



## **NEWS RELEASE**

### **ALABAMA DEPARTMENT OF PUBLIC HEALTH**

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## **Crisis and Emergency Risk Communication training to be held in Montgomery**

### **FOR IMMEDIATE RELEASE**

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The Alabama Department of Public Health will sponsor a two-day, interactive training in crisis and emergency risk communication in Montgomery, June 29 and 30. The purpose of the training, titled "Crisis Communication and Media Relations in the 21st Century", is to provide participants with the essential knowledge and tools to communicate to the public, media and other partners during a public health emergency, including terrorist events.

The training will feature Crisis Communication Specialist for the Centers for Disease Control and Prevention, Barbara Reynolds, who will conduct the 12-module course. Topics of the training will include working with the media, crisis communication planning and risk assessment, terrorism and bioterrorism communication challenges and on-camera media interview role playing exercises.

"Our goal for this training is to provide the information and skills necessary for participants to make the best possible choices in times of threatening events, under most likely impossible time constraints. In addition we want to train them how to communicate those decisions to the public and their partners at the state, local and federal level," said Jamey Durham, director of the Risk Communication Branch at the Alabama Department of Public Health.

The training will be held at the Civic Center in Montgomery and is open to public health professionals, medical professionals, media, law enforcement, first responders, and community and volunteer leaders. Registration is free and continuing education credits will be offered.

The registration deadline is June 1. For more information, or to register, please contact Takenya Stokes at (334) 206-7026, [tstokes@adph.state.al.us](mailto:tstokes@adph.state.al.us) by June 1.

**CRISIS COMMUNICATION & MEDIA RELATIONS IN THE 21ST CENTURY**

**June 29-30, 2004**

Civic Center, 300 Bibb Street, Montgomery

NAME\_\_\_\_\_

DISCIPLINE\_\_\_\_\_

ORGANIZATION\_\_\_\_\_

ADDRESS\_\_\_\_\_

CITY\_\_\_\_\_STATE\_\_\_\_\_ZIP \_\_\_\_\_

PHONE (including area code)\_\_\_\_\_

E-MAIL\_\_\_\_\_

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