

Risk Communication Toolkit

for Public Health Emergency Preparedness (PHEP) Cooperative Agreement Recipients



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Introduction

The Risk Communication Toolkit is developed to support recipients in meeting the risk communication requirements outlined in the Public Health Emergency Preparedness (PHEP) cooperative agreement. By providing practical and actionable tools, templates, and strategies, the toolkit enables jurisdictions to strengthen their risk communication capabilities, align with the Centers for Disease Control and Prevention's (CDC's) priorities, and enhance preparedness, response readiness, and recovery efforts.

This toolkit is designed to be flexible and practical, allowing PHEP recipients to leverage these tools and resources to address core requirements and tailor them to their jurisdiction's unique needs. The tools and resources included in this toolkit provide recipients with:

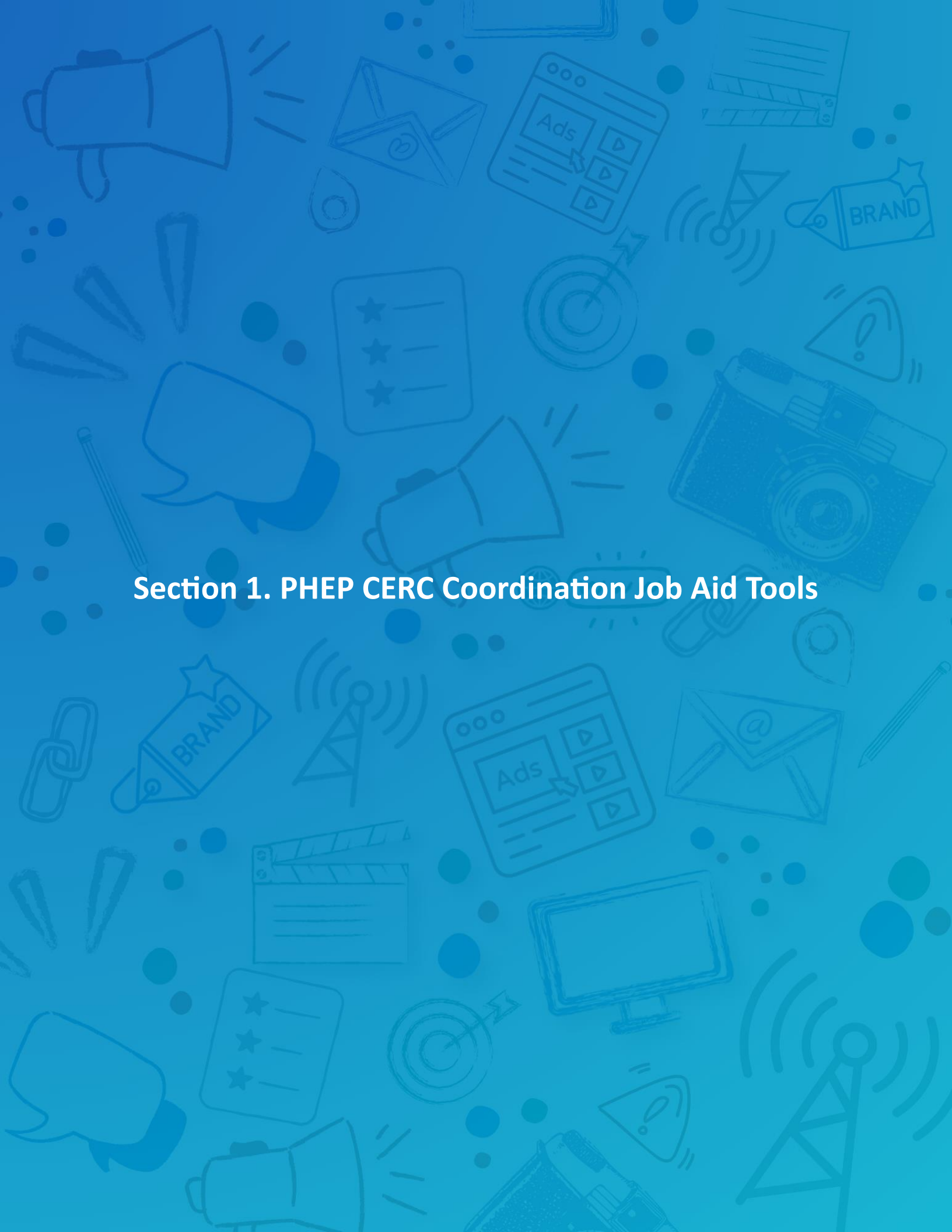
- Guidance and templates to help **develop and update their crisis and emergency risk communication plans**, ensuring alignment with CDC's CERC principles and addressing gaps identified through real-world responses and exercises.
- Tools to support **integrating risk communication objectives into Homeland Security Exercise and Evaluation Program (HSEEP)-aligned training and exercise program**, enhancing preparedness and providing opportunities to practice real-time decision-making.
- Resources for **building a network of skilled risk communicators** through the onboarding and training PHEP CERC coordinators and professional development opportunities for local communicators, ensuring readiness to manage high-stakes communication challenges.

