

Tim Carroll

From: Harvard School of Public Health [HarvardSchoolofPublicHealth@mail93.subscribermail.com]
Sent: Monday, February 25, 2013 9:10 AM
To: tcarroll@chilmarkma.gov
Subject: Invitation to Harvard's Emergency Management Courses

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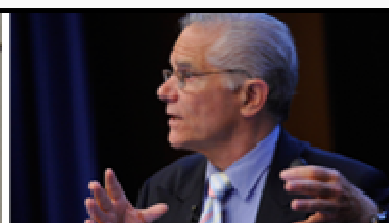
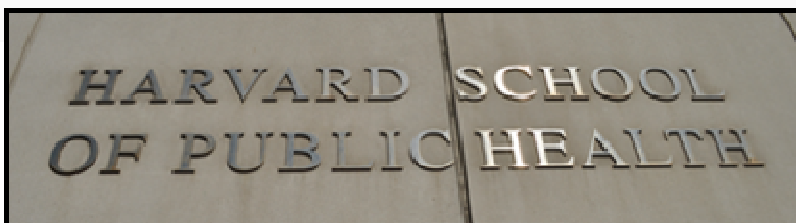
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HARVARD | **SCHOOL OF PUBLIC HEALTH**

Executive and Continuing Professional Education



Reference code: [REP13-EM01](#)

Effective Risk Communication: Theory, Tools, and Practical Skills for Communicating about Risk

March 18 – 20, 2013 | Boston, MA

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This program explores the scientific foundations for effective risk communication. Participants will gain the skills necessary to communicate about risk to various audiences by working with different perspectives and encouraging more reasoned behavior among the people they are trying to influence and serve. This course features the latest scientific findings on risk perception, case studies from around the world, a suite of practical tools, and hands-on training.

What Participants Learn:

Risk Perception:

- Findings from cognitive psychology and decision science that provide a basis for understanding how people perceive risk and make decisions
- Research on why the public's reaction to risk sometimes seems to be "irrational"
- Update of the latest scientific studies on the topic
- Understand the importance of trust in how the public perceives risk

Mental Models:

- A scientific process for developing the most effective messages for the media
- An understanding of why journalists often play up the frightening and threatening aspects of risks and how to work more effectively with the media

Lessons from Case Studies:

- Swedish acrylamide 'alarm'
- Participants will develop communication messages based on the most recent risk communication thinking

"I was able to [gain an] understanding of risk & communication perceptions and take home some tools to use at my current job. The knowledge gained from this course will increase my effective message development with groups by at least 30%."

Janesia R. Simmons, MPH, CHES
Public Health Advisor
United States Food and Drug Administration (FDA)
Silver Spring, MD

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Radiological Emergency Planning: Terrorism, Security, and Communication

July 29 – August 2, 2013 | Boston, MA

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This program brings together leaders in the field of emergency planning to explore the requirements and principles for creating a comprehensive emergency plan for radiological events. By providing practical tools and guidelines, this course will prepare participants to plan for and respond to a radiological event, whether at the state, local, or individual facility level. Drawing from years of direct experience, faculty members will divulge lessons learned in preparing for, responding to, and communicating about emergencies.

What Participants Learn:

- Apply the basic principles and requirements for a comprehensive radiation emergency plan
- Comply with changes in roles and responsibilities in support of the Homeland Security effort
- Employ a decision-making matrix to assist in state and local reaction plans for a radiological emergency
- Incorporate lessons learned regarding communications into your emergency response plan
- Understand the need for, and application of, protective action guides in emergency planning
- Medically manage the casualties of a radiological incident without significant increase in risk to first responder and first receiver staff

"The information and instruction provided by these talented instructors in the field of radiological preparedness and emergency management was nothing short of outstanding. With the assistance of the experienced students from all over the world, the class and resources will serve to increase awareness, knowledge and development of planning consideration within the local federal emergency planning agencies. Great course!"

Quintin Ivy
Tech Hazard Specialist
Federal Emergency Management Association (FEMA)
Atlanta, GA

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