START

Training in Risk and Crisis Communication: TRACC Overview

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Countering Violent Extremism and Risk and Crisis Communication

- **CVE plans (domestic and abroad) include elements of communication.**
  - Communication Failures
    - Misinformation
    - Poor audience analysis
    - Social media inadequacies
    - Arrests

- **Our research shows that while 87.1 % of communication practitioners report that messages should be hazard-specific, only 38.3% of trainings focused on specific hazards.**

Hazards	Total (*n* = 170)	Percentage
Public health hazards: Non-terrorism	33	19.4%
Terrorism	21	12.4%
Environmental hazards	8	4.7%
Natural disasters	3	1.8%

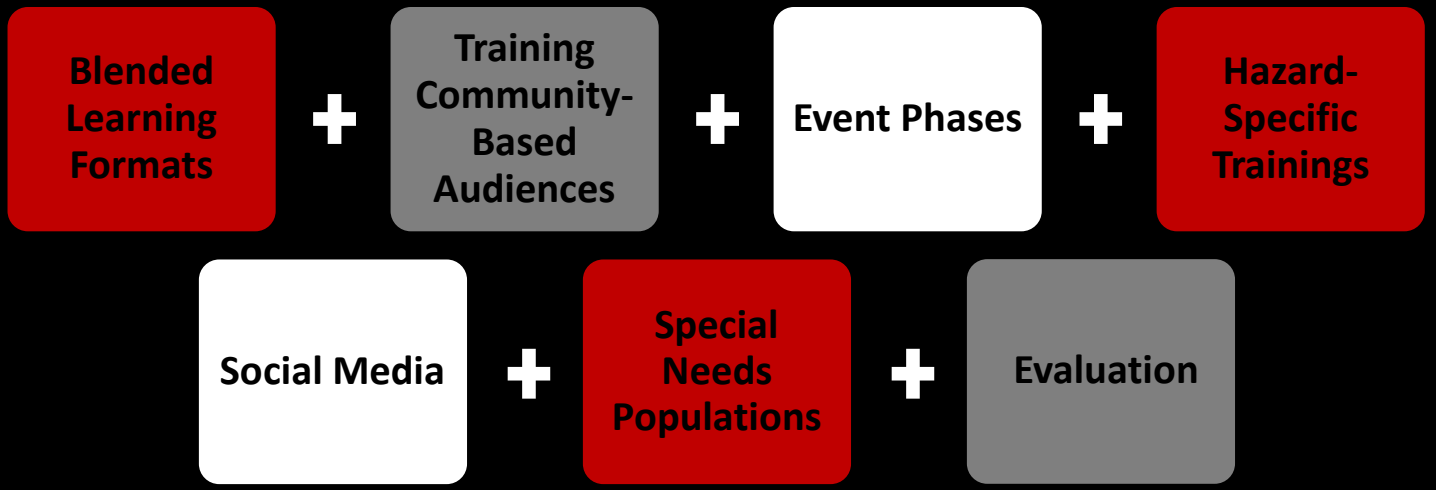
What is TRACC?

TRACC is a social science-based curriculum, funded by the DHS S&T Resilient Systems Division, that covers risk communication during the entire life-cycle of a crisis including preparation, response, and recovery. The program aims to improve community resilience (ability to better recover from disasters) through effective practitioner training. TRACC has been piloted and evaluated.

