



Emergency Public Information (EPI)

Purpose:

- This course prepares participants to carry out the role of an Emergency Public Information Officer (or crisis communication officer) as part of an organization's Emergency Management Team. The EPI course trains participants to effectively prepare for and respond to public and media inquiries relating to an emergency.

Content:

- Effective communications
- Identifying risks and hazards
- Crisis communications overview
- Media overview
- Identifying your target audience
- Developing key messages
- Media interviews
- Tools - getting the message out
- Tips - dealing with the media
- Social media in crisis communications
- Holding a press conference
- Creating your crisis communications plan

Who should attend?

- The course is intended for emergency management personnel including municipal staff and officials, fire, police, EMS, public works, health and social services, provincial departments, commissions and agencies and volunteer organizations (NGOs).
- This course is designed for communication officers, media contact persons, public relations personnel, spokespeople, and any personnel who are or may be involved in the organization's emergency planning and response.

Course Certification:

- A Certificate will be issued once participants participate in all class lessons and activities.

Prerequisite:

- Completion of the Basic Emergency Management Course is considered an asset