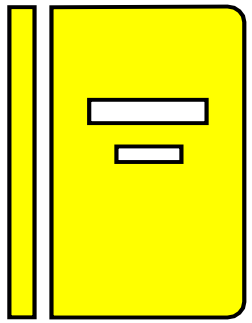
Introduction on communication during Emergency

International Master Courses in
Protection Against CBRNe events

UNIVERSITY OF ROME TOR VERGATA

Ahmed Ibrahim Contact:
Mobile :+971557778636,
Email: Ahmed@gamalibrahim.com



Objective

The following outline highlights some of the course's key learning points. As part of your specialization, you can apply the content as needed to meet your Role objectives.

At the end of the course you will find a copy of the participant materials, Quizzes, and Useful resourses.

Main Objectives of the Lectures

How case studies on communication help us to understand?

What is Communication and the challenges in the it might cause?

How Communication affects the response system?

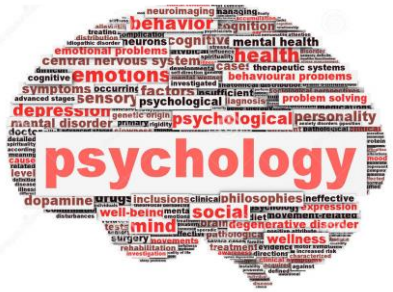
How Social Media is changing the perception of Communication during Emergencies?

What are the recommendations to improve communication during Emergencies?

Lectures Topics

Effective Emergency Communication

Social Media & Emergency

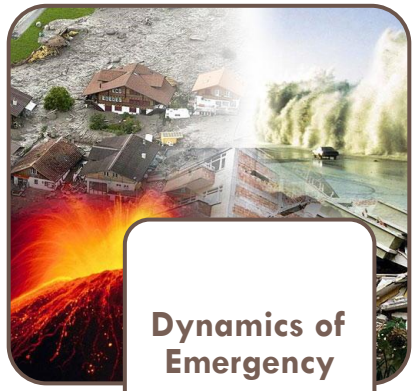


Emergency Psychology Communication

Communication with Public

Lectures Topics

Type of Disasters



Dynamics of Emergency

Communication Technology

Types of Disasters

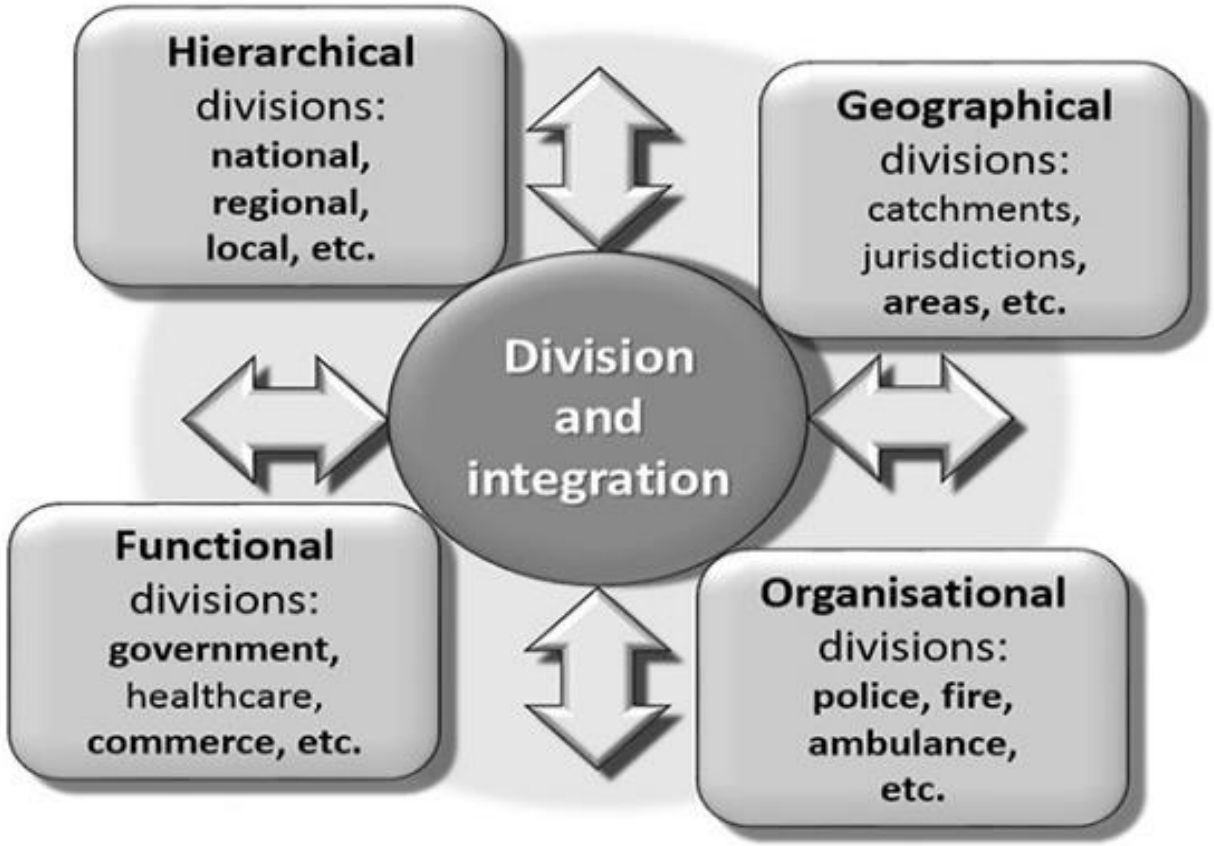
Nature of the Disaster	Examples
1. Technical	IT Systems Breakdown, Contamination, Nuclear Emergency, Industrial Accidents, Government Crisis, Natural Disaster.
2. Economical	Industrial Accident, Supplier Failure, Utilities Failure.
3. People	On-Site Product Tampering, Malicious Acts, Sabotage, Offsite Product Tampering
4. Social	Terrorism, Labour Strikes, Organizational Failure

