

WHO

Emergency Risk Communication

Course Introduction

Module A



World Health
Organization

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Module objectives

By the end of this module, you should be able to

- Describe what this course is about
- Define risk communication



Photo: WHO/P. Garwood

Why this course?

- **Risk communication** is an integral part of any public health response. The importance of effective and timely communication is particularly high during an emergency, where the situation is rapidly evolving and the need for information is particularly high
- It is one of the eight core functions that WHO Member States must fulfill as signatories to the International Health Regulations (2005)
- It is a component of global and country preparedness for an influenza pandemic, as part of the Pandemic Influenza Preparedness (PIP) Framework



Photo: WHO/W. Romeril

What is the course about?

- It provides an introduction to emergency risk communication as outlined by the World Health Organization
- The course core modules include modules A to C.
- Module D provides tools and templates useful for emergency risk communication.
- Module E provides exercises for high priority public health hazards such as an influenza virus with pandemic potential, Middle East respiratory syndrome coronavirus, Ebola virus disease, etc.

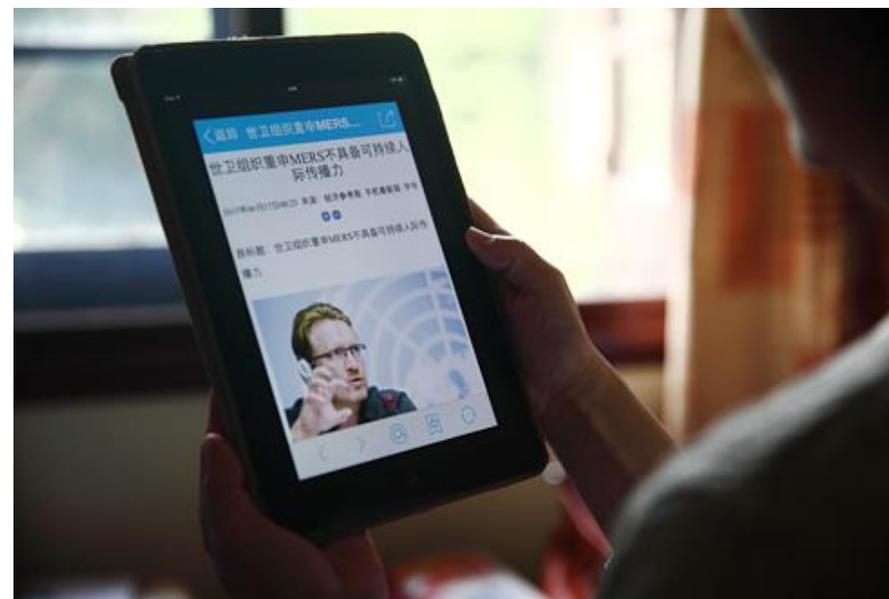


Photo: WHO/J.ZHAO

The modules covered in the course

- A. Course introduction – *this module*
- B. Risk communication 101
 - B1. Emergency risk communication and the international health agreements
 - B2. Building and maintaining trust
 - B3. Risk Communication strategies
 - B4. Public communication
 - B5. Community engagement
 - B6. Internal and external communication coordination
 - B7. Dynamic listening and rumour management
- C. Risk communication Strategies
 - C1. A systems approach to Emergency risk communication
 - C2. Simulation exercises
 - C3. Monitoring and evaluation
- D. Risk communication tools
- E. Exercises



Photo: WHO/Christina Banluta

What is risk communication?

Working definition derived from the IHR working group on risk communication, 2009

Risk Communication(s) refers the **real-time exchange** of information, advice and opinions between experts or officials and people who face a threat (hazard) to their survival, health or economic or social well-being. Its ultimate purpose is that everyone at risk is able to take **informed decisions** to **mitigate** the effects of the threat (hazard) such as a disease outbreak and take protective and preventive action.



Photo:WHO/MA Heine

A multi disciplinary approach

Risk Communication uses a mix of communication and engagement strategies and tactics, including but not limited to, media communications, social media, mass awareness campaigns, health promotion, stakeholder engagement, social mobilization and community engagement.



Photo:WHO/R. Sorensen

How was this course developed?

This course is based on materials developed and tested by WHO as part of its work on risk communication capacity building under

1. The International Health Regulations (2005)
2. Pandemic Influenza Preparedness (PIP) Framework, under its risk communication project



Who developed this course?

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