



**Canadian Institute of Public Health Inspectors
L'Institut canadien des inspecteurs en santé publique**

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**77th CIPHI National Education Conference
Post-Conference Workshop
Risk Communication
June 30, 2011
Halifax Marriott Harbourfront, NS**

Our best technical decisions and assessments can fail if communication with the public is not effective. Does your job involve communicating about environmental health risks? Do you want to hear examples and applications of risk communication taken right from the environmental and public health field? You are invited to participate in a one-day workshop presented by the National Collaborating Centre of Environmental Health (NCCEH) in partnership with CIPHI, Cape Breton University, and Alberta Health Services.

Starting with an overview on how people perceive risk, we cover the principles of effective risk communication and ways to get the dialogue working, all the time using examples from the environmental and public health fields. We will explore 'best practices' and share tips from planning the communication ahead of time to holding a town hall meeting.

In the afternoon, participants will work through case scenarios with follow-up analysis of their approaches.

The number of seats available is limited, so we encourage you to register early.

CIPHI Professional Development Hours: 6 PDH (approved April 6, 2011)

Outline:

8:15-8:30	Registration
8:30-9:00	Opening
9:00-9:30	Media Perspectives <i>Pauline Dakin, CBC</i>
9:30-10:30	Risk Communication Theories <i>Helen Mersereau, Cape Breton University</i>
10:30-10:45	Refreshment break
10:45-11:30	Risk Communication Examples <i>Helen Mersereau, Cape Breton University</i>
11:30-12:30	Risk Communication in Practice from One Department's Perspective <i>Nelson Fok, Alberta Health Services</i>
12:30-1:30	Networking Lunch (provided)
1:00-3:00	Case scenarios Closing