

# CERC

CRISIS + EMERGENCY RISK COMMUNICATION

The right message at the right time from the right person can save lives.

## CERC supports communication professionals in the fields of emergency response and public health.

It helps them better reach people with lifesaving information about disasters and other public health emergencies. CERC is based on lessons learned during public health emergencies, evidence-based practices from the fields of risk and crisis communication, and psychology.

-  **1 Be First**
-  **2 Be Right**
-  **3 Be Credible**
-  **4 Express Empathy**
-  **5 Promote Action**
-  **6 Show Respect**

## Take a CERC course

CDC offers limited CERC training in person or via web meeting. Each facilitated course is tailored to the host's learning objectives. To learn more about whether CERC training is right for your organization's needs and if a training team is available, please email [cercrequest@cdc.gov](mailto:cercrequest@cdc.gov).

### Full-day training



CDC's full-day CERC training helps participants understand CERC principles and recommended practices and how applying them can help reduce harm during an emergency response. Training includes practice on the skills and techniques presented.

### Half-day training



Half-day training provides an in-depth look at the core CERC principles. It also describes additional considerations for delivering the right message at the right time from the right person. CDC will work with the host organization to provide limited practice on the skills and techniques presented.

### CERC for Leaders



CERC for Leaders helps noncommunication emergency response leadership understand the role of CERC in reducing harm during emergencies.

### Info session



A CDC CERC trainer can talk with your organization for 30–90 minutes about how CERC can enhance emergency response efforts and save lives.



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention



## Watch a CERC webinar

Viewers can refresh or build their CERC knowledge by viewing a [suite of on-demand webinars](#). Each webinar is 60 minutes or less.

Interactive CERC training is not currently available online. We suggest reviewing the CERC webinars for on-demand training. Continuing education is not currently available.

## Review CERC information materials

The [CERC manual](#), a thorough resource to gain more in-depth knowledge of CERC, is available online.

Print copies of the 2014 manual are no longer available from CDC. An [electronic version of the manual](#) is available for download.

Many people find the [CERC wallet cards](#), a miniature tip sheet about using CERC, helpful when putting CERC into action.

## Ask us your CERC questions

We're happy to answer your CERC questions. Just email us at [cercrequest@cdc.gov](mailto:cercrequest@cdc.gov). Below are some of the questions we most commonly receive.

### What skills and knowledge does CERC teach?

#### Successful training participants can

- Describe the core CERC principles,
- Reasons why each principle is valuable to emergency communication,
- Techniques for overcoming psychological barriers that may interfere with audiences' ability to receive your messages, and
- How messaging priorities change over time.

### Depending on which modules are included in a training, participants can also learn more about how to

- Identify audience segments,
- Make informed decisions about the use of various channels for delivering messages,
- Tailor messages for audiences and channels,
- Promote consistent messaging within their organization and with others,
- Work with news media<sup>1</sup>,
- Foster relationships with partners and other interested parties, and
- Increase access to information.

### Who is CERC for?

CERC supports communication professionals in the fields of emergency response and public health. It helps them better reach people with lifesaving information about disasters and other public health emergencies. However, course participants and other users of CERC tell us that they find CERC applicable to a wide variety of communication needs.

### How much does it cost?

All online CERC resources are free and within the public domain. You can share and print as much as you'd like! There are no costs to you for hosting CERC training via the web. For in-person training, the host organization is responsible for all costs related to travel and logistics for the CERC trainer(s) coming to their location. Federal funds, including grants and cooperative agreements, cannot be used for these expenses. In some cases, federal funds may be used for other logistics and materials.

<sup>1</sup>Note that this is NOT spokesperson training. This module focuses on ways organizations can work more effectively with news outlets.