



Risk Communication

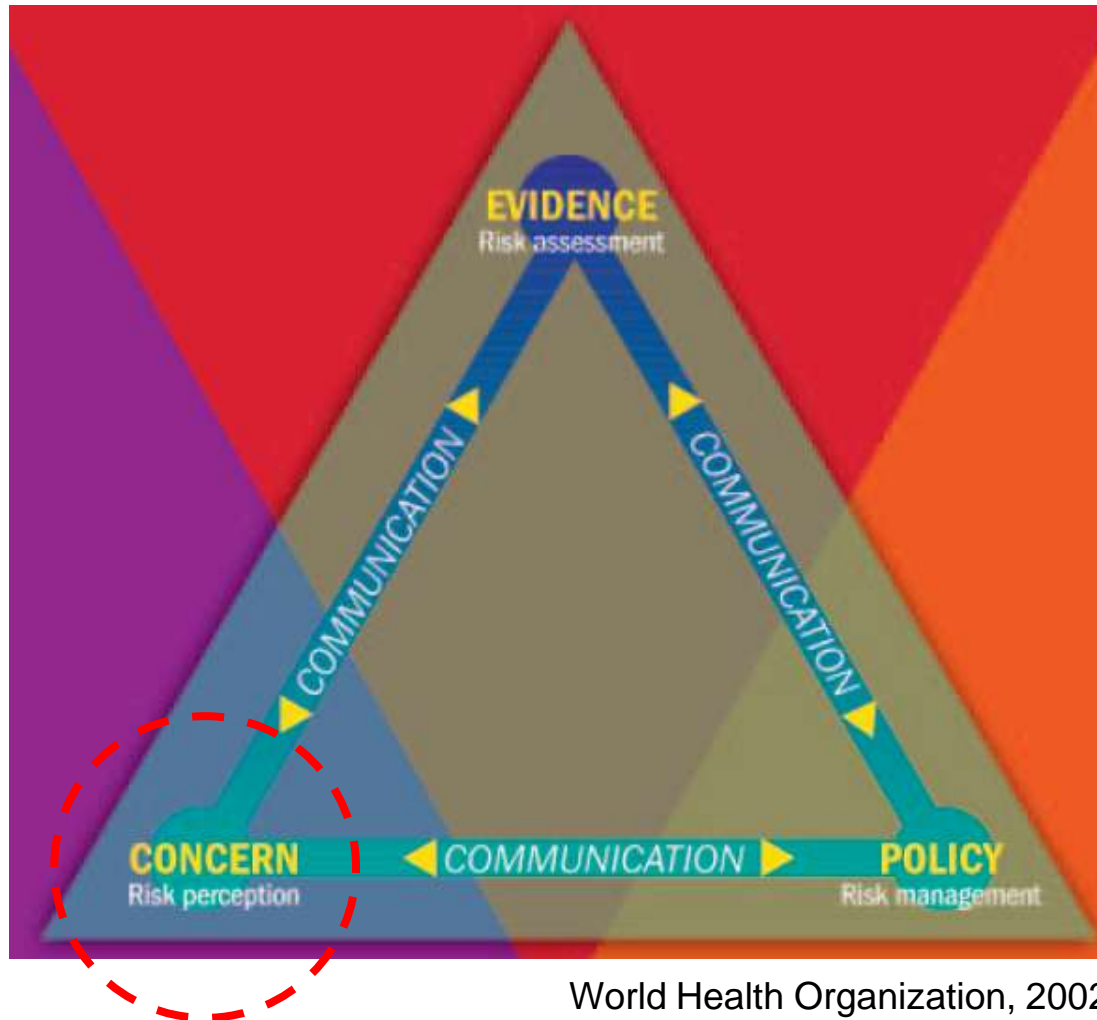
Session 3

Learning objectives

In this session we will:

- Learn about the drivers of risk perception
- Learn about the issue lifecycle
- Learn 10 risk communication principles

Responding to EMF issues



World Health Organization, 2002

Risk communication 1882 ...



