

**Developing Key Messages Course  
EPA Region 9**

**DAY 1 – Refresher**

<b>APPROX TIME*</b>	<b>ACTIVITY</b>
8:00 – 8:15	<b>Introduction</b> – Welcome – Course Purpose
8:15 – 8:30	<b>Participants' Issues</b>
8:30 – 9:00	<b>Challenging Communications</b> – Issues overview
9:00 – 9:30	<b>The 3 Arenas of Challenging Issues Communication</b> – Perception of science, data and facts – Emotions such as anger and fear – Agendas such as personal, economic, political, cultural, social and historical.
9:30 – 12:00	<b>Generic Question/Statement Exercise</b> – Learn how to prepare for any difficult question or statement on any issue using a Generic Categories Communication Tool. – Exercise – How to respond to any difficult question or statement the attendees could receive in their work
12:00 – 1:00	<b>LUNCH</b>
1:00 – 3:00	<b>Preparing for Challenging Meetings</b>
3:00 – 4:00	<b>Questions and Plans for Day 2</b>

\*Breaks will be included throughout the day.

**DAY 2**

<b>APPROX TIME*</b>	<b>ACTIVITY</b>
8:00 – 8:15	<b>Overnight Thoughts</b>
Morning	<b>Prepare for 1<sup>st</sup> Round Simulation</b>
Afternoon	<b>Conduct 1<sup>st</sup> Round Simulation</b>
3:00 – 4:00	<b>Debrief 1<sup>st</sup> Round Simulation</b>
4:00 – 4:30	<b>Follow-up Questions and Setup of 2<sup>nd</sup> Round Simulation</b>

\*Breaks will be included throughout the day.

**DAY 3**

<b>APPROX TIME*</b>	<b>ACTIVITY</b>
8:00 – 8:15	<b>Overnight Thoughts</b>
Morning	<b>Conduct 2<sup>nd</sup> Round Simulation</b>
11:00 – 11:30	<b>Debrief 2<sup>nd</sup> Round Simulation</b>
11:30 – 12:00	<b>Close</b>

\*Breaks will be included throughout the day.