

# PUBLIC AFFAIRS TRAINING

Communication Directors/Managers, Communication Specialists,  
External Affairs Officers, Public Affairs Officers,  
Public Information Officers

**2-Day**

## **Risk Communication Methodology and Strategy: Moving Individuals from Awareness to Action**

**WHEN:** July 17-18, 2019

**WHERE:** Lexington Emergency Management, Public Safety Operations Center (PSOC) 115 Cisco Road,  
Lexington, KY 40504

**TIME:** 8:30 am – 4:30 pm

This 2-day course is designed for individuals who have a role in communicating with the public to enhance skills in applying risk communication concepts and research-based findings in developing messages and communication strategies. This workshop offers methodologies and strategies for identifying and addressing target audiences; coordinating on-scene logistics; communicating visually to increase on and off-line reach and engagement; employing media outreach initiative methods and strategies, including preparing effective media packets; and developing effective alert and warning messages.

**Learning Objectives:** Following this training, participants will be able to:

- Describe and apply risk communication concepts.
- Discuss the value of risk communication concepts in message development and communication strategies.
- Develop draft messages using risk communication concepts to encourage taking action to prepare for disasters.
- Incorporate risk communication concepts into preparedness outreach campaigns.
- Identify common issues and potential solutions resulting from working as a team throughout the training.

To register go to <http://csepptraining.gss.anl.gov/csepp-training>

Hosted by Lexington Emergency Management Agency. Sponsored by FEMA, Department of the Army, and the Chemical Stockpile Emergency Preparedness Program.

Training provided by the National Public Affairs Academy @Argonne <https://pastfusion.gss.anl.gov/public-affairs-academy>