



APPLIED RISK COMMUNICATION FOR THE 21ST CENTURY

September 15 – 18, 2020



More than any other public health crisis in recent memory, the COVID-19 pandemic emphasizes the necessity of effective health and risk communication. With the epidemic reaching all corners of the globe, no population or industry has been untouched, resulting in many swift and powerful narratives about the consequences of COVID-19.

Whether in the midst of a global crisis like the COVID-19 epidemic or enduring more localized health impacts, every day public health information is generated and made available to the public about diseases, public policies, new products, and corporate behavior. The public's near-instant access

to this unfiltered information presents significant new risks, particularly surrounding misinformation and disinformation. Additional risks include reputation damage for companies who aren't responding effectively to COVID-19, have negative impacts on health or the environment, or ineffective policy outcomes when health-related guidance is misunderstood or ignored.

 **This program will take place online daily from 9AM – 12:15PM EDT, September 15 – 18, 2020.**

WHO SHOULD PARTICIPATE

Professionals responsible for communicating about risk from private industry, the non-profit sector, and from governments around the world will benefit from attending. Participants with the following job functions are encouraged to attend:

- Communications, public relations, and public affairs
- Emergency preparedness and management
- Government relations and regulatory affairs
- Health policy and research
- Occupational and environmental health
- Public health, health promotion, and health education
- Risk analysis and management

**EHF
PROFESSIONALS**

EXECUTIVES

ADMINISTRATORS



MASTER THE SCIENCE OF RISK COMMUNICATION

LEARNING OBJECTIVES

This program addresses these issues by providing the latest science of risk communication, which increases message design and delivery effectiveness.

- Develop a state-of-the-science understanding of the individual, psychological, interpersonal, and societal factors that influence the:
 - Impact of risk communications on the public's risk perceptions, knowledge, attitudes, and behaviors, including compliance
 - Generation and communication of risk information during crisis and non-crisis periods
- Apply this knowledge to designing effective risk communication messages drawing on the science of strategic communication and health communication
- Become familiar with and practice methods for evaluating risk communication efforts

CURRICULUM

Major topics to be covered in the course will include:

- The psychosocial and societal determinants of risk communication through the scientific and systematic overview of risk communication literature
- Strategic communication of risk information including audience segmentation, designing messaging, and executing risk communications
- Message construction formats for the communication of risk, including fear, narratives, and exemplars
- Risk communication inequalities and disparities in health outcomes
- Risk communication and decision making
- Communication technologies and risk communication

About Harvard T.H. Chan School of Public Health Executive and Continuing Professional Education

We prepare individuals and organizations to solve the most pressing global public health and health care challenges. Leaders in government, corporate, and nonprofit sectors around the world attend programs which provide strategies for addressing the critical issues facing their organizations with proven tactics that drive change.

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