

ACHIEVING EQUITABLE OUTCOMES THROUGH EFFECTIVE PUBLIC INFORMATION AND WARNING

FEMA COURSE MGT-305

*EQUIPPING LEADERS TO BUILD
RESILIENT COMMUNITIES
THROUGH COLLABORATION*

Diverse populations receive, process, and interpret risk differently. When communication breakdowns occur, the result can be catastrophic. Building trust and effective communication methods across the whole community is essential to improving survivability and more equitable outcomes.

Are you equipped to effectively communicate climate risks across the whole community?

Register:



[alliancesolutionsgroupinc.
teachable.com/p/mgt-
305w-1](https://alliancesolutionsgroupinc.teachable.com/p/mgt-305w-1)

DELIVERED IN PARTNERSHIP BY



FEMA



Georgia Tech
**Enterprise Innovation
Institute**



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Course Overview:

In this course, participants will learn to recognize underserved populations and disadvantaged communities, identify their specific needs, build trust, and create effective communication strategies. Participants will learn practical techniques for developing messages and delivering them to increase their effectiveness when collaborating with trusted organizations within the community. Finally, participants will ensure the messages are tailored to address specific needs among the community members. By completing this course, participants will gain hands-on experience through performance-based activities and the knowledge and skills necessary to effectively communicate climate and weather-related risks among the whole community.

Course Scope:

This course teaches effective communication of climate and weather-related risks, tailored to address community needs, recognize underserved populations and disadvantaged communities, and collaborate with trusted organizations.

Target Audience:

Emergency managers, urban planners, state, local, tribal, and territorial government (SLTT) leadership, first responders, community-based organizations, economic development organizations, public health officials, councils of government, public information officers

Course Length:

8 hours, in-person, instructor-led training

Course Core Capabilities:

- Public information and warning
- Planning
- Operational coordination
- Community resilience

Certification:

A certificate will be issued to participants who successfully complete this course.