



FIRST NATIONS HEALTH COUNCIL

**First 60 registrations on a first come, first serve basis.**

### **FREE CRISIS COMMUNICATIONS TRAINING**

**When:** Tuesday evening November 3, 2009 { 6:00-8:30 PM }

**Where:** Marriot Pinnacle Hotel

**Who:** First Nations Leadership and Health Directors

**To Register please contact:** Trina Carpenter by email or phone

tcarpenter@fnhc.ca or call 604.913.2080

## **{ Managing The Media During A Health Crisis }**

In the event of a health emergency in your community—be it an H1N1 outbreak or a water-borne illness everyone is going to want answers. Are you prepared for when the international media descends upon you?

Effectively managing the media during public health emergencies is a challenge for Chiefs and health care professionals. In the first few hours and days of an outbreak, the demands the news media place on spokespeople can be overwhelming. While media have a public duty to report the news, Chiefs and public health care spokespeople have a responsibility to calm a nervous public, provide much-needed information, encourage co-operative behaviors and help save lives. Good communication with the media in the early stages of a public health crisis can ease emotions, prevent panic, quash rumor and speculation and develop confidence.

Media demands are pronounced in the early stages of a community health crisis and without effective strategies for managing the media and communication with the media, fear can spread faster and further than the resulting illness itself. This seminar will help provide Chiefs and Health Care providers with media management and interview skills to provide newsmakers with timely and accurate information while helping the public make informed and better decisions.

**This interactive and fun seminar will provide an overview of the following topics:**

#### **Who are the media and why are they flying overhead?**

An overview of the media, the media's role and responsibilities and understanding the needs of print, broadcast and on-line social media.

#### **Developing a media communication plan**

Identifying spokespeople and developing a communications protocol for and effective media management during an emergency can save precious time and enable Chiefs and spokespeople to focus on quality, accuracy and speed of their response.

#### **Deliver clear and timely messages**

Getting accurate information to the media is the ultimate aim of message-delivery exercises. During media exchanges it is crucially important to focus on the facts and be timely, accurate, clear, concise, credible and memorable.

#### **Effective Interview techniques**

The techniques that can be used for interviews with local media, including the common techniques used by media to build a story.

#### **First-hand accounts, video and case examples crisis media management success**

Examples of health and community emergencies where effective media relations were carried out.



## During this session you will learn how to:

- How to develop a media plan
- How to plan a response during a crisis
- How to manage the media during a crisis
- How to conduct media interviews during a crisis
- How to satisfy the media's needs during a crisis, while working for your community's best interest
- How to work with the media to present accurate information without appearing misinformed
- How maintain control of the most challenging of situations despite public scrutiny

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**John O Frank-Ahousaht Chief and Alec Dick** will provide a first-hand account about how their community managed the media during the recent H1N1 outbreak and ensuing media onslaught.

**Grand Chief Doug Kelly** will be on hand to help facilitate groups and conduct on camera interviews. This session will be facilitated by the PR Associates' team which includes former journalists, public relations professionals and crisis communication experts.

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