This toolkit is organized into three key sections, each tailored to help recipients achieve the specific RSK requirements in the PHEP Cooperative Agreement:

- **Section 1. PHEP CERC Coordinator Job Aid Tools** which includes a job description, onboarding guides, and professional development resources for CERC Coordinators to help build the foundation of a successful risk communication program.
- **Section 2. Tools to Support Active Engagement in a Risk Communication Community of Practice (CoP)** such as example work plan activities that demonstrate active participation in CoPs and risk communication sub-topics for sharing knowledge and experience.
- **Section 3. Additional Resources and Tools** which provides links to applicable 2024 – 2028 PHEP cooperative agreement resources.

By using this toolkit, jurisdictions can strengthen their communication capabilities, foster public trust, and ensure readiness to deliver impactful messages during public health emergencies. This resource equips recipients with the capability and capacity to not only to meet compliance standards but also to advance public health resilience and protect communities more effectively.





Section 1. PHEP CERC Coordination Job Aid Tools

1A. PHEP CERC Coordinator Job Description

This PHEP CERC coordinator job description serves as a guide to assist with workforce planning. The duties below are not exhaustive and are intended to offer a broad range of responsibilities for meeting the RSK requirements outlined in the [2024-2028 PHEP Notice of Funding Opportunity \(NOFO\)](#). PHEP directors, or human resources staff, can use this description for hiring personnel or assigning program staff to fulfill the PHEP CERC coordinator duties. Edit this description based on your state health department and jurisdictional needs.

Job Title: Public Health Emergency Preparedness (PHEP) Crisis and Emergency Risk Communication (CERC) Coordinator

Department: State Health Department

Location: [State Location]

Reports to: PHEP Director

Position Type: Full-Time

Job Overview

The PHEP CERC coordinator will play a pivotal role in the state's public health preparedness and response efforts. This position is responsible for developing, implementing, and maintaining comprehensive risk communication strategies to effectively manage public information during health emergencies. The PHEP CERC coordinator will support the state's public information officers (PIOs) and local risk communicators, ensuring a unified and effective communication response across all levels. This role is crucial for achieving the requirements of the Centers for Disease Control and Prevention's (CDC's) PHEP cooperative agreement.

Key Responsibilities

1. Crisis and Emergency Risk Communication Leadership

- a. Serve as the PHEP risk communication programmatic lead for planning, developing, and advancing Capability 4: Emergency Public Information and Warning and Capability 6: Information Sharing described in [Public Health Emergency Preparedness and Response Capabilities: National Standards for State, Local, Tribal, and Territorial Public Health](#).
- b. Serve as primary subject matter expert on [CDC's Crisis and Emergency Risk Communication \(CERC\) principles](#), to ensure all communications during public health emergencies align with public health preparedness and response capabilities.
- b. Support the development, implementation, and evaluation of the state's CERC plan.
- c. Coordinate with state authorities, public health agencies, and community organizations to identify top hazards and collaborate with communication staff to develop relevant communication materials tailored for diverse audiences.

2. Collaboration and Partner Engagement

- a. Foster collaboration with state and local risk communicators to promote the use of CDC's CERC framework in public health emergency responses.
- b. Serve as a technical assistance resource for adapting CERC principles to local contexts, ensuring communication strategies are culturally sensitive, easy to understand, and actionable during health emergencies.



- c. Coordinate with state communication staff to ensure health information accuracy and proactively address public concerns.
- d. Support state PIOs and health department communication staff in the coordination of media requests from journalists, broadcasters, and other media personnel to ensure accurate and timely dissemination of information.
- e. Develop and maintain quality control for all risk communication products, including public information materials, guides, and media scripts.

3. Capacity Building and Training

- a. Provide guidance and training to PIOs and local risk communicators on the application of CDC's CERC principles, including message development, audience engagement, and empathetic communication.
- b. Support all-hazard response readiness and crisis and emergency risk communication planning in collaboration with state and local partners.
- c. Organize, plan, and conduct risk communication trainings for state health department communication staff, local risk health communicators, and relevant partners.
- d. Support the deployment and coordination of risk communication surge capacity personnel during public health emergencies.
- e. Participate in statewide planning, assessments, and exercises to enhance risk communication capacity.
- f. Develop and implement exercises and simulations to train local health district communicators on responding to public health crises while adhering to CERC principles, emphasizing the importance of action-oriented, empathetic messaging.
- g. Assist in conducting after-action activities to continuously improve CERC practices and capability.

4. Advancing Public Health Emergency Preparedness Capability and Response Readiness

- a. Support the development and implementation of Capability 4: Emergency Public Information and Warning by ensuring timely and accurate dissemination of information during emergencies.
- b. Enhance Capability 6: Information Sharing by establishing effective communication channels and protocols for sharing information among emergency support function (ESF-8) partners and relevant community partners.
- c. Support the development of a robust training and exercise program that reflects CERC principles, ensuring response readiness across the jurisdiction.
- d. Evaluate and audit crisis and emergency risk communication plans, ensuring plans integrate communication across all phases of the response.

Key Competencies

- Crisis and emergency risk communication expertise
- Training and facilitation skills
- Leadership and decision-making skills
- Strategic communication planning and project management
- Community engagement and public relations
- Critical thinking and problem-solving
- Adaptability and resilience
- Cultural competence and sensitivity



1B. PHEP CERC Coordinator Onboarding Job Aid

This PHEP CERC coordinator onboarding job aid is a companion document to the PHEP CERC coordinator job description. Both resources provide recommendations for achieving the risk communications activities in the [2024-2028 PHEP Notice of Funding Opportunity \(NOFO\)](#).