Issued during the introduction of electricity supply to New York in 1882

Risk perception and trust

- Stakeholders — particularly affected communities:
 - have different perceptions of risk
 - no longer accept assurances without question

- Ultimate ‘trust’ may never be achieved:
 - Acceptance may occur given certain conditions.

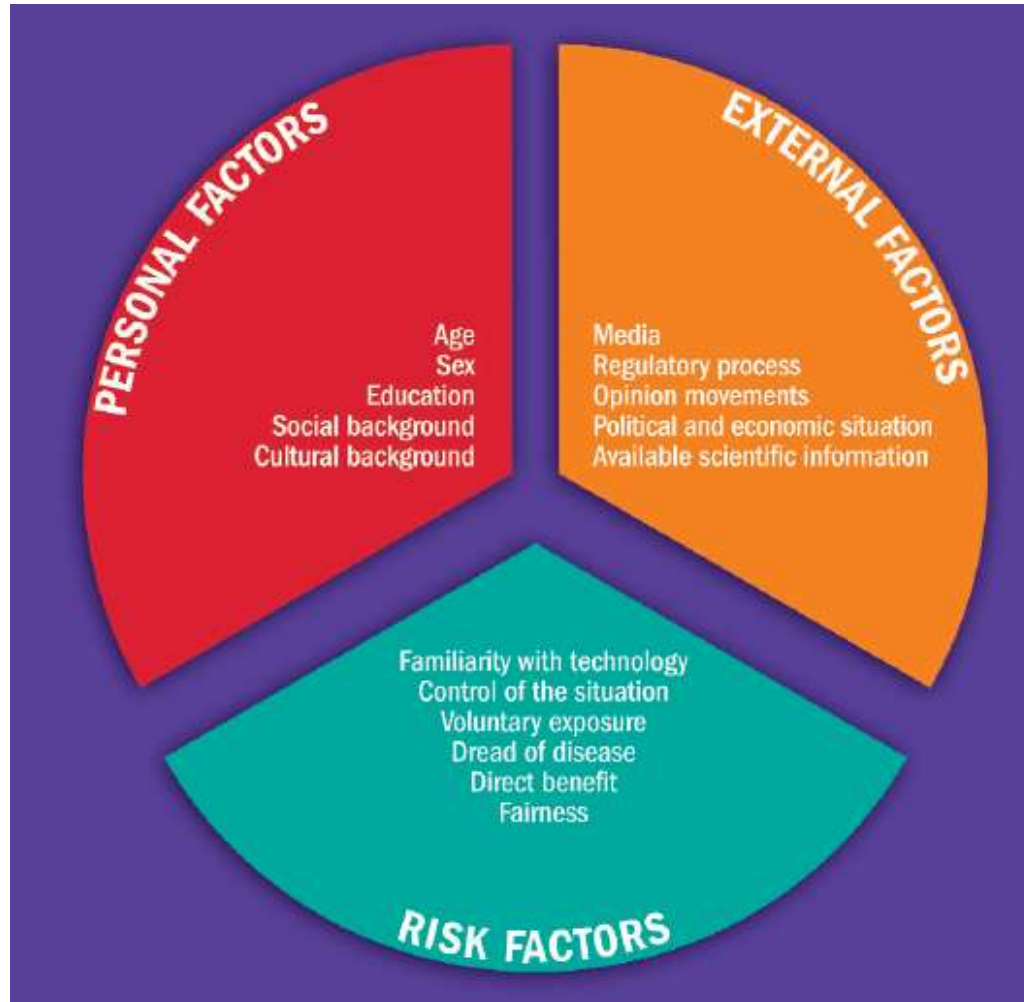
- ‘Unless an effective system of public information and communication among scientists, governments, the industry and the public is established, new EMF technologies will be mistrusted and feared.’
 - WHO, 2002

Stages in risk management

-
- All we have to do is get the numbers right
 - All we have to do is tell them the numbers
 - All we have to do is explain what we mean by the numbers
 - All we have to do is show them that they've accepted similar risks in the past
 - All we have to do is show them that it's a good deal for them
 - All we have to do is treat them nice
 - All we have to do is make them partners
 - All of the above
-

