



## Public Information Officer for Health Care Providers

Tuesday, March 5, 2019  
The Broadway Hotel  
1111 E. Broadway  
Columbia, Mo.

The Missouri Hospital Association is providing a workshop to prepare PIOs in health care settings to communicate more effectively with high concern, high risk and high stress issues.

Topics will include the role of the PIO in a hospital, joint information center, health care coalition and incident command system; high concern, high risk and high stress communication tools, templates and skills; message mapping and message development techniques; and basic, intermediate and advanced media and crisis communications skills.

### Target Audience

PIOs, public relations and marketing professionals, staff responsible for messaging during incidents impacting operations.

### Faculty

Dr. Vincent T. Covello  
Director, Center for Risk Communication  
New York, New York

Dr. Covello is a nationally and internationally recognized trainer, researcher, consultant, and expert in communications in high concern, risk, and high stress situations.

His recent assignments include trainings, workshops, and consultations related to communications about active shooter situations, terrorist bombings, cyber-security incidents, organizational change, accidents, hospital emergencies, occupational safety, vaccine safety, waste disposal, air quality, water security, fires, operational disruptions, major budget cuts, hurricanes, earthquakes, tornadoes, Ebola, and Zika.

### Registration

There is no registration fee to attend. This course is being offered statewide and seats will be filled on a first come, first served basis for the first 45 registrants. Early registration is encouraged.

Clock hours may be applied toward CHEP certification.

**REGISTER**

This educational offerings is made available by the Missouri Hospital Association with the funds from the fiscal year 2018 Assistant Secretary for Preparedness and Response Hospital Preparedness Program and CFDA 93.899, through a subcontract from the Missouri Department of Health & Senior Services. Staff time and travel is at the employee/employer's expense.