The job aid also applies the [CDC CERC principles](#) and the 2018 [Public Health Emergency Preparedness and Response Capabilities: National Standards for State, Local, Tribal, and Territorial Public Health](#), specifically Capability 4: Emergency Public Information and Warning and Capability 6: Information Sharing, to improve public health communications.

PHEP CERC coordinators can use the job aid to identify recommended:

- Actions to aid in meeting the responsibilities outlined in the job description.
- Materials to help evaluate plans, supplement exercise activities, and conduct training.

PHEP CERC coordinators can consider how they will complete the actions and review and update communications plans with the results, if necessary.

Responsibility 1. Crisis and Emergency Risk Communication Leadership

Key Sub-Responsibilities	Recommended Action(s)	Plan Review Considerations
a. Serve as the: • PHEP program lead for planning, developing, and advancing Capability 4: Emergency Public Information and Warning and Capability 6: Information Sharing. • Primary subject matter expert on CDC's CERC principles.	• Review the tasks and preparedness resource elements (PRE) for each of the capabilities in the 2018 Public Health Emergency Preparedness and Response Capabilities: National Standards for State, Local, Tribal, and Territorial Public Health, paying greatest attention to the priority PRE. • Review CDC CERC principles and attend relevant trainings to develop expertise on the implementation of CERC principles, including the key elements of empathy, trust-building, and clear messaging.	• Not all tasks are linked to elements in the NOFO and may not need to be included in plans. Certain tasks, such as defining roles and responsibilities, are perfect to include in plans or standard operating procedures (SOPs). Review the capabilities and determine how best to address the standards needed to meet the capability. • Review jurisdictional CERC plans to ensure they incorporate CDC CERC principles and are adaptable for use in real-time emergency scenarios. Additionally, reference 1b and 1c.
b. Support the development, implementation, and evaluation of the jurisdiction's CERC plan.	Ensure the emergency risk communication plan reflects CDC CERC principles when the jurisdiction is fully activated and when the public health department only responds.	Does the plan clearly address how communication messages will be developed and routed during an emergency? This includes the message development and information exchanged in the emergency operations

Key Sub-Responsibilities	Recommended Action(s)	Plan Review Considerations
		center (EOC) during a wider jurisdictional response and modifications when the response only includes the public health agency.
c. Coordinate with jurisdictional authorities, public health agencies, and community organizations to identify top hazards and collaborate with communication staff to develop relevant communication materials tailored for diverse audiences.	Understand the points of contact and systems used to monitor various means of communications and analyze trends to ensure health information accuracy. Discuss the decision points for revising or reissuing messages to improve clarity or refresh the public's understanding of the main message.	Ensure specific hazard plans include communications material related to: • The partners involved in developing and disseminating messages. • The methods for disseminating products, especially for hard-to-reach populations. • Communicating measures that protect individuals and family, how to lessen the spread and impact of the hazard, and how to recover from the effects of the hazard.

Responsibility 2. Collaboration and Partner Engagement

Key Sub-Responsibilities	Recommended Action(s)	Plan Review Considerations
a. Foster collaboration with state and local risk communicators to promote the use of CDC's CERC framework in public health emergency responses.	Know the state and local communications staff and work with them to develop and disseminate public health messages during normal operations to enhance communications during a response.	Normal office procedures should include methods for knowing and engaging state and local communications staff in developing messages that contain public health-related information. Indicate any changes in the relationship during response and recovery. Collaborate with local staff when developing routine messages to ensure final messaging meet the needs of diverse populations.
b. Serve as a technical assistance resource for adapting CERC principles to local contexts, ensuring communication strategies are culturally sensitive, easy to understand, and actionable during public health emergencies.	This activity relates to Actions 1b and 2a. Aid local health communicators in developing or refining their plans. Since recovery (REC) begins shortly after activation for a response, ensure messaging communicates the status of recovery operations with relevant partners, interested groups, and the public as outlined in REC-A of the NOFO.	Assist in reviewing local communications plans to align them with state plans. Local plans may include additional practices to account for the differences in their population, including culture and language. All planners should acknowledge that partners involved in developing and disseminating messages focused on recovery may differ from the response partners, but the communications may happen concurrently.

Key Sub-Responsibilities	Recommended Action(s)	Plan Review Considerations
c. Coordinate with state communication staff to ensure health information accuracy and proactively address public concerns.	Understand the points of contact and systems used to monitor various means of communications and analyze trends to ensure health information accuracy. Discuss the decision points for revising or reissuing messages to improve clarity or the public's understanding of the main message.	Ensure plans include: • The system(s) used to monitor media and ensure the accuracy of health information. • Responsibilities related to monitoring communications channels and analyzing the results to ensure health information accuracy. • Decision points for revising or reissuing messages to improve clarity or refresh the public's understanding of the main message. • Developed or refined methods to ensure subordinate communications and public health teams are aware of the trends and recommended solutions. • An outline of how the system is used both during and outside of response and recovery.
d. Support the public information officer (PIO) and health department communication staff in coordination with journalists, broadcasters, and other media personnel to ensure accurate and timely dissemination of information.	Work to establish contacts with prominent communications staff within the government and with media that cover public health issues. Discuss methods to collaborate and coordinate messages related to public health response and recovery.	This task is related more to building partnerships that aid in executing plans, but the plans or SOPs can include processes discussed with media staff.
e. Develop and maintain quality control for all risk communication products, including public information materials, guides, and media scripts.	Become familiar with the processes and procedures the state communications staff use for quality control and clearance of products.	Ensure plans and SOPs include: • The need for public health department involvement in developing products that relate to public health. • Methods for subordinate communications staff to ask for assistance in developing products for their populations.