Fischhoff, Risk Analysis, 15(2):137-145, April 1995

Risk perception factors

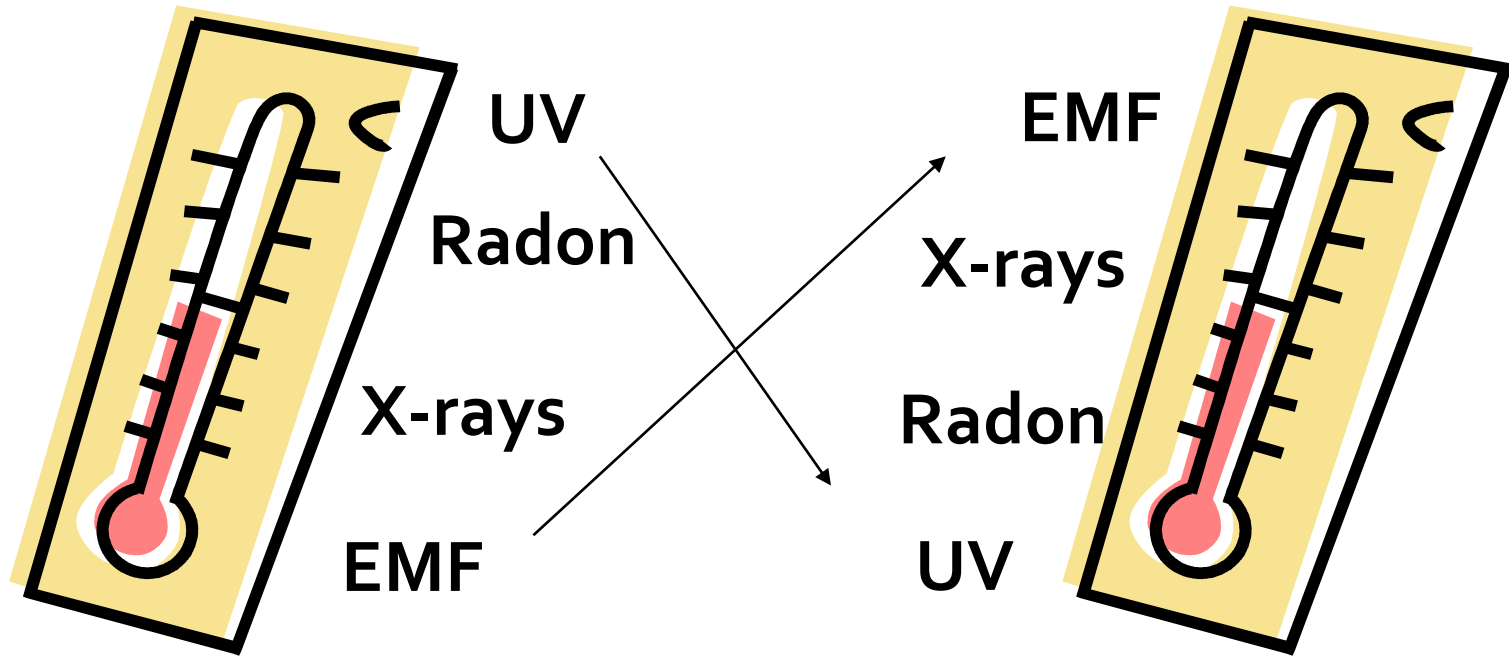


World Health Organization, 2002

Risk of radiation: health versus concern

Public Health

Public Concern

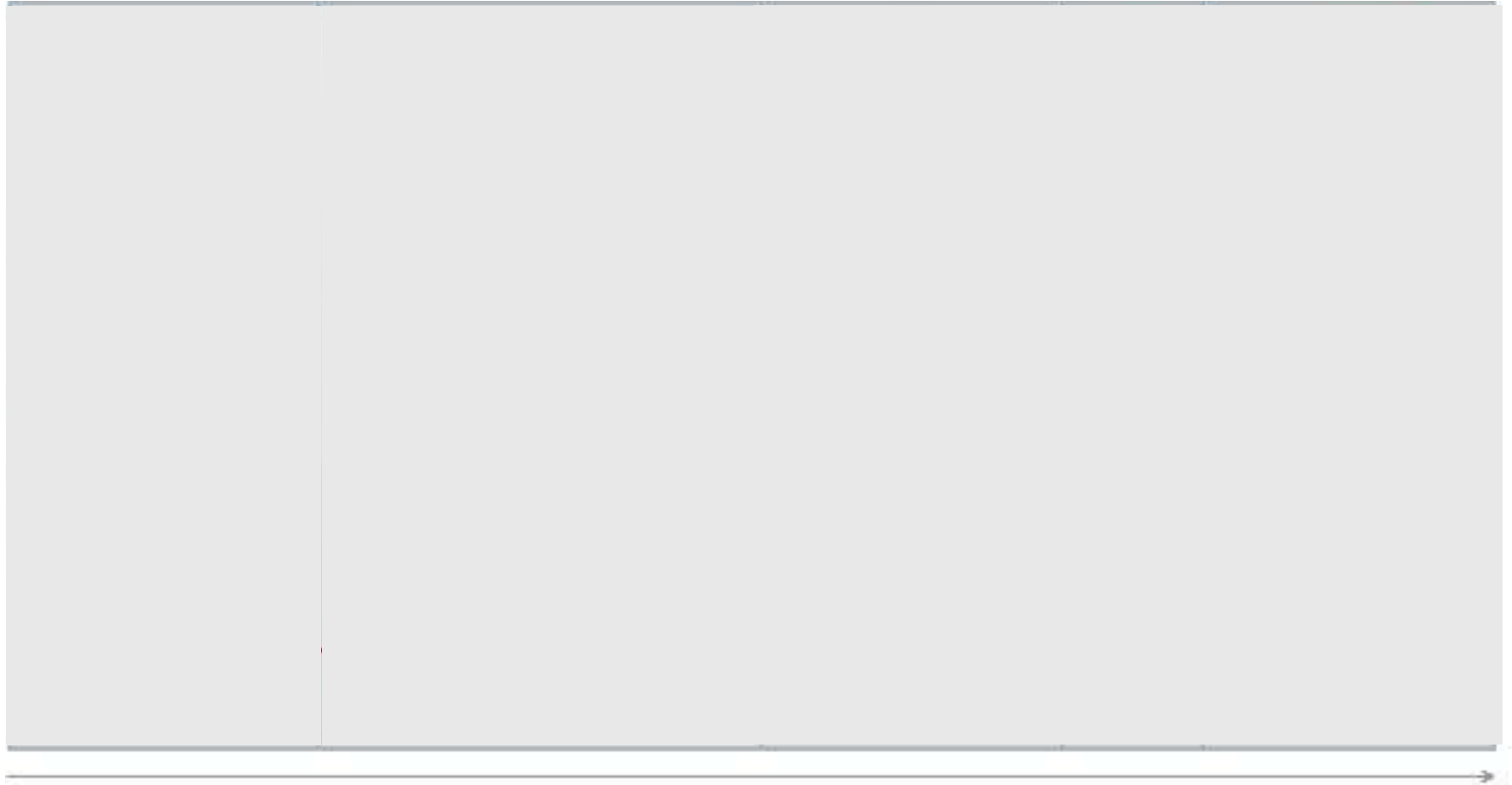


Importance of risk communication

- Risk communication skills are needed where concern is high and the level of trust is low
- The primary objective of effective risk communication is to establish a good working relationship with stakeholders:
 - Trust is hard to earn and easy to lose
 - The secondary objective is to convey information
- People tend to believe information that confirms their existing views
- People's perception of risks is their reality

