

EMERGENCY PUBLIC INFORMATION COURSE INFORMATION SHEET

A major emergency or disaster may cause deaths, injuries and widespread property damage. The media's interest in these events is invariably intense.

COURSE OUTCOMES

At the end of the course, you will be able to:

- Identify the role of the media in a major emergency or disaster
- List types of media
- Identify principles of crisis communications
- State roles and responsibilities of an emergency public information manager/designate
- Describe how to develop and maintain an Emergency Public Information plan
- Summarize Alberta's emergency management legislation and framework
- Define best practices for disseminating information to the public and the media in a major emergency

EVALUATION

Feedback from course trainer(s), Alberta Emergency Management Agency's (AEMA) staff, and peers.

TRAINING METHOD

Presentations, class discussions, hands-on practice.

TARGET AUDIENCE

- Individuals assigned to an emergency public information role in their community
- Directors of disaster services
- Municipal elected officials
- Senior members of emergency response agencies (fire, police, etc.) who interact with the media in an emergency

COURSE PREREQUISITE

Completion of AEMA's Basic Emergency Management (BEM) course is **strongly recommended**. Self-study version of the BEM course is at <http://apsts.alberta.ca/online-courses/>.

COURSE LENGTH AND LOADING

Minimum of eight hours required to achieve the course outcomes. A second day may be added if participants want more practice. Course loading: minimum 15, maximum 16 participants.