



Crisis Communications and Disaster Preparedness A Workshop for California's Public Officials

Working with the University of California at San Diego, the California Emergency Management Agency (Cal EMA) has developed a preparedness program focusing on elected and appointed public officials who have a pivotal role in managing public messaging and restoring confidence in government following a catastrophic event. Developed and delivered in collaboration with the UC Institute on Global Conflict and Cooperation at UC San Diego and in partnership with UC Center Sacramento, this program provides a tremendous benefit to public leaders in California.



The Crisis Communications and Disaster Preparedness program is based on the need for leaders and experts who are prepared to manage the aftermath of both manmade and natural disasters in California. The customized training focuses on elected officials roles and responsibilities, lessons learned from previous disasters and crisis communications during an “Incident of National Significance”, defined by the U.S. Department of Homeland Security as one of more than a dozen scenarios which includes terrorist attacks using weapons of mass destruction as well as catastrophic natural disasters.

These seminars are available without charge to city council members, mayors, board of supervisors, police and fire chiefs, public health officers and their senior staffs, often in conjunction with the annual statewide homeland security exercise, Golden Guardian.

The University of California Institute on Global Conflict and Cooperation (IGCC) facilitates innovative, rigorous research into the causes of international conflict and cooperation. IGCC is committed to educating problem-solvers and peacemakers through its highly-respected research and training activities. For more information on IGCC and its programs, visit <http://igcc.ucsd.edu>



“Just as California mandates training for all law enforcement officers, including chiefs, so too should this program be mandated for mayors, city councils, and other elected and appointed leaders. Great program!

- Official from Orange County

Crisis Communications and Disaster Preparedness Workshop (Two hour duration)

1. **Agenda/Introduction** - Review goals of the session and key topics to be covered.
2. **Disaster Response** - What changes as a result of a disaster? Discussion of role, activities of others; how terrorist events alter response.
3. **State Operations** - Provide an understanding and context for the roles of others during events and relationship among local, state and federal agencies through the Standardized Emergency Management System (SEMS) and the National Response Framework (NRF).
4. **Break**
5. **Media and Messaging** - Crisis communications needs and tools; How the media responds; what the media expectation is during a disaster; how to work with reporters.
6. **The Public Official Role** - How to best manage time and team during an event of consequence.
7. **Preparedness Exercises** - The critical importance of exercises and how can benefit senior elected officials and their staffs.
8. **Debrief and Critique/ Questions**—Examination of key topics; identify areas for future focus.

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