

The image features a graphic design with a light orange background containing several overlapping circles of varying sizes and shades of orange. A dark teal horizontal bar is positioned at the bottom of the graphic area. The text is centered within the orange area, and the word 'Overview' is placed on the teal bar.

# Regional Training Course on Risk Communication in Health Emergencies

Overview

# Risk Communication in Health Emergencies

## Overview

### BACKGROUND

An “Asia Pacific Meeting on Health Emergencies and Human Resource Development” was organized by WHO WPRO and SEARO together with SEAMEO TROPED Network in October 2006. The meeting aimed to: (i) define the HRD needs within the context of emergencies in Asia Pacific; (ii) map the status of training and HRD in Asia Pacific to include major training institutions; (iii) identify the gaps in HRD in the areas of preparedness, response, recovery and transition; and (iv) recommend training and HRD measures to fill the gaps identified.

Risk communication was identified as one of the major roles/functions of the health sector professionals in all phases of a public health emergency. In February 2007, a regional training on disaster risk communication was organized in Manila, Philippines to address this training need.

A total of 27 participants attended the training workshop. Three (3) each from Cambodia, Peoples Republic of China, Lao PDR, Mongolia, Philippines and Vietnam were supported by WHO WPRO. SEAMEO-France Cooperation supported participants from Indonesia, Malaysia, Myanmar, Philippines and Thailand.

An evaluation instrument was developed specific to the training workshop. Results of the evaluation showed that majority of the participants felt that all five objectives of the course were achieved to a great extent. Majority of the participants cited the content, the strategies and the processes utilized in the workshop when asked about the three things they like best in the workshop.

However, the participants also mentioned that there are things that can still be improved. A regional curriculum was specifically recommended to be developed. A packaged regional training course will allow standardization of core competencies needed in risk communication as well as prepare the rolling out of the training to the countries for national implementation. The recent experiences in emergencies and disaster in the region will serve as inputs in the development of a training curriculum, the teaching/learning materials, and in the choice of methodologies for a regional course.

Thus a regional course based on the identified roles and functions of professionals involved in risk communication in all the phases of the emergencies and disasters.

### RATIONALE

The need for human resource development in the area of disaster risk communication was reinforced in both the October 2006 meeting and in the regional course organized February 2007. The recent experiences in emergencies and disaster in the region underscore the need for risk communication in all phases of an emergency or disaster. This regional training course will help fill the need for expertise in risk communication.

## Educational Goal

The course aims to provide health and health related professionals involved in health emergency management with deep understanding of the concepts, principles, and strategies in Risk Communication and the ability to contribute to the capacity enhancement in Risk Communication at country and community levels. They are also expected to be able to assist the MOH of each Member State of WHO Western Pacific Region in the development and implementation of training courses for enhancing Risk Communication capacity of its health sector. And finally they should serve as advocates and catalysts for risk reduction through effective risk communication

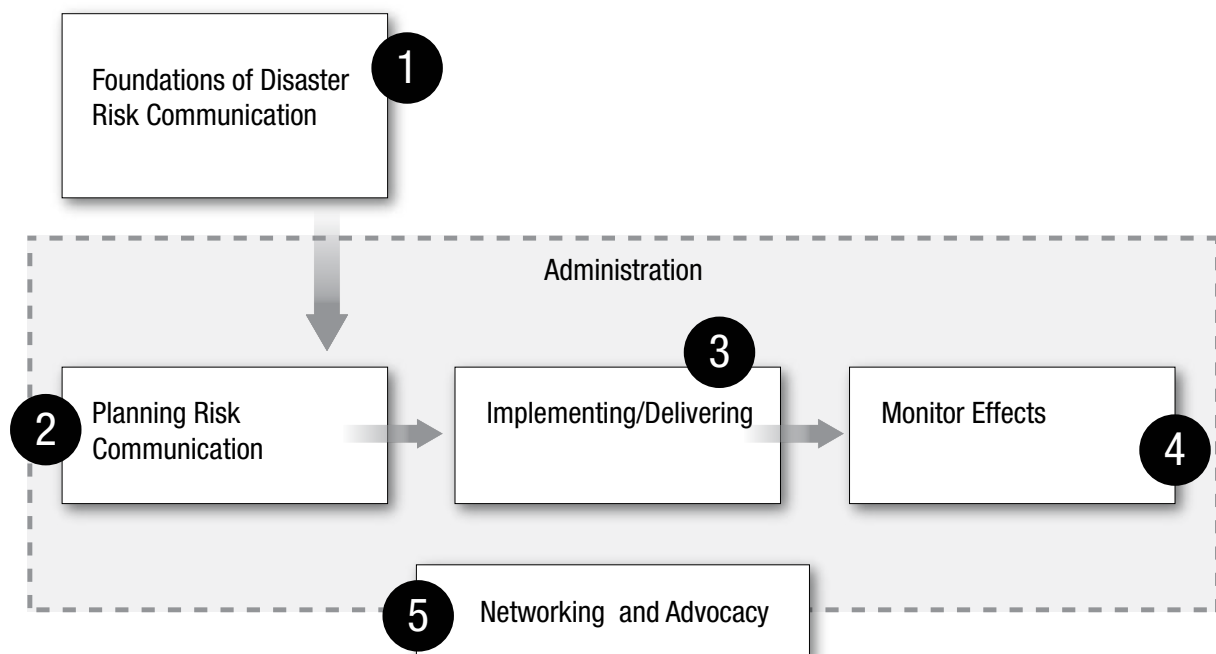
### COURSE OBJECTIVES:

