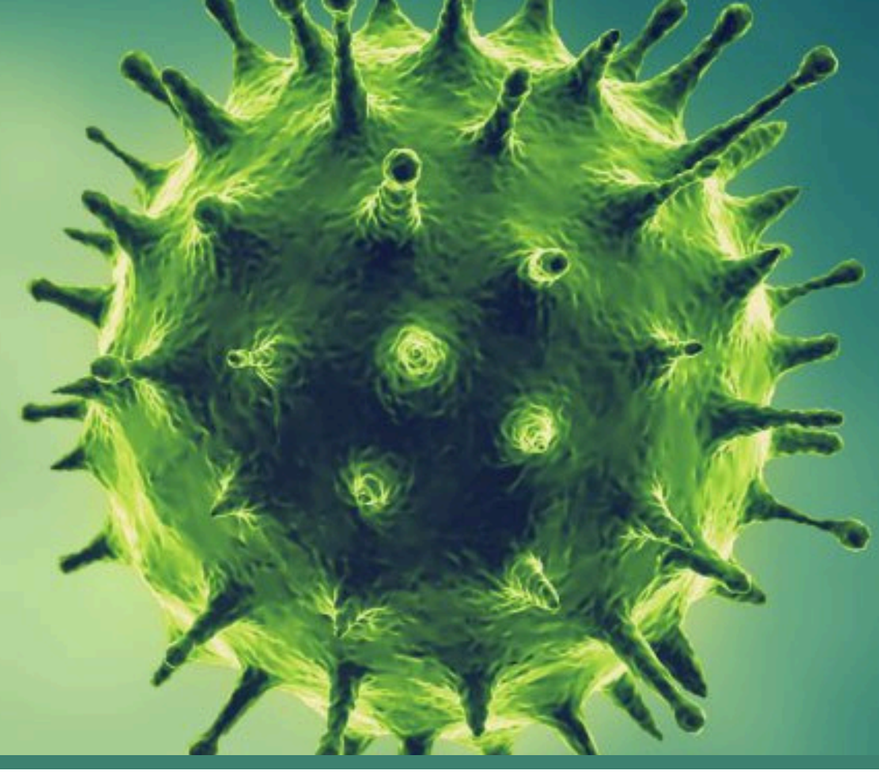

NEW YORK STATE | Homeland Security and Emergency Services

Public Health Risk Communications

Date/Time: October 20-21, 2026
Check-in: 8:30AM-9:00AM; **Course:** 9:00AM-4:00PM

Location: State Preparedness Training Center (SPTC)
5900 Airport Road, Oriskany, NY 13424

Course Description

The goal of this two-day training program is to help improve the ability of NYS local health officials and first responders to **communicate effectively to different audiences and coordinate with both internal and external stakeholders** during infectious disease epidemics or outbreaks. The training will cover techniques in risk and crisis communication, strategies for communicating in a crisis, knowing your audience, message design, using social media, and controlling misinformation.

This training program also aims to improve the ability of NYS local health officials and first responders to **proactively identify new partners** who might serve as valuable resources in future health emergencies.

The training includes **tabletop exercises**, which provide an opportunity to **practice the crisis communication planning skills** covered in the training. In these tabletop exercises, participants will practice decision-making and crisis communication using scenarios that are grounded in real-world situations or are likely to occur. The exercises are intended to demonstrate the complexities of crisis communication and emergency response and, therefore, the value of risk communication planning across the state.

Course Objectives

The objectives of this training include:

- Learning the principles of health crisis communications, inclusive of communicating in times of risk, in times of uncertainty, via social media vs. traditional media, and to executive elected leadership.
- Practicing essential crisis communication skills through tabletop exercises.
- Practicing decision-making amid uncertainty and urgency.
- Learning responsibilities of and coordination across different government offices and agencies during infectious disease epidemics involving humans, animals, and the environment, including in general terms how surveillance, monitoring, and reporting is done, and how information is shared among relevant New York State departments.

Target Audience

This course is intended for **State and local public health officials, first responders, emergency managers, and other public sector stakeholders involved in public health related emergencies.** The New York State Division of Homeland Security and Emergency Services (DHSES) reserves the right to determine eligibility for this course.

Cost

There is **NO fee** for this course. Lunch will be provided. Travel and all other meals are the responsibility of the course participant.

Lodging

Lodging will be provided on the nights of October 19th and October 20th for participating public sector personnel.

You are eligible for lodging if your residence and official work station are **more than 50 miles from the SPTC** and you are a state or local responder. Lodging is not available for federal employees or private sector participants. You must be enrolled in the course and have received lodging confirmation from the SPTC before arriving at the Center, or your lodging will not be covered, and you will not be allowed in the class.

No Show Policy

Failure to attend a class you have registered for can result in restrict on future course attendance and agency notification.

Registration

Please register by clicking HERE.

Course Provider

This course will be delivered by **Cornell Cooperative Extension** in collaboration with the **Cornell Center for Pandemic Prevention and Response**. The Cornell Cooperative Extension embeds staff in every county in New York and has developed exceptional relationships with local municipalities and community organizations. The Cornell Center for Pandemic Prevention and Response is a program led by the College of Veterinary Medicine and Weill Cornell Medicine that focuses on research, service, and training for infectious disease emergencies.

Questions

If you have any questions, please contact Matthew Curran at Matthew.Curran@dhses.ny.gov.