

Radiation Safety Strategic Communications Workshops

Strategic Communications
Institute for Preparedness®



Strategic Communications Institute for Preparedness®

Preparedness is your solution to success. Our institute will help your organization build a resilient Strategic Communications program with the core capabilities needed to successfully address your risks of greatest concern. It includes a tailored course of study of Radiation Safety that provides communicators with a foundation in radiation basics and risk and crisis communications planning using communication tools across diverse mediums. Consistent through the courses are exercises for practice and demonstration of learning. Taking this time to prepare will help any organization succeed in achieving its communication's strategy and goals.



Radiation Fundamentals and Risk Communication

PG 4 - 5



Crisis Communication for Radiation Emergencies

PG 6 - 8



Digital and Social Media for Radiation Emergencies

PG 9 - 11



Media & Spokesperson Practice for Radiation Emergencies

PG 12

Trainer Bios

Contact Information



Radiation Safety Strategic Communications

KEY

Training Increments

In-Person Workshops



Virtual Workshops



Incremental Virtual Workshops



Hybrid Workshops



Intended Audience

- Government Leadership
- Health Physicists
- Emergency Managers
- Communication Professionals & Leadership
- Trainers and Consultants
- Policy Makers
- Power Plant Operators/Regulators
- Public Health Practitioners
- Radiological Operations Support Specialists
- Social Media Professionals

REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors during virtual deliveries.

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01 Radiation Fundamentals

When responding to emergencies or other incidents, it is imperative personnel are aware of how to protect themselves from the hazards they may face and accurately communicate these hazards to first responders. A basic understanding of how radiation works and recommended protective measures will help responders to minimize their risk for potential early and late radiation effects and make informed decisions about their safety. Attendees will learn about basic radiation terminology in order to facilitate communications. The basic principles of radiation protection and radiation's interaction with matter will be discussed, as well as potential risks to people posed by exposure to radioactive materials and strategies for communicating these risks. In addition to exposure issues being addressed, contamination – the presence of loose radioactive materials in the environment or on objects/people – will be discussed, along with various types of personal protection equipment (PPE) needed to protect the responder.



INSTRUCTOR

Steve Sugarman, Angela Leek

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03 Sorting Out the Alphas, Betas, and Gammas of Radiation Communication

This workshop addresses strategies for communicating radiological information to various audiences including subject-matter experts, leadership, the public and the media. When communicating radiological information, the right communication technique can be as important as the information being communicated. This training addresses frequently asked questions and common concerns people have about radiation and provides participants with strategies for identifying intended audiences, speakers, communication channels, and techniques for effectively delivering the message and assessing message success. Throughout the workshop, case studies are used to enhance learning objectives and highlight best practices and lessons learned.



INSTRUCTORS

Steve Sugarman, Angela Leek, Holly Hardin, Mark Basnight, & Ron Edmond

04 Radiation Perception in the Public Consciousness

While radiation emergencies are low in probability, they generate a lot of anxiety and fear in the mind of the public. Communication with the public and media about nuclear and radiological threats / emergencies is a challenge which demands coordinated action, and proper communication to lessen the consequences of radiological aspects, minimize fear, and enhance proper response behaviors in the public and responders. This workshop addresses various radiation emergencies and how they impact public consciousness, in addition to describing communication complexities and the importance of responder and public education.



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01 Identifying and Addressing Stakeholders for Radiation Emergencies

Different audiences have a range of different concerns, levels of knowledge and experience on radiation and nuclear issues. This calls for communication at different levels of technical detail, via different channels. This workshop offers practical solutions, templates, and tools for identifying and addressing stakeholder audiences, in addition to strategies for assessing stakeholders, accessing marginalized groups, reaching mobile populations, addressing trust and credibility, and initiating community mobilization. At the end of the workshop, participants will have a fundamental understanding of communicating with stakeholder audiences during a radiation emergency, in addition to a collection of templates and tools.



