

US Centers for Disease Control and Prevention's Risk Communication Training

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Regional Risk Communication Consultation
June 8 – 9, 2011

Building Capacity through Communication Training

- By invitation of Ministry of Health or CDC country office
- Conduct regional and in-country workshops with MoH and other partners



What are the focus areas of communication training?

- Risk communication & IHR compliance
 - Strategic communication & evaluation
 - Health message development
 - Message testing
 - Spokesperson training
 - Media relations
 - Development of talking points, press releases, and press kits



What is the Concept and Objective?

- Interactive presentations and breakout sessions
- Designed to stimulate critical thinking and analysis
- Increase knowledge and strengthen risk communication skills through practice



Who are the participants?

Participants have included:

- **Health Communicators**
- **Scientists & Physicians**
- **Administrators & Directors**
- **Policy Makers**
- **Quality Assurance Specialists**



How do we know if they've learned anything?

- **Conduct pre and post tests**
 - Provide baseline and a measure of increased knowledge and skills
- **Workshop evaluation**
 - Measures participant perception of presentations and breakout sessions
 - Identify gaps
 - Identify additional training needs

PRE TEST

**Strategic Communication Planning and Implementation:
Principles and Practical Applications of Communicating Effectively with Target Audiences**

Addis Ababa, Ethiopia
November 8 – 11, 2010

Please take a few moments to complete this form. Your responses are very important to us and will be carefully considered during revisions to this workshop. Your information will not be shared with anyone else.

Please circle the level of confidence you have that you can accomplish the following.

	No Confidence				Very Confident
1. Describe the roles and responsibilities of a communication specialist within a health organization	1	2	3	4	5
2. Define what constitutes <i>public</i> in a public health organization	1	2	3	4	5
3. Discuss how the public can be used as a marketing tool	1	2	3	4	5
4. Define emergency and risk communication	1	2	3	4	5
5. Discuss the importance and role of strategic communication in public health planning	1	2	3	4	5
6. List different strategic communication planning frameworks	1	2	3	4	5
7. Describe the elements of the P-Process	1	2	3	4	5
8. Describe the health communication materials development process	1	2	3	4	5
9. Discuss guidelines for developing effective health communication materials	1	2	3	4	5
10. Describe the importance of pretesting health communication materials	1	2	3	4	5
11. List popular social media network sites	1	2	3	4	5
12. Discuss how public health organizations can use social media networks as platforms to reach target audiences	1	2	3	4	5



IHR Risk Communication Capacity Building Workshop

- **To improve risk communication for public health emergencies**
- **In partnership with PAHO**
- **Based on simulation exercise**
- **25 participants from ministries of health in the region**

Thank you!