Issues lifecycle

Public Concern / Potential Delay



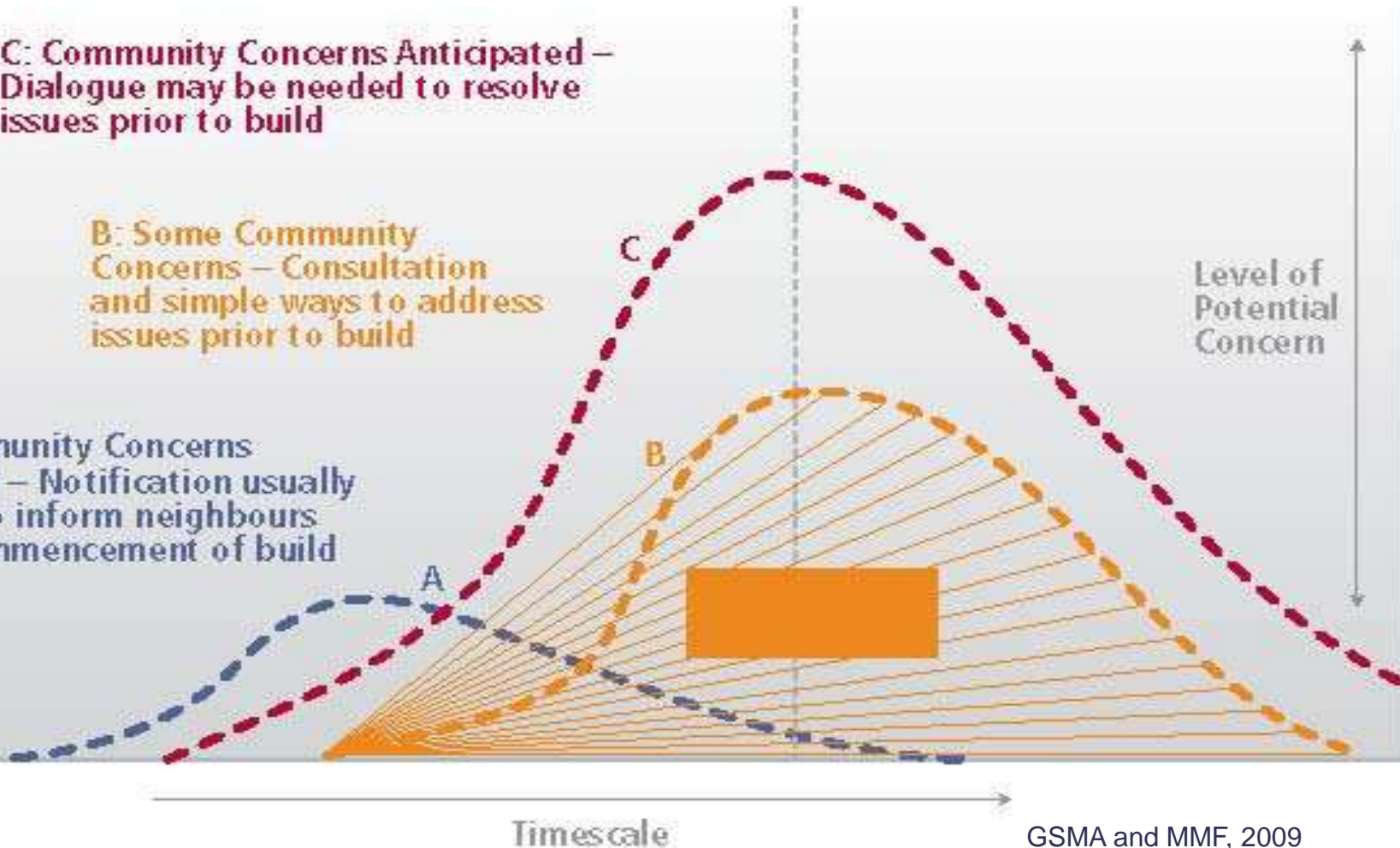
Time

Anticipation and communication strategies

C: Community Concerns Anticipated – Dialogue may be needed to resolve issues prior to build

