## POH 108: Risk and Crisis Communication In Pandemics

**Module Overview**

Define terms: crisis, communication, risk, crisis communication, risk communication, hazard, risk assessment, One Health; principles and approaches; independence, timeliness, clarity, inclusiveness, approaches models; Lasswell model, mental models, situational crisis, types of crises, risk communication tools, risk communication tools; effective crisis communication, risk communication strategies, seven Cs of effective communication; barriers to risk communication; risk communication components and SOP in risk communication.

**Mode of Delivery**

This includes lectures, role play in crisis communication, problem-based learning using interactive tutorials, small group discussions and written assignments, plenary presentations; case studies, experiential learning through independent/reflective study and field visits and placements, and online peer discussions using video clips and conferencing.

**Instructional Materials and/or Equipment**

*Materials:* Lecture notes and slides, video clips, handouts, case studies, reference materials (textbooks, journals, policy document-guidelines), institutional placements and field visits

*Equipment:* LCD projectors, laptops, white board, markers and flipcharts, LCD, printers, and internet access for e-resources.

**Core Reference Materials**

1. Hyer, R. N., & Covello, V. T. (2007). *Effective media communication during public health emergencies: a WHO field guide*. World Health Organization.
2. McMakin, A. H., & Lundgren, R. E. (2018). *Risk communication: A handbook for communicating environmental, safety, and health risks*. John Wiley & Sons.
3. World Health Organization. (‎2015) ‎. Effective communications: participant handbook: communications training programme for WHO staff. World Health Organization. <https://apps.who.int/iris/handle/10665/249241>
4. National Academies of Sciences, Engineering, and Medicine. (2017). Building Communication Capacity to Counter Infectious Disease Threats: Proceedings of a Workshop.
5. Reynolds, B., Hall, W., Vanderford, M. L., & Wolfson, M. (2004). Crisis+ emergency risk communication by leaders for leaders.
6. Böl, G. F. (2016). Risk communication in times of crisis: Pitfalls and challenges in ensuring preparedness instead of hysterics. *EMBO reports*, *17*(1), 1-9.
7. Hasson, G. (2012). *Brilliant communication skills: What the best communicators know, do and say*. Pearson UK.

**Recommended Reference Materials**

1. Communicating risk in public health emergencies: a WHO guideline for emergency risk communication (ERC) policy and practice. Geneva: World Health Organization; 2017. Licence: CC BY-NC-SA 3.0 IGO.
2. Reynolds, B., Galdo, J. H., Sokler, L., & Freimuth, V. S. (2002). Crisis and emergency risk communication.
3. World Health Organization. (2005). *WHO outbreak communication guidelines.* Retrieved from https://www.who.int/publications/i/item/WHO-CDS-2005.28
4. World Health Organization. (‎2017) ‎. Communicating risk in public health emergencies: a WHO guideline for emergency risk communication (‎ERC) ‎ policy and practice. World Health Organization. <https://apps.who.int/iris/handle/10665/259807>
5. World Health Organization (WHO). (2004). Best practices for communicating with the public during an outbreak. *2004–01–15[2021–08–16]. https://www. who. int/emergencies/risk-communications*.