

Day 1 April 27, 2009

8:00 – 8:45

Opening ceremony

Picture taking

8:45 – 9:15

Break

9:15 – 10:00

Exercise 1: Challenges in Risk Communication to Risk Communication

Processing and presentation of objectives and course framework

Getting to Know

Module 1: Foundations of Risk Communication

10:00 – 12:00

Session 1: Risk management framework

7 most common terms

12:00 – 1:00

Break

1:00 – 2:30 Session 2:

Risk communication in different Phases of Emergencies/ Disaster

- ▶ Relationship of risk communication to risk management
- ▶ Communication functions during the different phases of Emergency / Disaster

2:30 – 3:00

Session 3: Risk Communication Concepts

3:00 – 3:30

Break

3:30 – 4:30

Session 4: Ethical Principles and Legal Bases of Risk Communication

4:30 – 5:00

Daily Evaluation

Day 2 April 28, 2009

Module 2: Risk Communication Planning

8:30 – 9:30

Introduction to Risk Communication Planning

9:30 – 11:00

Situational Analysis

11:00 – 12:00

Audience Analysis

1:00 – 2:00

- ▶ Audience Segmentation
- ▶ Audience Prioritization

2:00 – 3:00

Channel Analysis, Material development

3:00 – 3:30

Break

3:30 – 4:30

Objective Setting

4:30 – 5:00

Daily Evaluation

Day 3 and 4 April 29 - 30 2009

Module 3: Implementation/Delivery of Risk Communication

4:30 – 5:00

Daily Evaluation

Day 5 May 1, 2009

8:30 – 12:00

Module 4: Monitoring Effects of Risk Communication

1:00 – 3:30

Module 5: Management of Risk Communication

3:30 – 4:00

Break

4:00 – 4:15

Course Evaluation

4:15 – 4:30

Closing

Course Schedule

Regional Training Course on Risk Communication in Health Emergencies

27 April - 1 May 2009

Legend Hotel Kuala Lumpur, Malaysia