

Emergency risk communication (ERC)

5-STEP CAPACITY-BUILDING PACKAGE

1. Training



ERC training sessions are tailored to meet needs and gaps identified in national ERC plans and documents. Through a mix of lectures, skill drills and media tips, participants learn and practice effective communication in public health emergencies. The training is designed for epidemiologists, experts in pandemic preparedness and vaccination and emergency response and communications specialists.



2. Capacity mapping

The ERC capacity-mapping tool is used to identify needs and gaps in order to strengthen national ERC. The aim is to review priorities for intervention to be included in the ERC plan and in a national ERC capacity-building roadmap.

3. Plan writing



The plan template supports and facilitates the development of a tailored national multihazard ERC plan. The Regional Office also assists countries in adapting and integrating the ERC plan into their national preparedness and emergency response plans, according to their governance structure.



4. Plan testing

The WHO Regional Office for Europe provides support for testing the ERC plan in multisectoral simulation and table-top exercises in:

- health emergencies: disease outbreaks (including pandemic influenza), natural disasters and humanitarian and environmental crises;
- ERC principles: early, transparent communication, communication coordination, listening and community engagement, effective channels and key influencers.

5. Plan adoption



On the basis of the results of the simulation exercise, the Regional Office makes recommendations for updating the national ERC plan and facilitates its integration into national preparedness and response plans. As part of the process, the Regional Office supports the development and implementation of a capacity-building roadmap based on identified priorities. The roadmap can include ERC training and workshops for different audiences and integration of ERC into technical capacity-building activities and field simulation exercises.