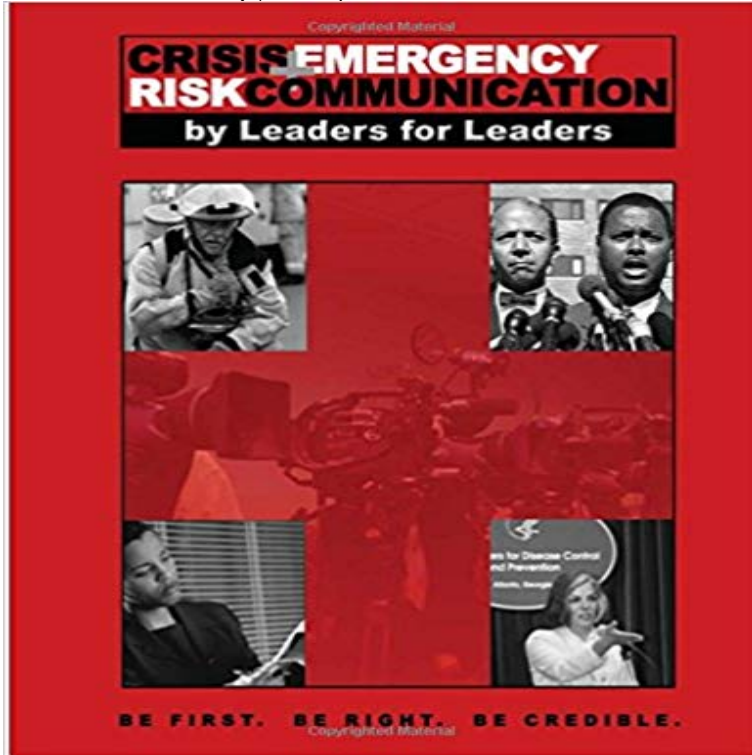


Crisis Emergency Risk Communication



This book gives leaders the tools to navigate the harsh realities of speaking to the public, media, partners and stakeholders during an intense public-safety emergency, including terrorism. In a crisis, the right message at the right time is a resource multiplier that helps response officials get their job done. Many of the predictable harmful individual and community behaviors can be mitigated with effective crisis and emergency risk communication. Each crisis will carry its own psychological baggage. A leader must anticipate what mental stresses the population will be experiencing and apply appropriate communication strategies to attempt to manage these stresses in the population.

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CHECKLIST: Basic tenets of emergency risk communication. **CERC Online TrainingCrisis & Emergency Risk Communication** The CERC Manual describes core emergency and crisis communication principles and how they apply to each phase of an emergency. Tools are available to prepare communication plans or use during a crisis. The CERC wallet card summarizes CERC and is a quick reference for communicators **CERC By Leaders for Leaders Final.p65 - CDC Emergency** La reconnaissance du CERC (Crisis and Emergency Risk Communication Communication sur les risques en cas de crise et durgence) en tant quoutil dans **CRISIS AND EMERGENCY RISK COMMUNICATION - CDC** Crisis and emergency risk communication is the attempt by science- or public health professionals to provide information that allows an individual, stakeholders, **Crisis and Emergency Risk Communication: Lessons from the Elk** Crisis & Emergency Risk Communication: By Leaders for Leaders. 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