INSTRUCTORS

Holly Hardin, Mark Basnight, Angela Leek, & Ron Edmond

02 Prepared and Key Messages for Radiation Emergencies

As research has shown, high stress, high concern situations change the rules of communication and the ability for people to absorb information is hindered. Therefore, it becomes crucial to communicate thoughtfully so that the information is received as intended. This workshop provides science-based principles, tools, and templates for participants to integrate into prepared and key message development strategies. At the end of the workshop, participants will have a fundamental understanding of using prepared and key messages for a radiation emergency, in addition to a collection of templates and tools.



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03 Crisis Communication Strategies for Radiation Emergencies

Identifying intended audiences, communication objectives and indicators, key messages, communication channels, and employing a plan for monitoring and evaluation are essential to a successful communication strategy. This workshop provides science-based crisis communication principles, tools, and templates for participants to integrate into a quick communication strategy during radiation emergencies. At the end of the workshop, participants will have a fundamental understanding of how to implement a quick communication strategy for a radiation emergency, in addition to a collection of templates and tools.



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04 Joint Information System and Joint Information Center Methodology & Strategy

This workshop addresses the Information Management Cycle and the Joint Information System/Joint Information Center (JIS/JIC) as a structure and system for developing and delivering coordinated messages, executing public information plans and strategies, and managing rumors and inaccurate information. Using interactive and participatory activities, participants are provided methodology and strategy for integrating into and supporting the JIS/JIC. At the end of the workshop, participants will leave with strategies, tools, and interactive practice to build communications capacity leveraging the JIS/JIC during radiation emergencies.



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05 Identifying and Addressing Communication Complexities for Radiation Emergencies

This interactive and participatory workshop introduces participants to communication complexities highlighting why “the same things mean different things to different people” and offers strategies for enhancing communication effectiveness when communicating with target audiences. Case studies are integrated to reinforce the importance of identifying and addressing communication complexities during such times. This training is interactive and participatory with an emphasis on building skills and leveraging the varied communicator roles of participants.



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Mark Basnight, & Ron Edmond



06 Reputation Management Strategies

Intended for senior leadership and decision makers, this workshop addresses the role of effective communications for reputation management. Course participants are encouraged to engage in open dialogue to examine the responsibilities, staffing recommendations, training requirements, and the funding necessary to support effective communications for reputation management.



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07 When Minutes Matter: Public Alerts and Warnings for Radiation Emergencies

Emergency messages compel people to search for additional and confirming information by interacting with others. Social and behavioral research on public response to warnings has explored how variation in a range of communication factors impact motivating people at risk to take effective and timely protective actions. Using science-based principles and research, this workshop addresses protective action decision-making theories and provides strategies for communicators to employ when issuing public alerts and warnings for radiation emergencies to motivate people to take appropriate and timely protective actions.



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08 Get Inside, Stay Inside, and Stay Tuned: Nuclear Detonation Public Messaging and Communications Strategy and Practice

Effective nuclear detonation public messaging and communications requires overcoming unique challenges not present in other radiation hazards, including nuclear power plant or radiological dispersal device incidents. Based on existing U.S. guidance and nuclear incident science, this workshop provides decision-makers and communicators with strategy and practice to develop effective communications to address a nuclear detonation. Public and responder education and outreach, risk perception considerations, alerts and warnings including immediate lifesaving messages, crisis communication best practices, and combating information disorder will be addressed.



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01 Social Media Strategy and Practice for Radiation Emergencies

This interactive and participatory workshop offers practical solutions for using social media effectively to engage target audiences and plan effectively for social media communications during a radiation emergency. Social media strategy, planning, engagement techniques, and analysis are addressed. At the end of the workshop, participants will have a fundamental understanding of using social media for strategic communications during radiation emergencies, in addition to a collection of templates and tools.



