

# CRISIS+EMERGENCY RISK COMMUNICATION

## *Live at Your Computer* *90-minute Refresher CERC 101*

The ***CDC Crisis and Emergency Risk Communication*** course is a fast-paced, interactive course that gives participants a refresher on essential knowledge and tools to navigate the harsh realities of communicating to the public, media, partners and stakeholders during an intense public health emergency.

Taught at your computer during a 90-minute session, the course is right for public health and communication professionals, medical and health professionals, first responders, community and civic leaders and volunteer organizations at the local, state and federal levels. The course is free to registrants and no special software is required. Technical support is provided. The course will include 30 minutes of Q/A. Instructor: CDC's Barbara Reynolds, Ph.D. E-course materials will be provided to participants.

**The same 90-minute CERC 101 course will be offered twice this week:**

**Tuesday, April 28, 2009, from 1:00 p.m. to 2:30 p.m. ET**

**Thursday, April 30, 2009, from 1:00 p.m. to 2:30 p.m. ET**

Emergency risk communication is an expert "risk/benefit" opinion provided by an official--under intense time pressure and with less than complete information--to empower the public's decision making and advance a behavior that allows for rapid and efficient mitigation during the event.

### **Topics include:**

- Psychology and use of Risk Communication Principles in a Crisis
- Working with the Media in a Crisis
- Spokesperson Trust and Credibility in an Emergency
- Messages and Audiences' Needs in an outbreak

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 101 sessions. 50 classroom seats are available. If the CERC 101 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

