
Disaster Public Affairs Overview DSOSS201C, 07/07

Description	<p><i>Disaster Public Affairs Overview</i> is an online course consisting of six separate learning modules that reside on the Red Cross Learning Management System (LMS). The course provides an introduction of disaster Public Affairs to employees and volunteers who will be going on disaster relief operations.</p> <p>Participants must demonstrate mastery of the concepts presented in the course by scoring 80% or greater on the final assessment to receive a certificate of completion.</p>
Purpose	<p>The purpose of this online course is to provide an overview of the role Public Affairs plays in disaster relief as well as guidelines for Red Cross employees and volunteers working in any activity to use when responding to a media inquiry.</p>
Learning Objectives	<p>After completing this online course, participants will be able to—</p> <ul style="list-style-type: none">• Describe the role of disaster Public Affairs at the Red Cross and its importance to our mission.• Explain how disaster Public Affairs fits into the structure of a Red Cross disaster relief operation.• Provide the media with key messages and develop the skills to represent the Red Cross effectively.• Use guidelines for dealing with the media and prepare to handle a media inquiry.
Audience	<p>Participants in this course may include American Red Cross employees or volunteers, DSHR members who are currently serving in, or are interested in, Disaster Public Affairs, supervisory staff members from all DSHR groups and other individuals at a chapter or service area interested in learning more about disaster Public Affairs, or whose duties may interrelate with Disaster Public Affairs workers.</p>
Prerequisites	<p>Recommended:</p> <ul style="list-style-type: none">• <i>Fulfilling Our Mission: Translating Your Compassion Into Community Action</i> (DSGEN200A, 07/06)
Length	<p>The course consists of six modules, and takes approximately one hour to complete, including the final assessment.</p>

Scheduling

Host and/or sponsoring units are responsible for scheduling participants through the Learning Management System (LMS). Participants can access this self-paced course 24 hours a day, 7 days a week via the internet.

Instructor Requirements

Because this course is available online, no instructors are required.

Materials

Because this course is available online, no materials are required.
