
Fundamentals of Disaster Public Affairs: The National Response DSOSS400A, 07/07

Description *Fundamentals of Disaster Public Affairs: The National Response* is a facilitator-led course that introduces Red Cross communicators to the critical tasks necessary to initiate a national disaster public affairs response. The course is designed for those individuals who will serve as Supervisors or Managers in the Public Affairs activity on a national disaster relief operation.

Participants will have the opportunity to engage in case-based scenarios, group exercises, practice activities and open discussion. These participatory activities are designed to reinforce important concepts and meet segment objectives.

Purpose The purpose of this course is to examine the scope and responsibilities of the Public Affairs activity, in order to provide a framework in which to apply your public affairs knowledge, skills and experience on disaster relief operations.

Learning Objectives After completing this course, you will be able to—

- Recognize and understand the characteristics and the structure of disaster relief operations.
- Identify the scope and responsibilities of the Public Affairs activity within a disaster relief operation.
- Understand the information needs of people affected by the disaster, partner agencies and internal and external audiences.
- Develop, implement and evaluate communication strategies that promote Red Cross Disaster Services and enhance the overall image of the Red Cross.
- Identify and manage current hot topic issues.
- Recognize the challenges in building a team and integrating local and visiting staff.
- Understand the importance of implementing a seamless transition from chapter public affairs responses to disaster relief operation and back to chapter response as the operation scales back.

Audience The course is intended for Red Cross employees or volunteers who demonstrate the potential to serve in leadership positions (Supervisor or Manager) in the Public Affairs activity on a national disaster relief operation. The audience may also include public

information specialists, Public Affairs chairpersons and others who wish to be considered for deployment in the Public Affairs activity as supervisors or managers on a disaster relief operation through the DSHR system and supervisory staff members from all DSHR groups.

Prerequisites

Required:

- *Fundamentals of Disaster Public Affairs: The Local Response* (DSOSS200A, 07/07)
 - Experience equivalent to a supervisor in the Public Affairs activity on a disaster relief operation.
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Length

This one-day course can be taught in 6 and a half hours. Note, if there are more than 14 participants, you will need to add up to one additional hour. That includes two 10-minute breaks and a one-hour lunch break.

Scheduling

A minimum of 12 and a maximum of 24 participants are recommended. The course is scheduled by the Service Area Training Officer in coordination with the Service Area Communication, Marketing and Government Relations Unit.

Instructor Requirements

The course will be delivered by a team of facilitators, one of whom has had at least one year of leadership experience in the Public Affairs activity. One facilitator should be experienced in public affairs on local disaster relief operations and one should have at least one year of leadership experience in the Public Affairs activity on a relief operation at the service area level or beyond. Facilitators must be familiar with current disaster regulations and procedures and Red Cross agreements with other agencies that provide disaster relief.

Facilitators need to be authorized as an intermediate-level Red Cross instructor and have completed:

- *Disaster Public Affairs Instructor Essentials* (DSOSS500A, 07/07)
**Note, Disaster Public Affairs Instructor Essentials is intended to provide existing Public Affairs I and Public Affairs II instructors and new instructors with the background to evaluate media interviews and to orient them to the new Disaster Public Affairs messaging strategy.*
 - *Disaster Public Affairs Overview* (DSOSS201C, 07/07)
 - *Fundamentals of Disaster Public Affairs: The Local Response* (DSOSS200A, 07/07)
 - *Fundamentals of Disaster Public Affairs: The National Response* (DSOSS400A, 07/07)
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Materials

For a list of materials, see the Disaster Training Courses page on CrossNet. A PowerPoint presentation is required for this course. PowerPoint and accompanying audio capabilities are necessary to play the embedded video clips. Also required are a television set with video and audio inputs and a video camcorder and video tape (two televisions and camcorders if more than 12 participants).
