



The **Mountain West Preparedness & Response Learning Center** developed this on-line course for Tier II (mid-level) public health professionals. The Tier II target audience is defined as mid-level public health workers with 5 years' experience and an MPH equivalent or higher degree; or 10 years' experience with a high school diploma, bachelors, or non-public health graduate degree. This module integrates experiential learning and is competency and capability-based.

The **Crisis and Emergency Risk Communication during Mass Prophylaxis** course integrates experiential learning to guide the learner through an emergency scenario requiring the implementation of crisis and emergency risk communication principles for a mass prophylaxis campaign. The module will examine the special challenges of risk communication with diverse audiences, social media communication, and interactions with the media in a crisis situation. During the course you:

- Respond to an erroneous radio broadcast
- React to an on-site blogger causing confusion
- Experience a change in priorities
- Respond to a message from a community organization

Upon completion of this course, students will be able to:

- Assess communication strategies for reaching special needs populations with their respective community based organizations to ensure the dissemination of reliable and trustworthy information.
- Describe the role of social media communication tools in emergency response.
- Recognize unusual events that might indicate a crisis and describe appropriate action.