



IHR Risk Communication Capacity Building PAHO/WHO Workshop

Dates: 23-25 March, 2010

Location: Hotel del Bosque—Lima, Peru

Coordinators: **Bryna Brennan**, Senior advisor, Risk and Outbreak Communication (PAHO)
John Rainford Project Manager, Risk Communication Country Surveillance & Response Strengthening (CSS) International Health Regulations Coordination (WHO)

Tuesday, 23 March

8:30—9:00 **Registration**

9:00—10:00 **Welcome**
Workshop objectives and outline
Participant introductions

Mario Valcarcel
John Rainford
Bryna Brennan

10:00—10:30 Break

10:30—11:30 Public Health Emergency Management in the Region

Maria Almirón

11:30—12:30 Introduction to risk communication for public health emergencies

John Rainford

12:30—14:00 Lunch

14:00—15:30 **Module 1:**
IHR Risk Communication Capacity: Transparency and first announcement of a real or potential risk

15:30—16:00 Break

16:00—18:00 **Module 2:**
IHR Risk Communication Capacity: Public Communication Coordination

Wednesday, 24 March

8:30—8:45 Review Day 1

8:45—10:30 **Module 3:**
IHR Risk Communication Capacity: Information dissemination including media relations

10:30—11:00 Break

11:00—12:30 **Module 3 (continued)**

12:30—13:30 Lunch

13:30—15:30 **Module 4:**
IHR Risk Communication Capacity: Listening through Dialogue



- 15:30—16:00 Break
- 16:00—18:00 PAHO IHR Risk Communication Capacity Building Strategies

Thursday, 25 March

- 8:30—8:45 Review of Day 2
- 8:45—9:15 In the field: Needs and capacities for rapid deployment **Maritza Labrana**
- 9:15—10:30 Discussion on rapid deployment
- 10:30—11:00 Break
- 11:00—12:30 Summary, evaluation and next steps **Bryna Brennan**
- 12:30—14:00 Closure and lunch



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