Methodology

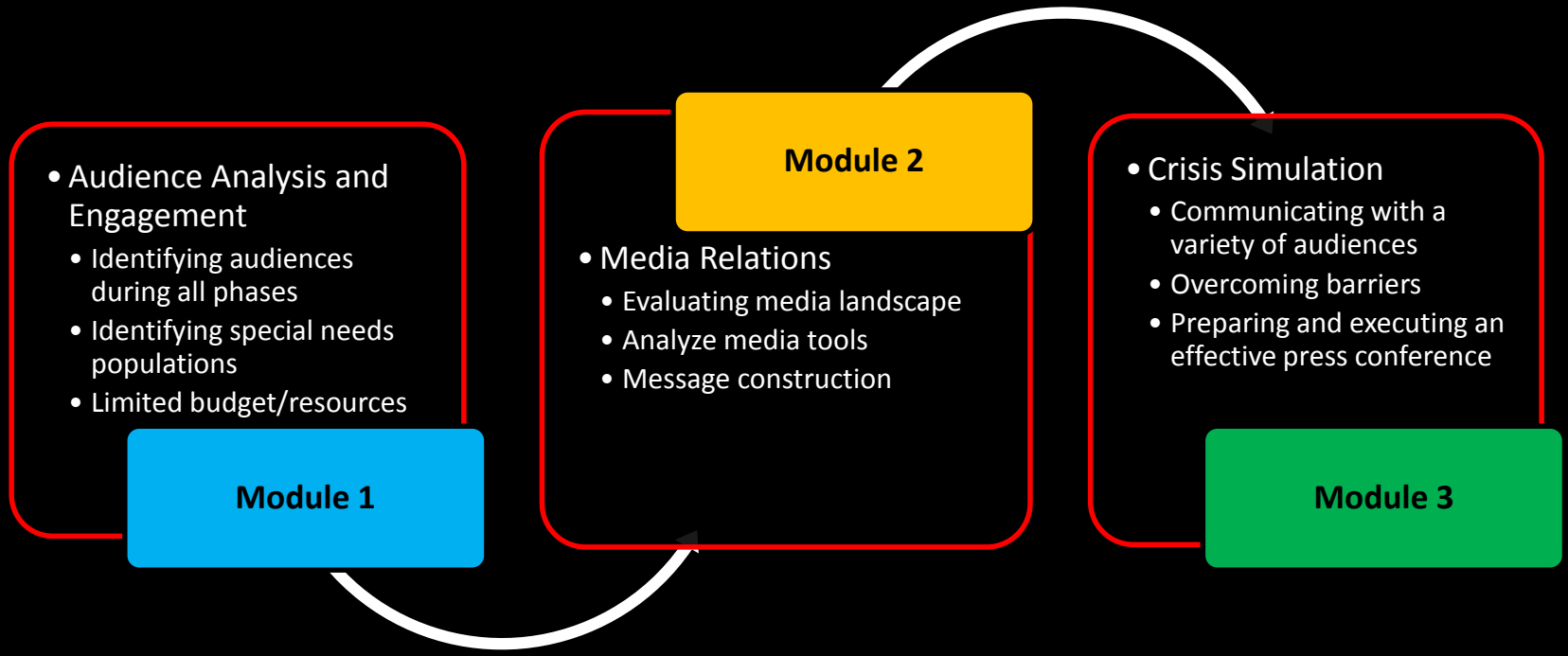
- **Extensive Literature Review**
  - Summary of risk communication theory and industry best practices
  - Both reports were among START's most downloaded reports of 2012 with more than 18,500 downloads each[1]
- **Expert Panel**
  - Twenty-six academic and practitioner experts
- **Survey**
  - Completed by 140 risk communicators
- **Examination of existing risk communication training programs**
  - Analyzed of 173 existing English-language risk communication training programs

Training Gaps



[1]Janoske, Melissa, Brooke Liu, and Ben Sheppard. "Understanding Risk Communication Best Practices: A Guide for Emergency Managers and Communicators," Report to Human Factors/Behavioral Sciences Division, Science and Technology Directorate, U.S. Department of Homeland Security. College Park, MD: START, 2012.; Sheppard, Ben, Melissa Janoske, and Brooke Liu. "Understanding Risk Communication Theory: A Guide for Emergency Managers and Communicators," Report to Human Factors/Behavioral Sciences Division, Science and Technology Directorate, U.S. Department of Homeland Security. College Park, MD: START, 2012.

