The Mountain West Preparedness & Response Learning Center developed this online 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.

The Crisis and Emergency Risk Communications during Mass Prophylaxis can be found on our training portal at: http://moodle.publichealth.arizona.edu/