



# NAVY AND MARINE CORPS PUBLIC HEALTH CENTER

## IMPROVING READINESS THROUGH PUBLIC HEALTH ACTION

# Health Risk Communication Workshop

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 –

- During Health and Environmental Responses
  - Disease and Cancer Clusters
  - Pandemics
  - Weather Event Disasters
  - Chemical Releases
  - Terrorist Attacks
  - Fires and Earthquakes
- To Sustaining the Mission When Situations have Consequences –
  - Economic
  - Social, Cultural
  - Environmental
  - Political
  - Public Health

Communications can mean the success or failure of an operation, regardless of –

- Technical Input
- Funding
- Time and Effort

Successful mission execution and sustainment requires effective communication that is –

- Strategically planned
- Executed
- Integrated into all activities

Applying Risk Communication principles is particularly important in situations involving:

- Negative emotions such as distrust, anger or fear
- Misperceptions and misunderstanding of science, data and facts
- Stakeholder agendas that may be personal, economic, political, social, historical or cultural



Visit the Navy and Marine Corps Public Health Center at:

<http://www.med.navy.mil/sites/nmcphc/environmental-programs/Pages/risk-communication.aspx>



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### Risk Communication Workshop Summary

The course will cover:

1. A hands-on exercise responding to difficult questions in the most challenging situations the students have received or could receive in their jobs. The instructors will role play responses to these situations for the students.
2. Common issues, including:
  - 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 that equip students to respond to any challenging issue in any setting. These tools apply to internal and external stakeholders.
4. Non verbal communication with observation skills and self awareness. Also active listening – what are people really saying?
5. How to plan and conduct challenging meetings.
6. A brief overview of the Media Communication Process:
  - How communicating with the media is different than communicating with other stakeholders
  - Why media communicators must be properly trained.
7. How to develop a risk communication strategy and plan for any issue, for both internal and external stakeholders:
  - 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

**Students are provided checklists to help them apply their new skills and learning to work assignments.**

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.



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### 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 copy 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 or pivot 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.





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### Health Risk Communication Workshop

#### DAY 1

APPROX Time*	ACTIVITY
8:00 – 8:15	<b>Introduction</b> <ul style="list-style-type: none"><li>• Welcome – Dr. Paul Gillooly</li><li>• Course expectations</li><li>• Participants' issues</li></ul>
8:15 – 9:15	<b>Opening Exercise</b> <ul style="list-style-type: none"><li>• Know your Stakeholder during a crisis</li></ul>
9:15 – 10:30	<b>The Principles of Risk Communication</b> <ul style="list-style-type: none"><li>• 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).</li><li>• Learn the basic principles of risk communication and how they apply in a crisis.</li></ul>
10:30 – 11:30	<b>Generic Question/Statement Exercise</b> <ul style="list-style-type: none"><li>• Learn how to prepare for any difficult question or statement in a crisis on any issue using The Generic Categories Questions/Statements Tool</li></ul>
11:30 – 12:30	<b>LUNCH</b>
12:30 – 1:30	<b>Generic Question/Statement Exercise – continued</b>
1:30 – 3:00	<b>Non Verbal Communication</b> <ul style="list-style-type: none"><li>• Both observation skills and self awareness skills</li><li>• Active listening – what are people really saying?</li></ul>
3:00 – 4:00	<b>Message Development and Presentation</b> <ul style="list-style-type: none"><li>• Developing messages that are aligned with the organization's mission</li><li>• Developing messages for different stakeholders</li><li>• Message Mapping – when to use message mapping and how to use it</li><li>• Exercise – small groups will develop written messages using a guide and message mapping</li></ul>

#### DAY 2

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

\*Breaks will be included throughout the day.



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### 1 Day Media Communication Workshop

#### DAY 1

APPROX Time*	ACTIVITY
8:00 – 9:00	<b>The Media Culture</b> <ul style="list-style-type: none"><li>• Understanding the Media</li></ul>
9:00 – 10:00	<b>The Media Communications Process</b> <ul style="list-style-type: none"><li>• How to bridge or pivot to your messages</li><li>• Video examples</li><li>• Instructors will demonstrate this skill</li></ul>
10:00 – 11:00	<b>Media Traps</b>
11:00 – 11:30	<b>Prepare for Media Interviews</b>
11:30 – 12:30	<b>LUNCH</b>
12:30 – 1:00	<b>Final Preparation for Media Interviews</b>
1:00 – 3:00	<b>Conduct Interviews – Includes debrief of the taped interview</b>
3:00 – 4:00	<b>Debrief the interviews</b>
	<b>Follow Up Plan</b> <ul style="list-style-type: none"><li>• Keeping this skill set up to date with internal training</li><li>• How to assure that secondary communicators know what to do if the media surprises them</li></ul>
4:15 – 4:30	<b>Close</b>

\*Breaks will be included throughout the day.

For more information or to schedule a workshop please call 757-953-0932



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## **Risk Communications Workshop**

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<http://www.med.navy.mil/sites/nmcphc/environmental-programs/Pages/risk-communication.aspx>