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02 Advanced Social Media Strategy and Practice for Radiation Emergencies

This interactive and participatory workshop provides the next-level interaction with social media for strategic communications during a radiation emergency. This training provides advanced technology techniques and immersive interaction with social media to provide participants the opportunity to demonstrate learning objectives and incorporate advanced social media techniques into strategic communications during a radiation emergency. Social media planning, content development, and engagement best practices are addressed. At the end of the workshop, participants will have a fundamental understanding of using advanced social media techniques for strategic communications during radiation emergencies, in addition to a collection of templates and tools.



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03 Best Practices for Integrating Social Media into Radiation Emergency Drills and Exercises

This interactive and participatory workshop provides participants with strategies and immersive practice for planning, conducting, and analyzing digital and social media strategies during exercises and drills for radiation emergencies. Based on best practices, participants identify strategies for integrating digital and social media into planning, execution, and evaluation of drills and exercises. At the end of the workshop, participants will leave with a strategy for utilizing digital and social media tools and have a fundamental understanding of integrating digital and social media into drills and exercises for radiation emergencies.



INSTRUCTORS

Holly Hardin, Mark Basnight, or Ron Edmond



04 Advanced Social Media Planning and Analytics for Strategic Communications

This interactive and participatory social media workshop offers practical solutions for creating a social media strategy and plan and provides participants the ability to demonstrate how to capture and evaluate social media analytics. Tools, techniques, and templates are provided to participants for easy implementation.



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05 Strategic Communications for the Virtual Joint Information System/Joint Information Center

This interactive and participatory workshop offers practical solutions for building relationships, enhancing internal and external communications, streamlining information coordination and approval processes, and enhancing the information management cycle for the Joint Information System/Joint Information Center. Off-the-shelf tools, techniques, and templates are provided to participants for easy implementation.



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06 Building Effective Digital and Social Media Campaigns for Public Engagement and Outreach

This interactive and participatory workshop provides participants with strategies and hands-on, immersive practice for developing effective digital and social media campaigns for public engagement and outreach. At the end of the workshop, course participants will leave with a strategy for employing an effective digital and social media campaign.



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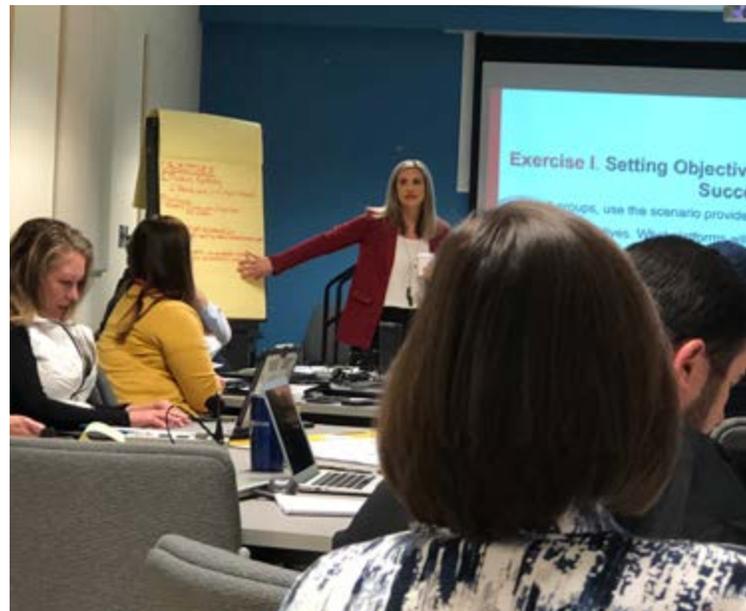
07 Managing Social Media Situational Awareness for Reputation Awareness

This interactive and participatory workshop provides participants with experience in using tools that monitor media and public-based information sources, such as social media, and aid in developing messages during a crisis. The workshop focuses on learning strategies for maintaining situational awareness by tracking activity and using social media resources to ensure approved information is readily available for decision-making.



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01 Spokesperson Preparation - Methodology, Strategy and Media Relations Practice for Radiation Emergencies

This interactive and participatory workshop provides participants with methodology, strategy, and media relations practice to help them better prepare to address the media during times of crisis and noncrisis. The psychology of messaging, developing effective press kits, media planning logistics, and using new technology to enhance media relations are addressed and practiced.



