Department:

Risk Management

Course Description:

This course provides a comprehensive overview of the risk communication process. The course will cover care, consensus, and crisis communication as it relates to environmental, safety, and health issues.

Course Competencies:

Upon completion of the course, the student should be able to:

1. Describe the risk communication process.
2. Explain the primary approaches to risk communication.
3. Describe the laws mandating risk communication.
4. Explain the constraints to effective risk communication.
5. Describe the ethical issues associated with risk communication.
6. Describe the primary principles of risk communication.
7. Summarize the risk communication planning process.
8. Explain the components of an effective risk communication plan.
10. Develop effective visual representations of risks.
11. Develop effective face-to-face communication.
12. Describe the risk manager’s role in communicating with the media.
13. Describe the risk manager’s role in communicating with stakeholders.
14. Describe the components of an effective technology-assisted communications program.
15. Describe the process of evaluating risk communication efforts.
16. Describe the steps to effective risk communication before, during, and after emergencies.

Course Content:

A. Introduction to Risk Communication
B. Approaches to Communicating Risk
C. Laws that Mandate Risk Communication
D. Constraints to Effective Risk Communication
E. Ethical Issues
F. Principles of Risk Communication
G. Determine Purpose and Objectives
H. Analyze Your Audience
I. Develop Your Message
J. Determine the Appropriate Methods
K. Set a Schedule
L. Develop a Communication Plan
M. Information Materials
N. Visual Representation of Risks
O. Face-to-Face Communication
P. Working with the Media
Q. Stakeholder Participation
R. Technology Assisted Communication
S. Evaluating Risk Communication Efforts
T. Risk Communication Before, During, and After Emergencies

Learning Assessments:

Course competencies will be assessed by use of a series of written examinations, a semester project requiring participation in a team, the synthesis and application of risk management principles to solve a problem, response to risk communication focused scenarios, and a final presentation.

Instructional Materials:


Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students must complete the “Disabilities Self-Identification Form” at this link: https://highlandcc.edu/pages/disability-services.

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.