Program Contents



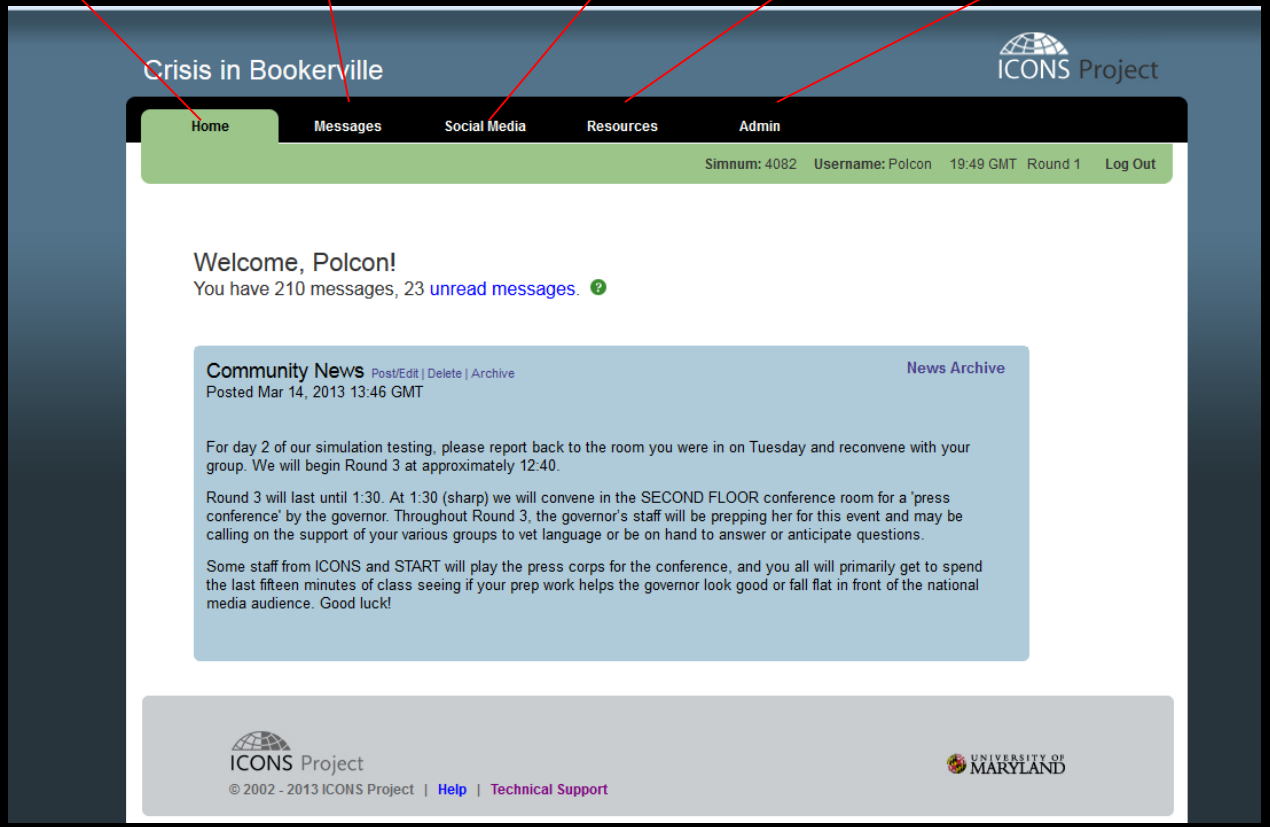
Simulation

- Located near Norfolk
- Population: 96,000
- Racial makeup:
  - 51% White
  - 32% Black
  - 7.8% Latino
  - 9.2% Other
- Large retiree population

Bookerville

Simulation

Home Messages Social Media Resources Admin



Simulation

9:30 am

Explosion

At least 2 fatalities

9:55 am

Two additional explosions

11:07 am

Mayor requests governor declare state of emergency

11:16 am

Governor declares state of emergency

11:45 am

Evacuation of all non-essential personnel from state & local government buildings

