“Breaking Bad News: Disaster Communication and the Social Net”

Millennium Centre,
2nd Floor Ballroom
6:00 p.m.

Free and Open to the Public

Randall Hyer, MD, PhD, MPH
Senior Fellow for Environmental Health and Safety and Deputy Director, Center for Risk Communication; and Co-founder,

Livestream: http://elearning.etsu.edu/live/publichealth.htm

Dr. Randall N. Hyer is a leading global expert on risk and crisis communication. He graduated with Distinction from the U.S. Naval Academy and earned the medical degree from Duke University as well as the D.Phil. (PhD) from Oxford in molecular biology. Trained at Walter Reed Hospital and Harvard University, he is board certified in general preventive medicine and public health. Rising to field grade in the U.S. Navy, Commander Hyer served 12 years active duty where he supported four major military operations in Europe, Africa and Asia, including the Kosovo operations and Mozambique flood relief. Dr. Hyer spent four years at the World Health Organization as the first Civil Military Liaison Officer as well as with WHO’s outbreak response team for anthrax, SARS, avian influenza, and the 2005 Indian Ocean tsunami. Dr. Hyer was the 40th Winter-over Medical Officer with Operation DEEP FREEZE at McMurdo and South Pole stations in Antarctica where he spent 13 months on the ice. He has spent 10 years in the private sector, rising to the Global Executive level. As a U.S. Senate staffer, he helped introduce legislation to protect genetic privacy, which is now public law. With his colleague, Dr. Vincent T. Covello, Dr. Hyer co-authored the WHO handbook, Effective Media Communication During Public Health Emergencies, as well as the popular “Simple Answers to Top Questions on Ebola” for the 50 State Health Officials. He is the Deputy Director of the Center for Risk Communication, and the co-founder of CrisisCommunication.net.

Meet and Greet with Speaker from 5:00-5:45 p.m.

Co-Sponsored by: College of Public Health and the Public Health Student Association

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ACCMCE Accreditation: Quillen College of Medicine East Tennessee State University is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

CME Credit: Quillen College of Medicine East Tennessee State University designates this live activity for a maximum of 1.0 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

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