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02 Media Relations Practice for Radiation Emergencies

This interactive and participatory workshop prepares participants to enhance their communication skills and practice using new techniques for effective media relations. Using interactive and participatory methods, this course provides participants with the opportunity to practice effective media relations techniques using a variety of interview methods including on-camera and remote interviews.



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03 Risk and Crisis Communication Strategy and Practice for Leadership

This interactive and participatory workshop is specifically designed for senior management, leadership, decision-makers, and subject matter experts. The workshop provides senior officials risk communications principles, psychology of messaging, and establishing trust and credibility strategy and practice.



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04 Effectively Integrating Radiation SMEs into Emergency Public Communication

Radiation can be a scary word. A lack of knowledge and/or not understanding how radiation works can lead people to make decisions they may not have made had they been more aware of the true nature of the potential hazard. Integrating technical experts into public information messaging strategies can play a key role in providing information and guidance to various stakeholders to help facilitate good decision-making. This workshop addresses strategies for communicating radiological information to various audiences including subject-matter experts, leadership, public and media. When communicating radiological information, the right communication technique can be as important as the information being communicated. Frequently asked questions and common concerns people have about radiation are addressed, and participants are provided with strategies for identifying intended audiences, speakers, communication channels, and techniques for effectively delivering the message and assessing message success.



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Mark Basnight

SummitET® VP of Communications and Marketing

Mark is a John Maxwell Team certified speaker, trainer, coach, and a graduate of the Charlotte Leadership Forum. He is a member of the National Association of Government Communicators, and a U.S. Army Veteran. Mark is a founding member and a past Chair for the Department of Homeland Security (DHS) Virtual Social Media Working Group. He served as a Lead Public Information Officer during the 2012 Democratic National Convention and had a significant role in planning, coordinating and implementing the Joint Information Center for Charlotte-Mecklenburg. Mark is an alumnus of the inaugural FEMA 389 Masters Public Information Officer Program and a former adjunct instructor for the Emergency Management Institute (Emmitsburg, MD). He has been a keynote speaker, trainer, and panelist for numerous conferences including the National Association of Government Communicators (NAGC) Communication School, National Information Officers Association (NIOA) Conference, National Emergency Manager Association (NEMA) Conference, National Radiological Emergency Preparedness (NREP) Conference, Government Social Media Conference, Urban Areas Security Initiative (UASI) Conference, and Great Lakes Homeland Security Conference. Mark has also been a speaker and trainer internationally for foreign governments.



Holly Hardin

SummitET® Strategic Communications Program Manager

Holly Hardin has a passion for bridging the gap between science and practice to enhance strategic communications, in addition to developing preparedness solutions for government and private sectors. She is an international speaker on emergency preparedness and response strategic communication topics.

Holly manages strategic communications research analysis, in addition to developing publications related to the enhancement of advanced communications systems for public safety and health and integrates science and research into training to provide communicators with practical application. She has developed and delivered public affairs technology training courses for government agencies and the commercial nuclear industry, in addition to providing emergency public information training and exercise support government and private industry. She also acts as a subject matter expert for the International Atomic Energy Agency and serves on the Board of Directors for the National Association of Government Communicators.

Holly was an Emergency Management Communications at Argonne National Laboratory's Decision and Infrastructure Sciences Division. She served as the Co-Director of the Public Affairs Science and Technology Fusion Cell and the National Public Affairs Academy where she was responsible for facilitating and coordinating the science of communication between social scientists and those responsible for communicating critical messaging before, during, and after crises.

Holly served as Co-Chair for the Department of Energy's Emergency Management Issues Special Interest Group Emergency Public Information Subcommittee and as a first responder in the Oak Ridge Reservation Joint Information Center.



