

<b>Course Title :</b> <b>Emergency Public Information</b>
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**Course Sponsor:**      Emergency Management Alberta

**Target Audience:**

- Individuals who have been or may be assigned an emergency public information role in their community
- Directors of Disaster Services
- Municipal elected officials
- Senior members of emergency response organizations (e.g. fire, police, etc.) who would be interacting with the media in an emergency situation

**Participant Restrictions:**

Access is through municipalities.

**Course Description:**

The intent of this course is to prepare participants to carry out their agency spokesperson role and/or their Emergency Public Information role in a major emergency or disaster.

**Course Objectives:**

At the end of the course, participants will:

- Understand the role of the media in a major emergency or disaster
- Understand the various types of media
- Understand the principles of crisis communications in a major emergency or disaster
- Understand the roles and responsibilities of an Emergency Public Information Manager or designate
- Know how to develop, maintain and activate an Emergency Public Information plan, which is a specialized component of the Municipal Emergency Plan
- Understand Alberta's emergency management legislation and framework
- Know how to implement best practices for disseminating information to the public and the media in a major emergency or disaster

**Prerequisite:**

Prior completion of the Basic Emergency Preparedness (BEP) Course is strongly recommended.

**Type of Instruction:**

A variety of instructional methods will be incorporated (e.g. content presentations, class discussions) to achieve the desired learning outcomes. As well, at least one discussion exercise is included to provide learners with an opportunity to practice and apply their knowledge and skills.

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Office of Emergency Preparedness, Planning & Training*

- Class Size:** A minimum of 15 participants is required.
- Course Location:** Location is determined by the municipality scheduling the course.
- Course Availability:** Municipalities wanting to arrange a course can contract with a trainer to deliver the course according to Emergency Management Alberta (EMA) training standards.
- Cost:** Municipalities with a population of less than 20,000 are eligible for a training grant to cover course costs. Courses are delivered on a regional basis.
- Point of Contact:** (EMA) Emergency Management Alberta, Training Programs  
Telephone: 780-422-9000
- Additional Comments:**