Responsibility 3. Capacity Building and Training

Key Sub-Responsibilities	Recommended Action(s)	Plan Review Considerations
a. Provide guidance and training to PIOs and local risk communicators on the application of CDC's CERC principles, including message development, audience engagement, and empathetic communication.	Review the risk assessment that serves as the base for the planning, training, and exercising program. Understand the impact of the hazards that pose the greatest risk to public health and healthcare infrastructure, especially how they affect various populations.	Reference section 1c of this toolkit to determine what to include in plans for each hazard identified.
b. Support all-hazards response and readiness and crisis and emergency risk communication planning in collaboration with state and local partners.	Review the risk assessment that serves as the base for the planning, training, and exercising program. Understand the impact of the hazards that pose the greatest risk to public health and healthcare infrastructure, especially how they affect various populations.	Reference section 1c of this toolkit to determine what to include in plans for each hazard identified.
c. Organize, plan, and conduct risk communication trainings for state health department communication staff, local risk health communicators, and relevant partners.	Review Capabilities 4 and 6, hazard risk assessments, and current plans to determine training needs for communicators and partners relevant to their roles and responsibilities. This can include training specific to communications systems, message development and dissemination, hazard-specific risks, and training on the content of response plans.	Review the roles and responsibilities of communications staff and partners and information related to past training events. Use this information, in addition to surveys and conversations, to develop proposed training needs. Prioritize the needs to support the hazard response that the jurisdiction focused on during the multiyear integrated preparedness planning (MYIPP) workshop. Consider updating staff on the plans before conducting exercises.
d. Support the deployment and coordination of risk communication surge capacity personnel during public health emergencies.	Use the information in 3b to develop minimum training requirements for incoming surge staff. Consider developing just-in-time training on key aspects of the roles and responsibilities and to familiarize new staff with the plans and systems used. Use the same procedures for staff preparing to deploy to support subordinate jurisdictions.	Recommend incorporating 3c actions into an SOP and develop the protocol to review the SOP with new staff when assigned.

Key Sub-Responsibilities	Recommended Action(s)	Plan Review Considerations
e. Participate in statewide planning, assessments, and exercises to enhance risk communication capacity.	Participate in the MYIPP workshop as required in AHA-B of the PHEP NOFO. Recommend updates to plans based on actions outlined in this job aid. Ensure communications staff have a representative participate in exercise planning.	Prioritize the review of plans related to the hazards and risks chosen during the MYIPP workshop process. Risk communication training recommendations are provided in section 1c of this toolkit.
f. Develop and implement trainings and exercises to train local health district communicators on responding to public health crises while adhering to CERC principles, emphasizing the importance of action-oriented, empathetic messaging.	Reference section 2b of this toolkit.	Reference section 2b of this toolkit.
g. Assist in conducting lessons learned exercises to continuously improve crisis and emergency risk communication practices.	Conduct, or participate in, frequent hot-washes and after-action reviews (AARs) during exercises and responses. Work with colleagues and partners in improving plans and systems.	Recommend including requirements for hotwashes and AARs in the communication section within SOPs.

Responsibility 4. Advancing Public Health Emergency Preparedness Capability and Response Readiness

Key Sub-Responsibilities	Recommended Action(s)	Plan Review Considerations
a. Support the development and implementation of Capability 4: Emergency Public Information and Warning by ensuring timely and accurate dissemination of information during emergencies.	Review the preparedness and response capabilities and work with colleagues to incorporate communications activities into public health operations.	Implement actions as recommended in this job aid.
b. Enhance Capability 6: Information Sharing by establishing effective communication channels and protocols for sharing information among Emergency Support	Review the preparedness and response capabilities and work with colleagues to incorporate communications activities into public health operations.	Implement actions as recommended in this job aid.

Function-8 partners and relevant community partners.		
c. Support the development of a robust training and exercise program that reflects CERC principles, ensuring response readiness across the jurisdiction.	Review the recommendations for training contained in the companion document to this job aid.	Implement the training recommendations provided in section 3b of this toolkit.
d. Evaluation and audit risk communication plans, ensuring they address all phases of CERC to enhance readiness, response, and recovery efforts.	Reference section 1b of this toolkit.	Reference section 1b of this toolkit.

1C. Risk Communication Trainings for Professional Development

Effective CERC is a cornerstone of public health preparedness and response. To ensure that local public health agencies are equipped to manage and mitigate crises PHEP CERC coordinators must have access to comprehensive training and professional development opportunities.

