

COVID-19

Training Exercise

Risk Communication and
Public Health Messaging



Risk Communication and Public Health Messaging

Training Exercise Objectives

1. Describe the **key risk communication concerns** for COVID-19
2. List **barriers for effective uptake** of health advice
3. Identify **key interventions** for operationalizing risk communication during COVID-19 outbreak or event
4. **Communicate risk** of COVID-19 and respiratory viruses effectively to patients, families, healthcare workers, and the general community

Exercise #1

Stakeholder Mapping

Case Scenario:

Your team are administrators in a local hospital which has just received the first positive test results for 2 patients with +COVID-19. The patients are a mother and daughter who reside in the same household, and both are admitted to the hospital with pneumonia in stable condition. The family had two visitors who came from another city to visit one week ago. There are several other family members (two boys under 10 years old and father) that are well. The mother works as a schoolteacher but had not gone to work since she first started to feel any symptoms.



Exercise #1

Stakeholder Mapping

Break into working groups (3-5 people)

In your group, discuss the following:

- What are the **key information points** and **advice** you want to convey?
- What are the **top 3 priority risk communication** objectives now? Who are the stakeholders for each objective? What are the challenges you anticipate?
- What **barriers** to the uptake of health advice are there in your community?



Exercise #1

Stakeholder Mapping

Task:

- Discuss the key information your team wants to communicate using the stakeholder map on the following slide.
- Target audience may include patients, families, local media, hospital employees, local community, patients of hospital, government and public health officials.

Exercise #1

Stakeholder Mapping

	Risk Communication Objective	Stakeholder / Audience	Challenges to meeting objective
1			
2			
3			

Exercise #2

Press Release

- Write up a draft of a brief press release (< 1 page) describing the situation, health status of the +COVID-19 patients, and communicate the hospitals plans and communicate information about community risk.
- Write 3 questions you anticipate media to ask during press release/interview.
- Write down answers to those questions.



Exercise #3

Social Media

Break into groups of 3-5 people

Task:

- Outline a social media strategy to respond to public concerns and rumors, deliver key information and ensure the public's trust.
- Draft 1 Facebook post, 3 Twitter posts to be used by your healthcare facility.