At the end of the course, participants will be able to:

1. Achieve an understanding of basic concepts of risk communication in health emergencies;
2. Develop a risk communication plan;
3. Package & Deliver risk communication messages to appropriate audiences;
4. Monitor/evaluate effects of risk communication messages;
5. Manage/Network/ Advocate for risk communication activities

### COURSE FRAMEWORK

#### Planning Risk Communication



## COURSE MODULES

### **Module 1: Foundations of Risk Communication**

This module will provide participants with the risk management framework and how risk communication is applied in the different phases of disaster. The importance of working with a team will be highlighted and participants will be reminded of the ethical and legal implications of their action as they perform their risk communication related functions.

### **Module 2: The Risk Communication Planning Cycle**

Risk communication is not just about delivering information. It is about delivering correct and timely information. To achieve these, one would require a lot of planning. In this two (2) day module, and using a combination of lectures and small group discussions, participants will 'walk' through the risk communication planning cycle from situational analysis to material development. The final outputs for this module is a sample risk communication plan and a material development plan.

### **Module 3: Delivering the Message**

After one has developed a risk communication plan, the next challenge is delivering the message to target audience. The crucial concern is how to develop messages that can mobilize target groups into specific action. In this module participants will be introduced to the importance of audience segmentation and the processes/steps involved in delivering messages.

### **Module 4: Monitoring Effects of Risk Communication**

Messages that one delivers may not always be effective and may fail to mobilize target groups toward certain behaviors or larger group action. The failure may have been brought about by multitude of factors. These factors will have to be identified, addressed, or resolved immediately. In this module, participants will introduced to appropriate data collection and analysis techniques that can help identify areas for improvement or even reformulation.

### **Module 5: Advocacy**

Risk communication requires team work and a network of internal and external advocates and partners. Identifying and mobilizing this network of advocates and partners is the concern of this last module. Discussion will focus on the ins and outs of networking and advocacy work. Participants will be able to also look at the organizational requirements of doing risk communication.

## PARTICIPANTS

The participants should be from the health and health related sectors who are involved in health emergencies and/or managing or delivering risk communication.

## EDUCATIONAL PHILOSOPHY

Adult learning principles will guide the selection of teaching/learning strategies for this course. Teaching/learning activities will have as foci case scenarios, and simulated data and will ensure participants/engagement in the learning process. Active lectures will be provided to introduce major concepts but will not limit participation of trainees. The T/L activities be culturally sensitive to facilitate development of necessary skills of participants to implement their functions related to risk communication.

## ASSESSMENT OF PARTICIPANTS

- ▶ This training will utilize performance and product based assessment of training outcome. Since the training program is following a process oriented sequencing of modules, individual and group outputs will be collected and reviewed regularly (formative assessment) and a final product will be collected and reviewed as part of summative assessment.
- ▶ At the end of the workshop, participants will be asked to accomplish a self-assessment questionnaire.

## EVALUATION OF TRAINING:

There will be several evaluation opportunities for evaluation. End of day, end of session, and end of module evaluations will be conducted and will cover the following training/workshop issues:

- ▶ Participation
- ▶ Conduct, process, and methods
- ▶ resources and materials
- ▶ administration and management

## Program Schedule

Module	Themes/Units	Time
1. Foundations of Risk Communication	▶ Risk management framework (including psychosocial aspects)	Half day
	▶ Risk communication in different phases of disaster	2 hours
	▶ Challenges in risk communication and of the risk communicator	2 hours
	▶ Team work	
	▶ Ethical and legal considerations	
2. The Risk Communication Planning Cycle	Introduction to Risk Com Planning Cycle	2 days (14 hours)
	Situational Analysis	
	Audience Analysis	
	Channel Analysis	
	Objective Setting	
	Message Development	
	Material Development	
3. Delivering the Message	Introduction (process / steps)	1.5 days
	Communicate with Public	
	Communicate with Policy Makers, Peers	
	Working with Media	
	Marketing / Packaging the Message /Preparing to monitor	
4. Monitoring Effects of Risk Communication	Introduction (Collection, Analysis, Utilization of Data)	Half day
	Indicators	
	Reporting	
5. Management / Administration of Risk Com	Advocacy	Half day
	Resources	
	Organizational Structure	
	Network (internal and external)	
	Organizational Analysis (as a synthesis and reflection at local level)	