This curated list of recommended trainings and courses is designed to provide PHEP CERC coordinators with the foundational knowledge and practical skills needed to excel in their roles. From understanding the principles of risk communication to utilizing the latest tools and technologies, these training opportunities will empower coordinators to communicate clearly during emergencies, build public trust, and strengthen community resilience.

CDC Trainings

[CDC's CERC Program](#) trainings can help responders and public health professionals prepare to communicate in an emergency. CERC trainings are based on lessons learned during public health emergencies, evidence-based practices from the fields of risk and crisis communication, and psychology. The CERC program offers training in webinar and in-person formats.

- **CERC program in-person trainings:** The CERC program coordinates in-person trainings facilitated by CDC CERC trainers for a sponsoring organization or group at their location. A CERC training typically lasts one full business day, covering three core modules and two additional modules selected by the sponsor. A presentation of the core concepts of CERC can be given in less time. **Note:** The requesting organization is responsible for all costs related to travel and logistics for the CERC trainer(s) coming to their location. Federal funds, including grants and cooperative agreements, cannot be used for these expenses. For more information regarding in-person training, please email CERCrequest@cdc.gov.
- **CERC program online webinars:**
 - [CERC Overview for COVID-19](#) – A webinar presented by CDC's CERC program for health communication professionals, public officials, and other working to share information during the novel coronavirus outbreak and learn how CERC principles were applied to develop and share COVID-19 messages more effectively.
 - [Introduction to CERC](#) – CDC's CERC introductory training helps emergency responders and health communication professionals learn more about CERC principles so that they can communicate more effectively during emergencies.
 - [The Psychology of a Crisis](#) – This webinar addresses how people process information differently during a crisis. It examines the psychological barriers to communication that tend to emerge in crises, factors that impact perception of risk, and how to build trust to communicate more effectively.
 - [Messages and Audiences](#) – This webinar provides guidance on how to understand audience(s) in an emergency, adapt messaging to reach and promote action in different audience segments, and how to use facts to build credibility and trust.

- [Community Engagement](#) – This webinar shows how to inform and involve communities to make the best decisions for their health and recovery in an emergency. CERC acknowledges that all emergency responses start locally, and different communities have different perspectives, needs, and priorities. In this webinar, participants will learn how to understand diverse communities, different methods for engagement, and how to guide decision-making.
- [Spokesperson](#) – This webinar explains the critical role of an organization’s spokesperson in an emergency and provides tips for spokespersons and those helping them to prepare for an emergency response.
- [Communication Channels](#) – This webinar offers guidance on how to select the appropriate channels for communication during an emergency. The webinar examines what it means to be first in an emergency, identifies the channels people use, and discusses what to do when access to information channels becomes challenging.
- [CDC CERC Training](#) – The basic CERC online training is designed to increase knowledge and develop competencies in CERC practices and strategies. Content is derived from lessons learned during public health emergencies and research in the fields of public health and emergency risk communication. This training is hosted on the TRAIN website. Access to this training requires a TRAIN account. **Note:** CEU credits are no longer available for this offering.

