

Appendix A—Navy Risk Communication Training Resources

Naval Civil Engineering Corps Officers School (CECOS)

Health & Environmental Risk Communication (HERC) Workshop - CIN: A-4A-0072

Course Description:

This 3-day ISEERB approved course provides attendees with basic knowledge and tools to effectively communicate risk and risk management issues to stakeholders of diverse interests. This includes developing a proactive program to establish and maintain a sound relationship through dialogue with stakeholders based on mutual trust and credibility. Instruction focuses on how to have open discussions on environmental restoration issues, establish confidence in communicating key messages, develop effective media and public meeting techniques, improve verbal and non-verbal communication skills, and revitalize stakeholder dialogue. Although the course was originally designed to meet the needs of restoration personnel, other environmental personnel can benefit from this training.

Personnel Eligible:

Military and civilian personnel responsible for communicating environmental risk management issues to the public, regulators and/or media stakeholders including remedial project managers, BRAC Environmental Coordinators, Base Closure Team members, installation environmental program managers, technical experts, engineers, scientists, health and safety personnel, natural resource personnel, environmental planners, public affairs officers, commanding officers and their staff, executive staff, attorneys and, on a space available basis, sponsored contractors. Point of contact is:

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Navy and Marine Corps Public Health Center (NMCPHC)

Site- and Topic-Specific Risk Communication Training for Environmental, Health & Safety Programs and Projects

The Navy and Marine Corps Public Health Center (NMCPHC) provides a wide range of environmental, health and safety consultative services in support of Navy/Marine Corps programs and projects worldwide. The Risk Communication Group within the Environmental Programs Department of NMCPHC is the subject matter expert for Navy/Marine Corps risk communication issues and routinely provides the following services:

- Site- and topic-specific risk communication training specifically tailored to Navy/Marine Corps environmental, health and safety projects and programs (including basic and/or refresher training as required);
- Comprehensive on-site risk communication training specifically designed to help project teams identify key stakeholders, identify appropriate communication channels, develop and deliver key messages, and assess overall effectiveness of their communication approaches;
- Hands-on team training to develop easy-to-understand fact sheets, poster stations, executive summaries and other related products for both internal and external stakeholders;
- Comprehensive “mock” public meetings designed to help project teams anticipate potential questions and practice verbal and non-verbal skills required to deliver key messages in a public forum (complete with video recording services and “after action” critiques); and
- Development of training aids such as topic-specific videos, designed to provide large numbers of stakeholders with easy-to-understand key concepts regarding emergent or complex environmental, health or safety issues (example: vapor intrusion). Point of contact is:

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<https://www.med.navy.mil/Navy-Marine-Corps-Public-Health-Center/Environmental-Health/Environmental-Programs/Risk-Communication/>

Risk Communication for Workshop

This workshop is about communicating with any stakeholder, internal or external, in any Public Health issue that could impact the successful conduct and sustainment of operations. The course includes planning skills such as identifying and prioritizing stakeholders and developing an action plan, and the communication skills required in dealing with stakeholders including supporters, straddlers and opponents. These skills include dealing with: genuine negative emotions (anger, fear, irritation, frustration, etc), agendas (personal, economic, social, cultural, historical), and misperceptions of various risks (safety, health, security and economic). The workshop is hands-on, very interactive and designed to address the communication issues that attendees bring from work into the classroom. Point of contact is:

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Operational Risk Communication and Management Course

The purpose of the course is to provide Navy Medical Department personnel with a working knowledge of the principles of risk communication as they apply to Operational Risk Management, deployment occupational and environmental health surveillance, and chemical, biological, radiological or environmental incident response. Personnel who successfully complete this course will be expected to communicate health, safety, and/or environmental risks to a variety of different target audiences, including operational commanders, individual sailors/marines, families of deployed military members, and the media. The purpose of these communications is to assist military leaders in making informed risk management decisions about deployment related health, safety, or environmental risks, influence sailors/marines to use appropriate protective equipment/measures, and/or inform military family members and the media about steps taken to protect the health and safety of deployed military personnel.

The course of instruction includes class activities and discussions to illustrate the fundamental principles of risk communication, operational risk management, barriers to effective risk communication, tools for overcoming barriers to effective risk communication and preparation of risk/crisis communication plans. Specially designed class exercises provide opportunities for risk communication skill development. Point of contact is:

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