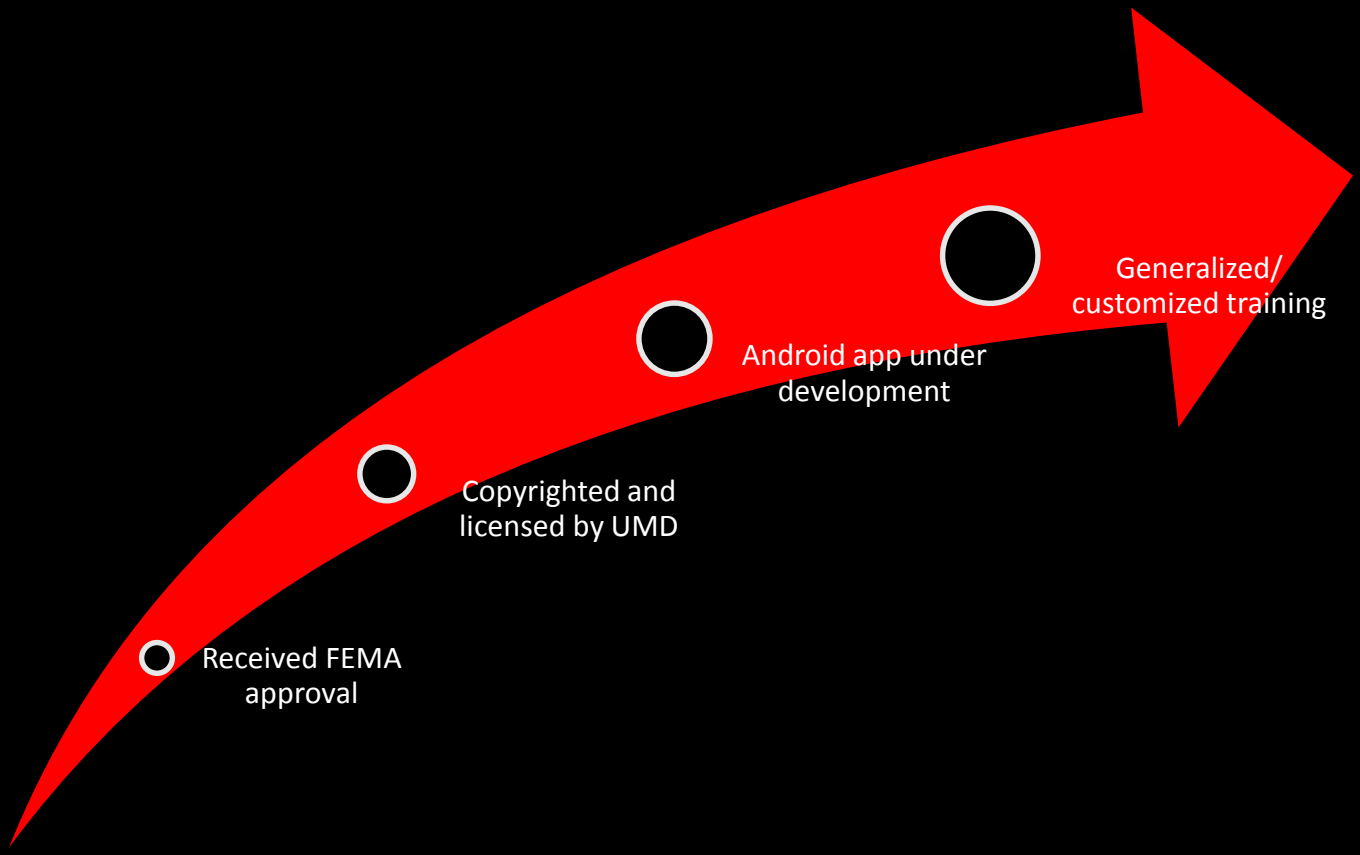
11:46 am

Federal government employees ordered to evacuate city & surrounding areas

11:46 am

Chief of Police orders full evacuation of 10-block radius surrounding blast site

Next Steps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