Federal Emergency Management Agency (FEMA) Trainings

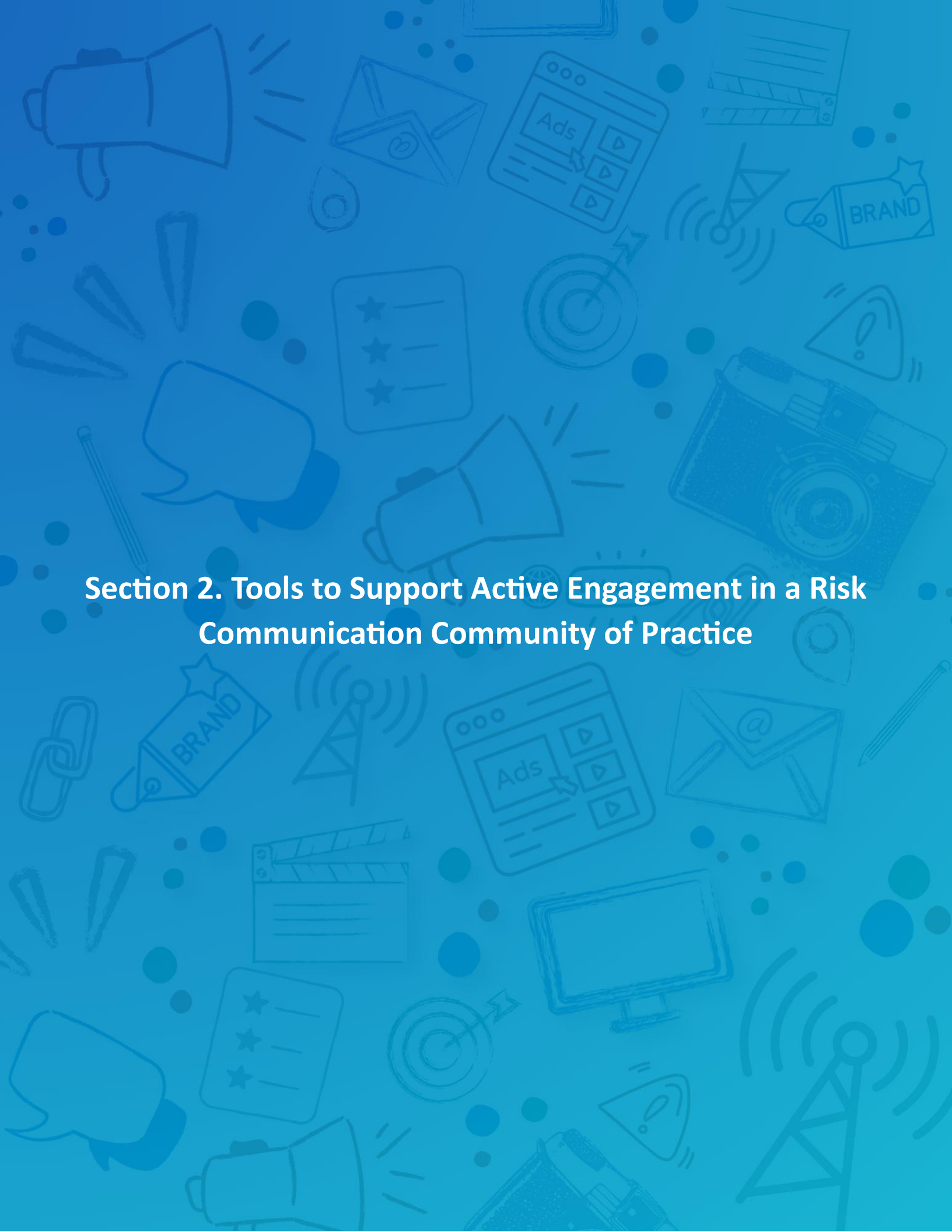
- [IS-700 NIMS, An Introduction](#) – An independent study course that introduces the National Incident Management System (NIMS) concept. NIMS provides a consistent nationwide template to enable all government, private-sector, and nongovernmental organizations to work together during domestic incidents.
- [ICS-100 Introduction to the Incident Command System](#) – An independent study course that introduces the Incident Command System (ICS) and provides the foundation for higher level ICS training. It describes the history, features and principles, and organizational structure of the system. This course also explains the relationship between ICS and NIMS.
- [E/L 952: NIMS ICS All-Hazards Position Specific Public Information Officer \(PIO\)](#) – These courses are designed to provide state and local emergency responders with a robust understanding of the duties, responsibilities, and capabilities of command and general staff members. Exercises, simulations, discussions, and a final exam enable participants to process and apply their new knowledge.
- **Emergency Management Institute PIO Program:**
 - [Basic PIO awareness courses](#) – Designed to introduce the concepts underlying the PIO role. They also build a foundational knowledge of the skills needed to be full- or part-time PIOs, including oral and written communications; understanding and working with the media; and basic tools and techniques to perform effectively as a PIO, both in the proactive/ advocacy times and crisis/ emergency response. The PIO basic courses consist of an independent study course (IS-29) covering PIO awareness and a classroom course (E0105) covering public information basics.
 - [Advanced PIO](#) – The PIO advanced level course offers PIOs a necessary toolset for use during escalating incidents, including strategic communications and incident action planning as it relates to joint information center (JIC) operations. Over the course of five days, participants will gain the knowledge and skills to establish, manage and operate within a JIC. Additionally, participants will have the opportunity to apply advanced public information skills during a multiday functional exercise designed to

assess and challenge the participants' abilities to analyze, coordinate, process and create information in a fast-paced, realistic environment.

- [IS-242.C: Effective Communication](#) – This course is designed to improve communication skills by addressing basic communication skills, how to communicate in an emergency, how to identify community-specific communication issues, using technology as a communication tool, effective oral communication and how to prepare an oral presentation.

Other Recommended Trainings

- [Communicating During Global Emergencies \(Emory University on Coursera\)](#) – Through sample scenarios, participants can identify information needs and develop useful messages to help them communicate effectively and promote behaviors that reduce health risks during a global crisis or emergency.



Section 2. Tools to Support Active Engagement in a Risk Communication Community of Practice

2A. Public Health Communities of Practice with Risk Communication Sub-Communities

Participating in public health communities of practice with risk communication sub-committees can significantly benefit PHEP CERC coordinators by providing opportunities for knowledge and skill development, networking, and resource sharing. This list of recommended communities of practice can help foster professional growth and ultimately contribute to improved risk communication.

- **CDC's One PHEP Community of Practice (CoP)** – The One PHEP CoP is designed to be a dynamic, peer-driven community that actively engages PHEP recipients in knowledge-sharing, problem-solving, and innovation related to response readiness. Initially, the One PHEP CoP will primarily feature small working groups focused on the Response Readiness Framework's risk communications and workforce capacity priority areas.
- **American Public Health Association (APHA)** – [APHA](#) community members come from all areas of public health. They work both within and outside governmental organizations and educational institutions and are in every region of the country. The issues of focus include those affecting personal and environmental health, federal and state funding for health programs, pollution control, chronic and infectious diseases, a smoke-free society, professional public health education and tools to help consumers live healthier lives.
- **National Association of County and City Health Officials (NACCHO)** – [NACCHO's dynamic forums](#) allow participants to connect with public health colleagues, exchange ideas or best practices and foster the NACCHO community.
- **Rural PHEP Work Group Community of Practice** – The [Rural PHEP Workgroup Community of Practice](#) will support the Rural Public Health Emergency Preparedness Work Group. It is open to work group members as well as a wider audience of rural preparedness professionals. This community is a place where rural local health department officials can share best practices, resources, and tools with other rural jurisdictions. It also offers a community of practice platform for discussions, questions, and advice related to rural preparedness and other related topics.
- **Society of Public Health Educators (SOPHE)** – [SOPHE's Communities of Practice](#), are member-driven discussion boards of varied subject and interest areas. Discover, share, and connect with other health educators through the members-only social network. Members who share a similar professional role or a passion for a health topic or an area of practice can exchange ideas, resources, research, or build solutions to common issues.

