

# CRISIS + EMERGENCY RISK COMMUNICATION

## Pandemic Influenza

*Live at Your Computer*  
**90-minute Refresher**  
**CERC: Pandemic Influenza Introduction**

Emergencies are chaotic and to avoid confusion and reduce uncertainty, all official messages communicated to the public should be accurate, consistent, relevant, and empathetic. HHS/CDC offers a refresher of its 2006 ***Crisis & Emergency Risk Communication (CERC): Pandemic Influenza*** training. Communicating to concerned members of the community will be a paramount responsibility and the right messages delivered at the right time by the right person could save lives. The HHS/CDC CERC: Pandemic Influenza 90-minute refresher course will give professionals the best approaches and tools to exercise quality communication during this evolving Swine flu outbreak. The course will include 30 minutes of Q/A. E-course materials will be provided. Instructor: Barbara Reynolds, Ph.D.

Course Objectives:

- Understand the Crisis and Emergency Risk Communication (CERC) principles related to uncertainty
- Recognize the 6 core CERC principles and their inherent strengths in relationship to successful emergency response
- Promote self-efficacy and group efficacy as part of the community mitigation efforts to build personal and community resilience.

**The same 90-minute CERC Pan Flu Intro refresher course will be offered twice this week:**

**Tuesday, April 28, 2009, from 3:00 p.m. to 4:30 p.m. ET**

**Thursday, April 30, 2009, from 3:00 p.m. to 4:30 p.m. ET**

To register: Go to: <http://cdccerc.centra.com>

Select: "public events" (top left), select year (2009) and month (April) and Register for **only one** of the CERC Pan flu refresher sessions. 50 classroom seats are available. If the CERC Pan Flu session you want is filled, please select and register for the alternate session. Please ensure you have a valid email address when you register. For more information, please contact Barbara Reynolds or Elvia Earley at

[CERCrequest@cdc.gov](mailto:CERCrequest@cdc.gov).



Department of Health and Human Services  
Centers for Disease Control and Prevention

