

Speaker Fact Sheet

Chesapeake PDC: April 15th 2021

TOPIC: “Crisis Communication in the Pandemic Era; the Good, the Bad and the Really Ugly”

SPEAKER: Max Lum, Ed.D., MPA

THREE LEARNING OBJECTIVES: (at least)

1. Be able to explain in priority order the biggest mistakes in communicating during a crisis
2. Understand the basic techniques of changing health behavior during a crisis
3. Be able to explain the appropriate use of apps specifically and technology in general for communicating during a crisis
4. Be able to share with the group approaches and strategies of how the business community can play a larger role in crisis communication within the workplace and in assisting the understanding of personal risk

DESCRIPTION OF PRESENTATION: (min, 2-3 sentences)

During epidemics and pandemics, and natural disasters, effective risk communication allows people most at risk to understand and adopt protective behaviors. This presentation will focus on the key basic principles illustrated through OSH case studies of how best to apply crisis communication principles with a specific emphasis on the COVID-19 response.

SPEAKER TITLE AND EMPLOYER: (as you wish it to be displayed)

Senior Advisor, eCommunication and research translation. National Institute for Occupational Safety and Health (NIOSH). Office of the Director.

SPEAKER BIO: (paragraph)

Dr. Lum was responsible for the National Institute for Occupational Safety and Health’s initiatives in health communication, media relations and the Institute’s international program portfolio for over fifteen years until his retirement in 2011. He currently serves as senior advisor to the Office of the Director, on e-communication and research translation issues. Dr. Lum began his career as a White House Fellow serving as a technical writer and community involvement specialist and served as Division Director, Health Education and Promotion, ATSDR-CDC before coming to NIOSH. Max’s academic training is from the University of Southern California and was focused on communication practice within the medical education program. Most recent publication: Lum, M. Crisis Communication for Occupational Health in the *Pandemic Era*. In: Koh, D. Textbook of Occupational Medicine Practice 5th Edition, September 2021.

SPEAKER EMAIL:

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