

<b>Course Title</b>	<b>POPG 5012 Emergency Risk Communication in Disaster and Humanitarian Crisis</b>
<b>Module Coordinator</b>	Gloria Kwong Wai Chan (gloria.chan@cuhk.edu.hk)
<b>Credits</b>	2
<b>Date &amp; Time</b>	Saturday AM: 9:30-12:30 PM: 2:00-5:00
<b>Description</b>	In a crisis, every word counts. The need to communicate risks as accurate as possible in a timely manner arises as much from public expectation as professional need. Communication not only helps build resilience of the community but also prevent disease, disability and death, and restore dignity of the people facing disasters. This course offers theoretical and practical framework of effective advocacy and emergency risk communication in an evolving media landscape, and covers cases ranging from outbreaks to natural disasters in humanitarian settings.

### I. Content

<b>Topic</b>	<b>Contents/fundamental concepts</b>
Critical Function of Communication in Disaster and Humanitarian Crisis	<ol style="list-style-type: none"> <li>1. Defining emergency risk communication</li> <li>2. Emergencies, disasters, crises</li> <li>3. Role and key principles of emergency risk communication</li> <li>4. Application of communication principals in different phases of emergency management: mitigation, preparedness, response, recovery</li> <li>5. Inspiring meaningful change</li> </ol>
Communication and Warning	<ol style="list-style-type: none"> <li>1. Detection of risks</li> <li>2. Hear-confirm-understand-decide-respond model</li> <li>3. Protection action decision model</li> <li>4. Emerging warning systems</li> <li>5. Case studies</li> </ol>
Communication and Crisis Development and Outcomes	<ol style="list-style-type: none"> <li>1. Stage models</li> <li>2. Organisational learning and legitimacy</li> <li>3. Situational crisis communication theory</li> <li>4. Discourse of renewal</li> <li>5. Case studies</li> </ol>
Communication and Emergency Response	<ol style="list-style-type: none"> <li>1. Chaos theory and emergent self-organisation</li> <li>2. Communication and community resilience</li> <li>3. Four-channel model of communication</li> <li>4. Case studies</li> </ol>
Working with Media	<ol style="list-style-type: none"> <li>1. Role of media in disasters and emergencies</li> <li>2. Communication as an integral part of programme planning and operations</li> <li>3. Media plan and strategy</li> <li>4. Understanding the media and perspectives on the industry</li> <li>5. Media and public interest</li> <li>6. Journalism as a profession</li> <li>7. How news cycle work</li> <li>8. Interacting with media during disasters</li> </ol>
Emergency Risk Communication in New Media Landscape	<ol style="list-style-type: none"> <li>1. Media convergence; digital media: online and mobile</li> <li>2. Journalists as curators</li> <li>3. Social media as part of the comprehensive disaster communications programme</li> <li>4. Strategic use of social media during disasters</li> <li>5. Challenges and opportunities of using mobile devices in disasters</li> </ol>
Stakeholder and Partner Communication	<ol style="list-style-type: none"> <li>1. Crisis coordination and crisis collaboration</li> <li>2. Community partnership</li> <li>3. Dealing with angry public</li> <li>4. Audience's participation and engagement</li> </ol>

## II. Learning Outcomes or Objectives of the Course

After completing this course, students should be able to:

1. Understand the principles and issues of emergency risk communication in disaster and humanitarian settings
2. Demonstrate a strong awareness of various communication models in different phases of emergency management
3. Realize the challenges and opportunities to engage media in disaster programmes
4. Reflect on partnership and timely engagement with the public in crisis
5. Conceptualize and apply the knowledge to develop an effective communication strategy in disaster and humanitarian crisis

## III. Course Schedule (Term 1)

Day	Date	Hrs	Topic	Format	Lecturer & Tutors (T)	Venue	Requirements or HW
1	4 Nov, 2017 (Sat) AM + PM	3	Critical Function of Communication in Disaster and Humanitarian Crisis	Lecture	Gloria Chan		TBC
		3	Communication and Warning	Lecture	Gloria Chan		TBC
2	11 Nov, 2017 (Sat) AM+PM	3	Communication and Crisis Development and Outcomes	Lecture	Gloria Chan		TBC
		3	Communication and Emergency Response	Lecture	Gloria Chan		TBC
3	18 Nov, 2017 (Sat) PM	3	Working with Media	Lecture	Gloria Chan		TBC
4	25 Nov, 2017 (Sat) AM+PM	3	Crisis and Risk Emergency Communication in New Media Landscape	Lecture	Gloria Chan		TBC
		3	Stakeholder and Partner Communication	Lecture	Gloria Chan		TBC
5	2 Dec, 2017 (Sat) AM	3	Putting theory into practice (optional for sit-in (non-credit bearing) students)	Student Presentation	Gloria Chan		TBC

**Venue: TBC (Will be in classroom of School of Public Health Building, Prince of Wales Hospital, Shatin)**

## IV. Assessment (not required for sit-in (non-credit bearing) students)

Quiz / Essay / Group presentation

## V. Learning Resources for Students

Recommended readings or resources	<p><b>Recommended readings:</b></p> <ul style="list-style-type: none"> <li>• Disaster Communications in a Changing Media World 2<sup>nd</sup> Ed. / George D. Haddow, Kim S. Haddow / 2014 Elsevier, Inc.</li> <li>• Theorizing Crisis Communication / Timothy L. Sellnow, Matthew W. Seeger / 2013 John Wiley &amp; Sons, Inc.</li> <li>• Risk Communication and Public Health 2<sup>nd</sup> Ed. / Peter Bennett, Kenneth Calman, Sarah Curtis, Denis Fischbacher-Smith / 2010 Oxford University Press</li> <li>• Crisis Emergency Risk Communication / 2014 U.S. Centers for Disease Control and Prevention</li> </ul> <p><b>Other readings:</b></p> <ul style="list-style-type: none"> <li>• Crisis Communication and the Public Health / Matthew W. Seeger, Timothy L. Sellnow, Robert L. Ulmer / 2008 Hampton Press, Inc.</li> <li>• The Sourcebook for Journalists / 2013 The Alliance for Health Reform</li> </ul> <p><b>Other resources:</b></p> <ul style="list-style-type: none"> <li>• Centre for Health Protection, Gov HK</li> <li>• U.S. Centers for Disease Control and Prevention</li> </ul>
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**VI. Teaching Staff (Teacher & TA inclusive)**

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**VII. Channels for Feedback for Evaluation**

Evaluation will sent to students in the last lecture
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