



SCHOOL OF PUBLIC HEALTH

UNIVERSITY AT ALBANY State University of New York
Center for Public Health Preparedness

Live Satellite Broadcast and Webcast

Risky Business: Communication During Crisis

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Program Description:

How do public health professionals best communicate with the public and other officials in emergency situations or times of uncertainty? How can we simultaneously protect people and keep panic at a minimum? During this program, Ms. Smith will describe pitfalls to avoid and provide clear guidelines for public health professionals who need to communicate most effectively during public health crises, with special attention to pandemic influenza.

Learning Objectives:

After this program participants should be able to:

- Anticipate common reactions to events that threaten the public's health and well-being (e.g., speculation, anger and concern, instant experts).
- Describe the three types of "noise" which commonly distort public health messages in the event of an emergency (e.g., physical, cultural/literacy and psychological barriers).
- Use core principles of risk communication to focus health messages effectively in an emergency, gain trust and overcome "mental noise".
- Describe at least three ways to best communicate with the public and other officials in high risk situations (e.g., plan ahead; respond quickly; be accurate, competent, and compassionate, etc.).

Who Should Attend:

State and local public health professionals and their partners who may be in any way involved in communicating with the public in the event of a public health emergency.

Subject- Related Resource:

The April 2004 archived webstream:

Crisis & Emergency Risk Communication with Barbara Reynolds from the Centers for Disease Control & Prevention

http://media1.acs.albany.edu:8080/ramgen/cellar/sph/emergency_communication.rm

Date: Thursday, July 13, 2006

Time: 10-11 AM EDT
Rebroadcast: 4-5 PM EDT

Archives of all programs will be available within one week of live program. Order video tapes at bookstore.phf.org

Register at:
www.ualbanycph.org or phone 518-486-7921

Local site: University at Albany School of Public Health George Education Center Auditorium (East Campus, Routes 9 & 20 near Interstate 787 & downtown Albany).

Continuing Education Units: Nursing Contact Hours, CHES and CME credits are available upon completion of evaluation and post-test.

Closed Captioned (Satellite downlink & VHS only; not available for webcast.)

Live webcast provided by:



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