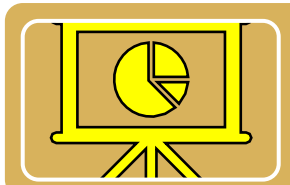
Examples of different types of crisis (Doug Enns & Hugh Lindsay, 2008)

- Communication Channels
- Communicating with Impact
- Critical Evaluation of Communication
- Basic Communication Principles
- Communication Templates
- Social Media Communication

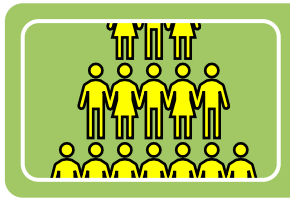
- Evacuation Phase
- Evaluation Phase
- Post Emergency Communication
- Assessment
- Cleanup

Communication Bodies





What is social media?



Social Media Rumors

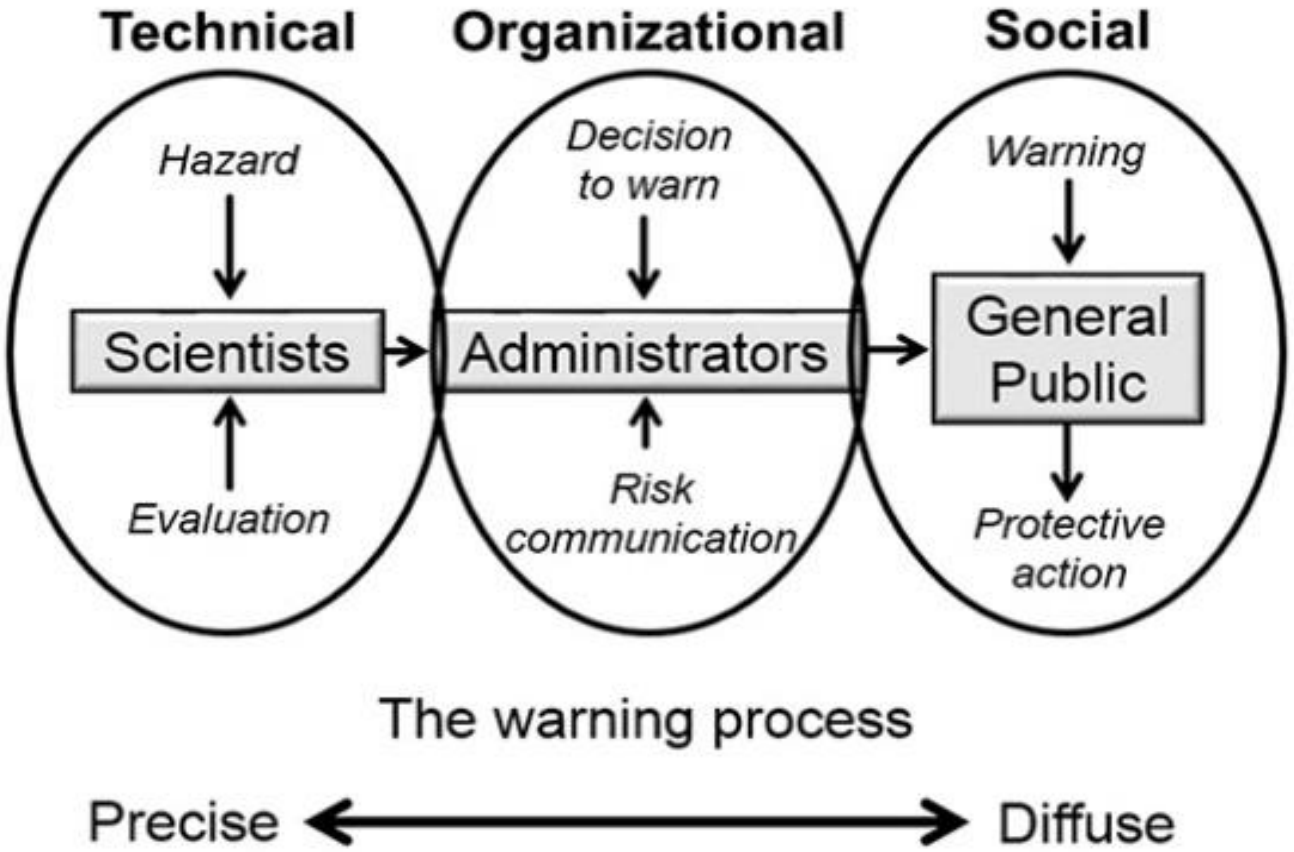
Stress Investigation Process

Social Media Usage

Why Social media matters now?!

Social Media is the latest platform to be included in the Communication Channel. People who receive specific instructions for appropriate actions following an emergency will be more likely to make effective and prompt decisions to maximize their safety. The underlying mission of this messaging document is to share as much relevant information as possible to maximize public health and safety either it is radiological major accident or following a nuclear detonation.

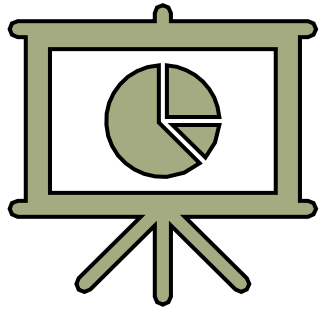
Warning Process



Misleading Photography

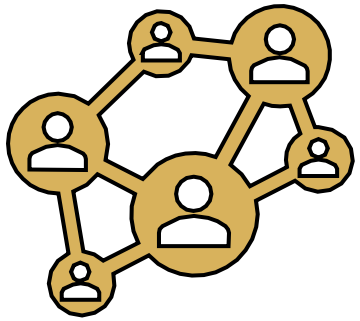
If people don't want their photograph taken then we should absolutely not do so unless they are committing a crime or a human rights violation.

