
Fundamentals of Disaster Public Affairs: The Local Response DSOSS200A, 07/07

Description *Fundamentals of Disaster Public Affairs: The Local Response* is a facilitator-led course that introduces Red Cross communicators to the critical tasks necessary to initiate a chapter disaster public affairs response.

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

Purpose The purpose of this course is to prepare Red Cross Disaster Public Affairs employees and volunteers to initiate the public affairs activity at their local chapter by—

- Providing an overview of the American Red Cross Disaster Public Affairs, enabling chapter communicators to begin working in the Disaster Public Affairs role.
- Explaining the Disaster Public Affairs structure on a local level.
- Preparing any Red Cross employee or volunteer to effectively respond to local media inquiries and to proactively present Red Cross messaging.

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

- Describe the mission of Disaster Public Affairs.
- Explain the role of chapter communicators during a local disaster.
- Gather and organize information from a disaster scene.
- Identify and discuss Disaster Public Affairs tasks performed on a chapter-level disaster response.
- Define the roles of the media and the importance of a successful partnership.
- Describe the Red Cross policies regarding the media and the process for successfully working with them before, during and after a disaster.
- Understand the importance of preparedness and personal readiness.
- Identify opportunities for ongoing Disaster Public Affairs involvement.

Audience Participants are Red Cross employees and volunteers, public information specialists, chapter executives and chairpersons and others who may find themselves acting as spokespersons for a chapter disaster response.

Prerequisites	<p>Required:</p> <ul style="list-style-type: none"> • <i>Fulfilling our Mission: Translating Your Compassion Into Community Action</i> (DSGEN200A, 07/06) • <i>Disaster Public Affairs Overview</i> (DSOSS201C, 07/07) <p>Recommended:</p> <ul style="list-style-type: none"> • <i>Client Casework: Providing Emergency Assistance</i> (DSCLS202A, 07/06) • <i>Mass Care Overview</i> (DSMCC200A, Rev. 04/07) • <i>Fundamentals of Disaster Assessment</i> (DSIMS200B, 08/06) • <i>Disaster Fundraising: Preparing and Responding in Chapters</i> (A3074-3, 03/06) • <i>Shelter Operations</i> (ARC3068-11, Rev. 09/05)
Length	This one-day course can be taught in 6 and a half hours. That includes two 10-minute breaks and a one-hour lunch break.
Scheduling	This course is a Disaster Public Affairs training course for the local communicator. As such, it is scheduled by the chapter based on need for a minimum of 12 and a maximum of 24 participants.
Instructor Requirements	<p>The course will be delivered by a team of facilitators, one of whom has had at least one year of leadership experience in chapter public relations. Collectively, they should have experience in public affairs on local disaster relief operations. Instructors must be familiar with current disaster regulations and procedures and Red Cross agreements with other agencies that provide disaster relief.</p> <p>Facilitators need to be authorized as a basic-level Red Cross instructor and have completed:</p> <ul style="list-style-type: none"> • <i>Disaster Public Affairs Instructor Essentials</i> (DSOSS500A, 07/07) *Note, <i>Disaster Public Affairs Instructor Essentials</i> is intended to provide existing <i>Public Affairs I</i> and <i>Public Affairs II</i> instructors and new instructors with the background to evaluate media interviews and to orient them to the new <i>Disaster Public Affairs</i> messaging strategy. • <i>Disaster Public Affairs Overview</i> (DSOSS201C, 07/07) • <i>Fundamentals of Disaster Public Affairs: The Local Response</i> (DSOSS200A, 07/07) • <i>Fundamentals of Disaster Public Affairs: The National Response</i> (DSOSS400A, 07/07)
Materials	For a list of materials, see the Disaster Training Courses page on CrossNet. PowerPoint presentations are required for this course. PowerPoint and accompanying audio capabilities are necessary to play the embedded audio and video clips on the PowerPoint slides.