Ron Edmond

SummitET® Crisis Communication Subject Matter Expert

Ron assists domestic and international agencies with integrating risk communication best practices into their public-facing communications. His emergency preparedness experience extends into topics such as school safety and preparedness, active shooter, communicable and occupational diseases, transportation of radioactive waste, chemical weapons and manmade and natural disasters.

Ron designed and taught DOD's the first-ever crisis communication program; served on CDC's inaugural Crisis Emergency Risk Communication training team; taught crisis communication at Lee University; and facilitated numerous workshops for CDC-RSB and Conference of Radiation Control Program Directors (CRCPD). He has been a guest lecturer at NREP, Institute for Nuclear Security-University of Tennessee, World Nuclear University, National Stakeholders Transportation Forum, DOE's Emergency Management Issues Special Interest Group, and the American Nuclear Society.

Ron has contributed to numerous publications; served as a Controller/Evaluator for full-scale exercises, drills, and tabletops; worked as a Joint Information Center (JIC) Facility Manager and Spokesperson Advisor; designed and conducted JIC-specific functional training across the DOE complex; served as a communication first responder during the Colorado-Waldo Canyon Wildfires; and worked for the Utah Public Safety Command during the 2002 Winter Olympics.



Steve Sugarman

SummitET® VP Operations & Corporate Health Physicist

Steve has worked in the health physics field for more than 30 years. He is certified by the American Board of Health Physics and has a master's degree in Safety Education and Service from the University of Tennessee. His primary areas of interest are the integration of health physics into radiation emergency response and improving communications as they relate to radiological events.

With numerous peer-reviewed publications to his credit, Steve has provided training or invited lectures on radiation emergency response throughout the US and in over 20 foreign countries. Organizations to which he has been invited to speak include the IAEA, World Health Organization, US DOD, US NRC, FEMA, CDC, Health Physics Society, American College of American Toxicology, Greater New York Hospital Association, North American Congress of Clinical Toxicology, American Society for Radiation Oncology, South Central Public Health Partnership, National Radiological Emergency Preparedness Conference, and numerous hospitals, health care, and other response organizations.

Prior to SummitET, Steve was at REAC/TS as the Health Physics Project Manager where during his 18 years of service he responded to numerous real-world radiation emergencies and provided training/education to thousands of physicians, nurses, and other response personnel. During the early stages of the Fukushima accident, he was one of only two REAC/TS personnel authorized to speak to the media related to the incident.



Angela Leek

SummitET® Director of Radiological
Solutions & Regulatory Affairs

Angela has 16 years experience in the radiation control program at the Iowa Department of Health and Human Services and 9 years as the Bureau Chief for Radiological Health. As the Bureau Chief, Angela was responsible for all radiological regulation programs in Iowa which included licensing and inspection activities for all aspects of radiation producing machines, radioactive materials, and the radon and tanning programs within Iowa. Angela was also responsible for the implementation and ongoing operation of the online licensing database system that serves three bureaus and 16 different licensing programs across the ADPER/EH division.

Angela recently served as the Chairperson for the Conference of Radiation Control Program Directors (CRCPD) and served on the CRCPD Board of Directors for nearly six years. She was Iowa's governor-appointed state liaison officer to the Nuclear Regulatory Commission and Iowa's voting member for the Organization of Agreement States. Angela maintains active memberships with organizations across all aspects of radiation protection including the Health Physics Society, where she is currently serves as a Board Director member.

She earned her master's degree in Radiation Health Physics from Oregon State University and is currently working on her PhD at Iowa State University.



**A Preparedness
Solutions Company®**



Strategic Communications Institute for Preparedness® is a comprehensive program offered by Summit Exercises and Training LLC (SummitET®) to help agencies and organizations develop and implement effective internal and external communications before, during and after a crisis.

This program is based on organizational client-centric approach where we develop custom solutions to client's needs and goals. Our experts achieve this through proven training and exercise methodologies specifically developed by SummitET®. Each course incorporates internal communications and community education practices. Ready to discuss developing custom solutions for your agency or organization?

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