2B. Example Work Plan Activities to Demonstrate Active Engagement in a Community of Practice

This resource provides PHEP recipients with a variety of example work plan activities to support active engagement in at least one CoP to meet the PHEP NOFO risk communications requirement for CERC preparedness, response, and recovery. Included are specific, measurable ways to demonstrate meaningful involvement in a CoP, along with a list of specialized risk communication topics that can serve as focal points during CoP participation.

The activities provided are suggestions and CDC encourages preparedness directors, PHEP CERC coordinators, and other designated staff to adapt and tailor them to align with the unique priorities and goals of their jurisdictions. By doing so, PHEP recipients can ensure that work plans reflect specific jurisdictional priorities and needs of their communities, in addition to strengthening their jurisdictional CERC capabilities.

Activity 1. Identify a risk communication CoP and regularly attend meetings and contribute to discussions.

Objective	Action	Documentation
Participate in at least 90% of the CoP meetings during the budget period.	Actively participate in each meeting by sharing insights, asking questions, or providing feedback on shared topics.	Track attendance and log contributions during meetings, such as comments, questions, ideas, and suggestions.

Activity 2. Organize, facilitate, or present a risk communication-focused discussion at a CoP event, webinar, or workshop

Objective	Action	Documentation
Organize, facilitate, or present at least one topic, case study, or best practice from local experiences at a CoP discussion, webinar, workshop, or conference.	Develop a presentation on a relevant topic, such as a successful communication strategy or lessons learned from integrating communication objectives in a recent drill, exercise, or activation.	Document the date and topic of the presentation and key discussion points, feedback received, and any follow-up actions or collaborative initiatives that resulted.

Activity 3. Initiate a new risk communication CoP subgroup or special interest group

Objective	Action	Documentation
Establish a subgroup or special interest group on a specific risk communication topic, such as ensuring health information accuracy, risk communication exercise planning, or another specialized topic.	Identify a relevant, shared topic of at least five (5) members and schedule regular subgroup discussions focused on that topic.	Track subgroup membership, meeting frequency, and outcomes, such as resources produced or insights shared with the broader CoP.

Activity 4. Collaborate with the CoP or fellow CoP members on joint projects

Objective	Action	Documentation
Participate in joint projects, such as research initiatives or creating/updating resources available within the CoP.	Identify and join ongoing or upcoming projects, research, or resource development efforts that align with jurisdictional risk communication goals and contribute time, expertise, and or other available resources to collaborative efforts.	Document the nature of the collaboration, time invested, any resources developed, and, if available, metrics (e.g., number of downloads) to show the resource's use among the CoP or jurisdiction.

Activity 5. Serve as a mentor or seek mentorship and guidance

Objective	Action	Documentation
Establish mentorships with experienced practitioners within the CoP or serve as a mentor.	Schedule regular meetings or check-ins with mentors/mentees to discuss challenges, seek advice, and gain insights related to strengthening risk communication throughout the response cycle.	Track meeting frequency, topics discussed, and feedback received from the mentor/mentee.

Activity 6. Leverage CoP to deliver training to local public health risk communicators

Objective	Action	Documentation
Partner with the CoP or CoP members to host at least one training event per budget period to enhance local risk communication training programs.	Plan and coordinate logistics, invite speakers from the CoP and promote the training to build skills in crisis and emergency risk communication.	Track attendance, participant feedback, and training outcomes, noting any improvements in local risk communicators' skills.

Activity 7. Volunteer for a CoP leadership or committee role

Objective	Action	Documentation
Serve in a leadership or committee role within the CoP, for instance planning a committee or resource review board.	Actively engage in CoP governance or planning, helping to shape events, resources, or strategic initiatives.	Document participation, responsibilities undertaken, and contributions to key initiatives within the CoP.

