



**Regional Workshop on Risk Communications for International Health
Regulations (IHR) / Pandemic Influenza Preparedness (PIP), New
Delhi, 28 – 29 October 2015**

Day 1, Wednesday, 28 October	
0830 – 0845	Introductions, objectives and expectations Roderico Ofrin & Vismita Gupta-Smith
0845 – 0915	What We'll Cover A Taste of What's to Come: "Too Soon to Panic" Peter Sandman & Jody Lanard
0915 – 1030	Introduction to Risk Communication Risk = Hazard + Outrage Twelve components of outrage Three paradigms of risk communication Peter Sandman & Jody Lanard
1030 – 1100	Tea / Coffee break
1100 - 1330	Introduction to Risk Communication (continued) Identifying the paradigms Three risk communication games Peter Sandman & Jody Lanard
1145 – 1230	Outrage Management: Low-Hazard, High-Outrage Stake out the middle Acknowledge prior misbehaviours Acknowledge current problems Give away credit to critics Share control and be accountable Get underlying issues into the room Peter Sandman & Jody Lanard

1230 – 1330	Lunch
1330 – 1415	Preparedness for crisis communication Uttara Uttara Bharath Kumar, Johns Hopkins University
1415 – 1530	Precaution Advocacy: High-Hazard, Low-Outrage Technical specifications for precaution advocacy GAAMM model for precaution advocacy planning Rational Model/Advertiser's Model/Cognitive Dissonance model Precaution Advocacy through Outrage Management Peter Sandman & Jody Lanard
1530 – 1600	Tea/coffee
1600 – 1630	Pre-Crisis Communication Peter Sandman & Jody Lanard
1630	Closure
Day 2, Thursday, 29 October	
0830 – 9000	Q&A/Discussion/Review Peter Sandman & Jody Lanard
0900 – 1000	Crisis Communication: High-Hazard, High-Outrage Introduction to crisis communication meta-messaging Reassurance versus alarm Confidence versus uncertainty Dilemmas and disagreements Speculation ... and rumours Peter Sandman & Jody Lanard
1000 – 1030	Tea/ coffee break
1030 – 1230	Crisis Communication (<i>continued</i>) Responding to emotions Adjustment reactions Humanizing leadership Involving the public in mid-crisis Errors, misimpressions, and half-truths Talking about worst case scenarios Peter Sandman & Jody Lanard

1230 – 1330	Lunch
1330 – 1400	Risk Communication under IHR/ PIP, where are we and what will compliance look like Vismita Gupta-Smith, Roderico Ofrin
1400 – 1430	Communication in health emergencies – Ebola, Nepal earthquake and importation of MERS CoV in Thailand Roderico Ofrin, Sirendra Vong
1430 – 1500	Stakeholders analysis for IHR risk communication plan Group work
1500 – 1600	Key components of an all hazard risk communication plan Group work - 30 mins Presentation by groups and discussion at the plenary – 30 mins (Tea / coffee served on the tables)
1600 – 1645	Road map for national IHR / PIP risk communication plan Group work - 20 mins Presentation by groups and discussion at the plenary – 30 mins
1645 – 1715	Recommendations for WHO support for risk communication compliance under IHR / PIP