

Southeast Missouri State University

Department of: Biology/Environmental Science

BI/EV 456/656

Fundamental Risk Communication in Emergency Management

New Fall 2013

I. Catalog Description and Hours

This course focuses on the art and science of risk communication within the context of natural disasters, disease outbreaks, and terrorism events. The course will address core principles of risk communication, special challenges associated with diverse audiences, and prepare students to create a crisis and emergency risk communication plan. Three lectures. (3)

II. Prerequisites for the Course

Junior or graduate student standing, BI/EV 454/654 Risk Assessment, or permission of instructor.

III. Purpose or Objectives of the Course

Upon completion of this course, participants should be able to:

1. Define communication in the emergency management context, and explain the pre- and post-disaster communication requirements of the emergency management organization.
2. Identify and explain the three goals of risk communication.
3. Explain how risk communication positively impacts community risk and vulnerability.
4. Identify and describe the steps involved in planning and conducting a public disaster preparedness campaign.
5. Develop a risk communication strategy, and explain how a risk communication effort is evaluated.
6. Explain the principles of a successful crisis communication strategy.
7. Describe each of the different crisis communication audiences.
8. Explain how an emergency management organization can work with the media, and how such a relationship can benefit both parties.
9. Describe the steps involved in building an organizational crisis communication capability.

IV. Student Learning Objectives

Students will be able to:

1. Apply basic principles of crisis/emergency risk management.
2. Determine effective means to increase community and citizen engagement in health emergencies.
3. Develop a response communication plan for a disaster event.

V. Expectations of Students

1. Attend class regularly;
2. Participate in class discussions;
3. Complete out-of-class assignments by established deadlines;
4. Complete all exams;
5. Complete response communication plan by established deadline;
6. Turn off cell phones and tablets.

VI. Course Content or Outline

<u>TOPIC</u>	<u>CLASS PERIODS</u>
Introduction to Course	1
Risk Communications in Emergency Situations	3
Risk Communication Preparedness and Terrorism	5
Risk Communication and Planning	4
Theories to Inform Risk Communication	3
Risk Perception and Risk Communication	3
Case Studies and Lessons Learned	5
Understanding Your Audience	4
Developing Message Maps	4
Communication Plans and Evaluation	4
Risk Communication and the Media	3
Examinations	3
Presentations	<u>3</u>
	45

VII. Textbook

Walaski, Pamela. 2011. *Risk and Crisis Communications: Methods and Messages*. John Wiley & Sons, Inc., New Jersey.

Centers for Disease Control. 2012. *Crisis Emergency and Risk Communication*. Provided in class.

VIII. Basis for Student Evaluation

Undergraduates:

Assignments	20%
Examinations	60%
Paper	<u>20%</u>
	100%

Graduates:

Assignments	20%
Examinations	60%
Paper	10%
Presentation	<u>10%</u>
	100%

Grading Scale:

Undergraduates:

90-100%	= A
80-89%	= B
70-79%	= C
60-69%	= D
<60 %	= F

Graduates:

90-100%	= A
80-89%	= B
70-79%	= C
<70%	= F

The weight of the evaluation criteria may vary according to each instructor and will be communicated at the beginning of the course.

IX. Academic Policy Statement

Students will be expected to abide by the **University Policy for Academic Honesty** regarding plagiarism and academic honesty. Refer to: <http://www6.semo.edu/judaffairs/code.html>.

Questions, comments or requests regarding this course should be taken to your instructor. Unanswered questions or unresolved issues involving this class may be taken to the Chair of Biology.

X. Students with Disabilities Statement

If a student has a special need addressed by the Americans with Disabilities Act (ADA) and requires materials in an alternate format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs. Refer to: <http://www.semo.edu/ds>.