- Communication Psychology
- Specialized Sites
- Stages
- Rules
- Criteria
- Silent Communication Reactions
- Defusing and Debriefing techniques



Which Authorities

Emergency Communication planning process



Authorities use for Social Media

The tool of social media becomes an advantage for the authorities to communicate with the families of the victim and sending out the instructions but in the wrong hands it can cause havoc because the medium has a huge following with no proper system of the fact checks and it can be used to spread fake news

Conclusion

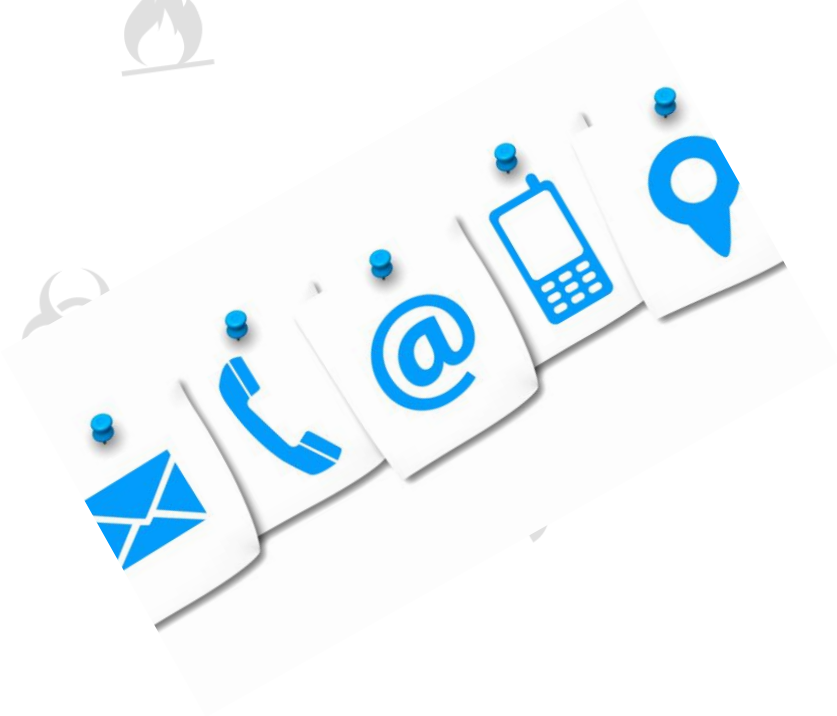
Training all parties on communication and applying new technologies is the basic building block of the whole system. The team communicate with the central command and in return center command devise a strategy with the cooperation of the decision support system

Conclusion

Social Media have become a part of the communication system and strategies are needed to incorporate the positive effects of the medium in crisis management.

Conclusion

Every disaster is unique in its own way and especially the CBRNe emergencies need a delicate response and therefore to balance the sensitivity of time, organizations s have come up with default immediate response to minimize the abrupt effects of the disaster



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