

Produced by the South Central Center for Public Health Preparedness
in partnership with the Alabama Department of Public Health

PREPAREDNESS UPDATE

Lessons From the Front Lines of Risk and Crisis Communication: SARS and Flu

Satellite Conference

Wednesday, January 28, 2004, 12:00-1:30 p.m., Central Time

1:00-2:30 p.m., Eastern Time

11:00 a.m.-12:30 p.m., Mountain Time

10:00-11:30 a.m., Pacific Time

Risk and crisis communication is a science-based approach to issues of great concern which may be emotionally charged and controversial. The ultimate goal of risk communication is to provide the public with appropriate information in a context that is not overly reassuring, so that it can “bear” the risk, make informed decisions, and feel those handling the crisis are credible and trustworthy.

Participants will learn the importance of effective risk and crisis communication through comparisons of two current global infectious disease problems. The impact of various approaches and techniques, utilized by public health and medical personnel in addressing the recent outbreaks of both SARS and influenza, will be described.

Vincent T. Covello, PhD, is Director of the Center for Risk Communication, New York City. He is a nationally and internationally recognized expert in risk communication: the art and science of communicating effectively about high concern, sensitive, and controversial issues. He has served on the editorial boards of several scientific journals and is the Past President of the Society for Risk Analysis. Dr. Covello has authored over 75 published articles and has authored or edited over 25 books. He has chaired over 30 national and international conferences on risk assessment, management and communication.

Conference Details:

Target Audience: Public health professionals and their partners with whom they will need to communicate in a public health emergency.

Registration: www.adph.org/alphtn

Cost: No cost to view

CEU's: No CEU's for this satellite conference

Satellite Coordinates: C & Ku Band

Conference Materials: Posted on our website approximately one week before the program

Questions: alphtn@adph.state.al.us or 334-206-5618

Upcoming Conferences:

Agroterrorism

Wednesday, February 18, 2004

12:00-1:30 p.m., Central Time

Chemical Risk Assessment

Tuesday, March 30, 2004

12:00-1:30 p.m., Central Time

**This program will not be delivered as a live WebCast
but will be available as an archived WebCast beginning Thursday, January 29, 2004.**