <ul style="list-style-type: none"> – Both observation skills and self awareness skills – Active listening – what are people really saying?
3:00 – 4:00	Message Development and Presentation in a Crisis <ul style="list-style-type: none"> – Developing messages that are aligned with the organization's mission – Developing messages for different stakeholders – Message Mapping – when to use message mapping and how to use it – Exercise – Small Pox Crisis – small groups will develop written messages using a guide and message mapping

*Breaks will be included throughout the day.

DAY 2

APPROX TIME*	ACTIVITY
8:00 – 9:00	Message Development and Presentation – continued
9:00 – 11:30	Exercise <ul style="list-style-type: none"> – Simulation of communication sessions in small groups. – Simulations will be based on actual situations that each group has or will encounter, e.g., public meetings, meeting with families or soldiers, etc.
11:30 – 12:30	LUNCH
12:30 – 3:30	Exercise – Continued
3:30 – 4:00	Close



	<ul style="list-style-type: none"> - Applying the Learnings Back on the Job - Dr. Paul Gillooly
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*Breaks will be included throughout the day.

1 Day Media Communication Workshop

APPROX TIME*	ACTIVITY
8:00 – 9:00	The Media Culture - Understanding the Media
9:00 – 10:00	The Media Communications Process - How to bridge to your messages - Video examples - Instructors will demonstrate this skill
10:00 – 11:00	Media Traps
11:00 – 11:30	Prepare for Media Interviews
11:30 – 12:30	LUNCH
12:30 – 1:00	Final Preparation for Media Interviews
1:00 – 3:00	Conduct Interviews – Includes debrief of the taped interview
3:00 – 4:00	Debrief the interviews
4:00 – 4:15	Follow Up Plan - Keeping this skill set up to date with internal training - How to assure that secondary communicators know what to do if the media surprises them
4:15 – 4:30	Close

*Breaks will be included throughout the day.