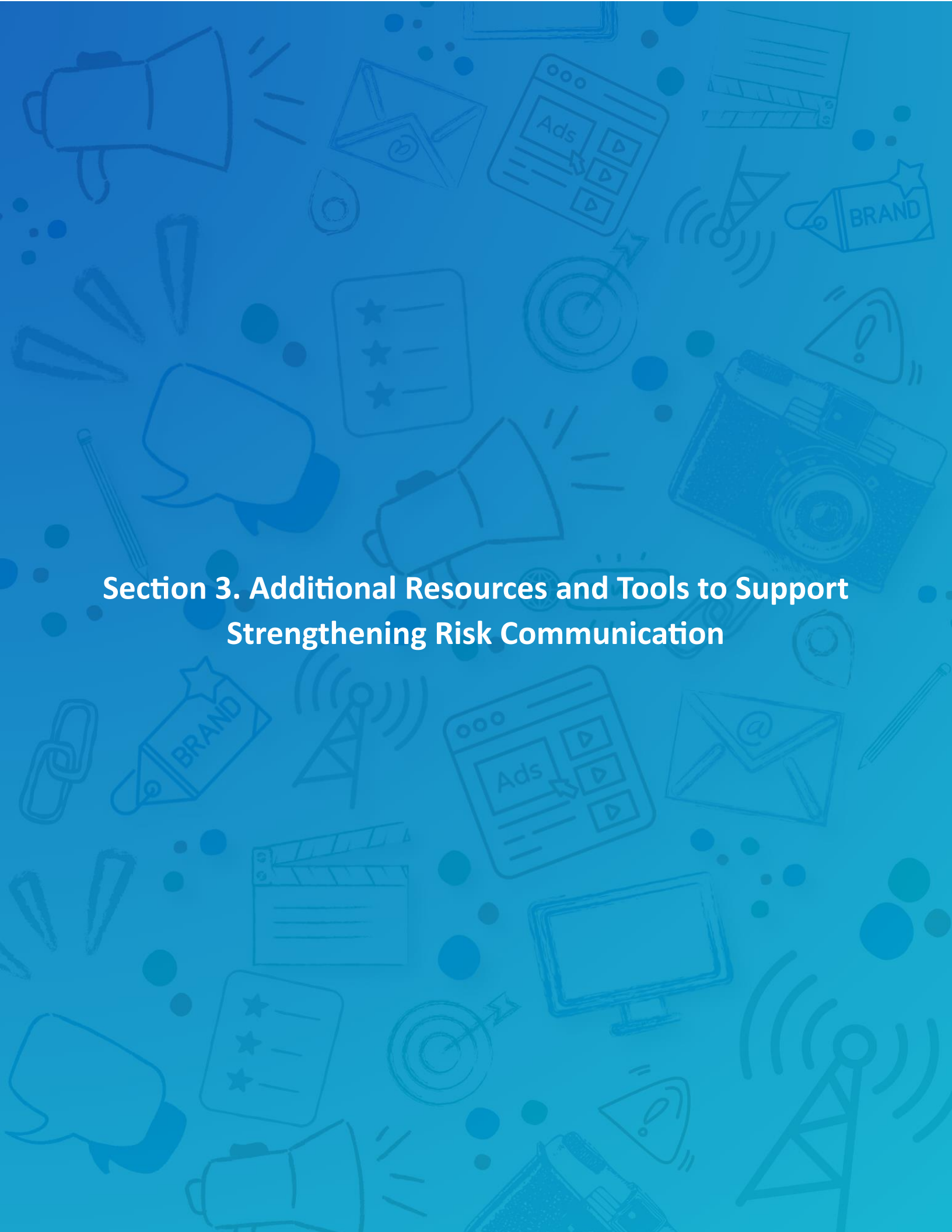
Activity 8. Contribute to articles or other written content for CoP newsletters, blogs, or journals

Objective	Action	Documentation
Write and publish at least two articles or case studies annually for the CoP's newsletter, blog, or journal on relevant and timely communication topics.	Develop well-researched articles that cover timely issues, best practices, or lessons learned in crisis communication and submit them for publication.	Track submission and publication dates, readership metrics (if available), and engagement with the articles, such as comments or shares. Document any requests for further discussion or presentations based on the articles.

2C. List of Risk Communication Sub-Topics

Consider the following list of specialized CERC sub-topics that PHEP CERC coordinators can leverage as an opportunity to share their experience, expertise, promising practices, or lessons learned.

- 1. Crisis Communication Strategies**
 - Highlight best practices for communicating during various types of public health emergencies.
 - Share techniques or promising practices for crafting effective messages under aggressive deadlines.
- 2. Use of Digital Tools in Risk Communication**
 - Provide tips for leveraging social media and other digital platforms for emergency communication.
 - Recommend tools and technologies for monitoring and managing information dissemination.
- 3. Community Engagement and Outreach**
 - Offer strategies for building trust and engaging with diverse communities.
 - Showcase examples of successful community partnerships in risk communication.
- 4. Media Relations and Monitoring**
 - Promote effective media monitoring techniques, such as ensuring health information accuracy.
 - Share contact information for strong relationships with media outlets and journalists.
- 5. Cultural Competence in Risk Communications**
 - Demonstrate how to adapt messages for different cultural contexts and languages.
 - Conduct training on cultural sensitivity and inclusive communication practices.
- 6. Evaluation and Improvement of Risk Communication Plans**
 - Share methods for assessing the effectiveness of communication strategies.
 - Promote continuous improvement processes and incorporating feedback.
- 7. Developing and Conducting Simulations and Drills**
 - Share realistic simulations to test communication plans.
 - Highlight lessons learned from previous drills and how to improve future exercises.
- 8. Building and Maintaining a Crisis Communications Network**
 - Provide tips on establishing and sustaining a network of communicators and stakeholders.
 - Discuss coordination and information sharing during multiagency responses.



Section 3. Additional Resources and Tools to Support Strengthening Risk Communication

2024 – 2028 PHEP Cooperative Agreement Resources and Tools

- [2024 – 2028 PHEP Cooperative Agreement Notice of Funding Opportunity](#)
- [2024 – 2028 Risk Communication Supplemental Guidance](#)