

Registration Form

Risk Communication: Partnering with the Media and the Public During Emergency Response

Register online at <http://www.mwcog.org>

or return this form to:

Metropolitan Washington Council of Governments
777 North Capitol Street, NE, Suite 300,
Washington, DC 20002
Fax: 202-962-3204

*Advance registration required. There is no cost
to register, however space is limited.*

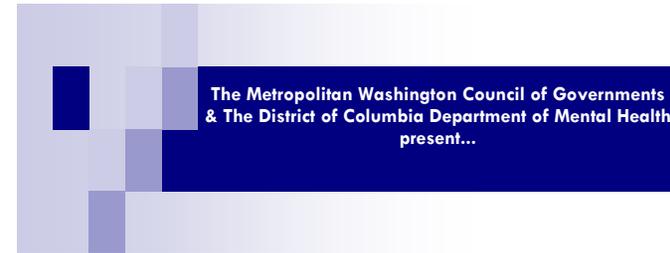
Name _____
Title _____
Organization _____
Address _____

Phone _____
Fax _____
Email _____

There will be a separate, advanced workshop on crisis communication, use of the RICCS, and several homeland security tabletop exercises designed specifically for public information officers. Those invited include local governments PIOs and information officers for utilities and transportation agencies. For more information, please contact Jeanne Saddler at jsaddler@mwcog.org



Metropolitan Washington Council of Governments
777 North Capitol Street, NE
Suite 300
Washington DC 20002-4239



Monday, January 12, 2004
9:00 a.m.— 4:00 p.m.

Metropolitan Washington Council of
Governments
777 North Capitol Street, NE
Washington, DC 20002

Communicating Risk in Times of Crisis



On **January 12, 2004**, the District of Columbia Department of Mental Health (DC DMH) and the Metropolitan Washington Council of Governments (COG) will sponsor **Risk Communication: Partnering with the Media & the Public During Emergency Response**. This workshop will feature the following:

- The science and practice of risk communication
- Best practices on crisis communication from local and national case studies
- Interdisciplinary group sessions that integrate participants from different function areas to provide hands-on experience

Course Content

- Earning trust and credibility
- Offsetting negative words and images
- The benefits collaborative messaging
- Fear reduction strategies
- Proactive communication in a developing situation
- Addressing factors that distort the public's view of actual events
- Developing user-friendly messages to get the point across
- Identifying traps and teachable moments



Featured Presenters

- **Vincent T. Covello, Ph.D.**, Director, Center for Risk Communication
- **Tim L. Tinker, DrPH, MPH**, Vice President of Science & Health, Widmeyer Communications

Who Should Attend

Anyone in the metropolitan Washington region who may need to communicate information to the public before, during or after an emergency:

- Responders from all function areas (health, police, fire, mental health, public works, transportation, utilities)
- Public Information Officers
- Emergency Managers
- Planning Officials
- Non-profit Agencies



Venue

Metropolitan Washington Council of Governments
777 North Capitol Street, NE, 3rd Floor Board Room
Washington, DC 20002

For directions, visit <http://www.mwcog.org/contact/directions>

Take Home Products

- Prepackaged regional messages in preparation for potential events
- A resource toolkit to support knowledge and skills acquired from this training session

About the Sponsors



The **District of Columbia Department of Mental Health** provides comprehensive mental health services to adults, children, youths, and their families. The goal of the Department of Mental Health is to develop, support, and oversee a comprehensive, community-based, consumer-driven, culturally competent, quality mental health system. DC DMH strives to provide a dynamic, innovative, outcome-oriented mental health system for the residents of the District of Columbia.



The **Metropolitan Washington Council of Governments** is the association of 18 local governments working together for a better metropolitan region. COG provides a focus for action and develops sound regional responses to such issues as the environment, affordable housing, economic development, health and family concerns, human services, population growth, public safety and transportation. COG's mission is to enhance the quality of life in the Washington metropolitan region by providing a forum for consensus building and policy-making; implementing intergovernmental policies, plans, and programs; and supporting the region as an expert information resource.

This conference is funded under a grant from the Substance Abuse and Mental Health Services Administration/Center for Mental Health (SAMHSA/CMHS)