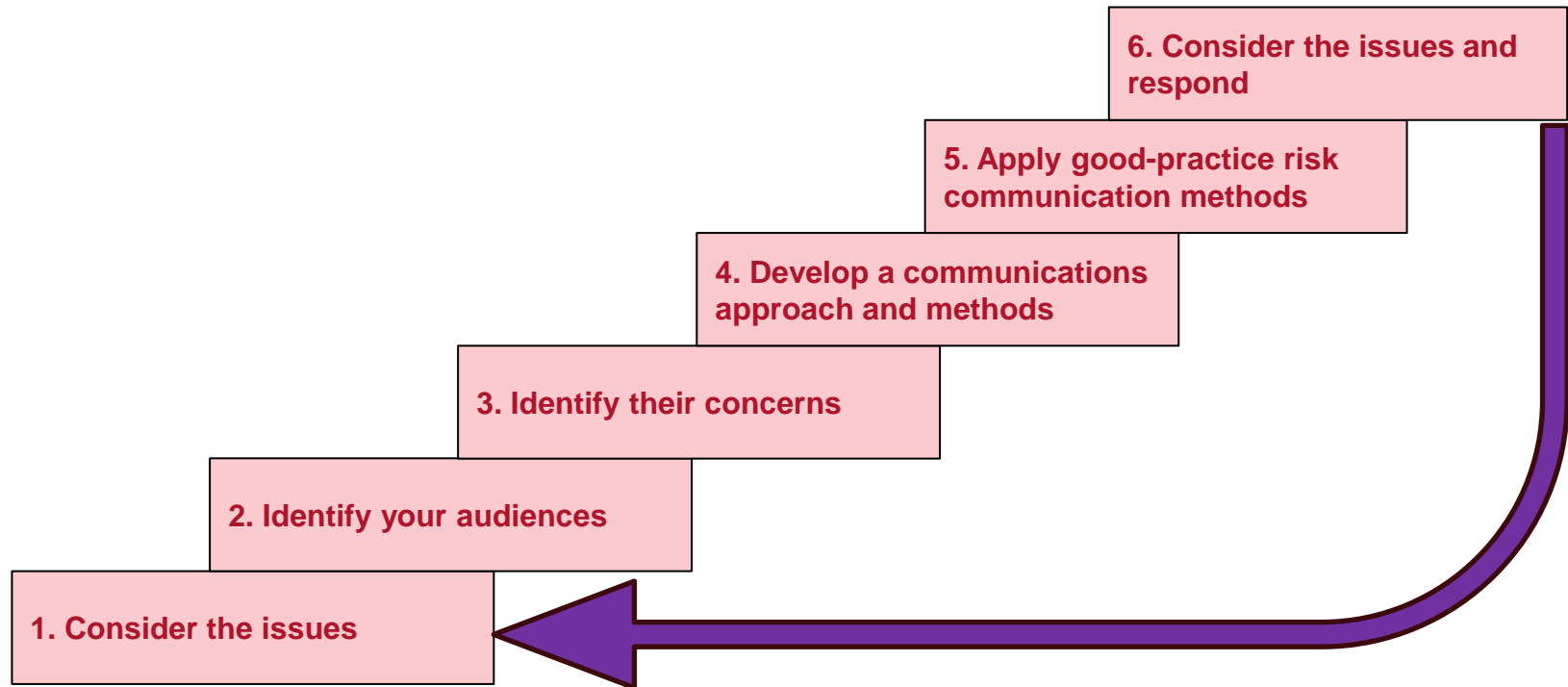
B: Some Community Concerns – Consultation and simple ways to address issues prior to build

A: No Community Concerns Anticipated – Notification usually sufficient to inform neighbours prior to commencement of build



GSMA and MMF, 2009

Effective risk communication



<http://www.gsma.com/publicpolicy/mobile-and-health/risk-communications>

Ten rules for effective risk communication

1. Choose your words carefully
2. Use three key messages
3. Guarantee compliance
4. Use simple language
5. Empathise

<http://www.gsma.com/publicpolicy/mobile-and-health/risk-communications>

Ten rules for effective risk communication

6. A picture is worth a thousand words
7. Listen actively
8. Timing
9. Appearance
10. Talking to larger groups of people

<http://www.gsma.com/publicpolicy/mobile-and-health/risk-communications>

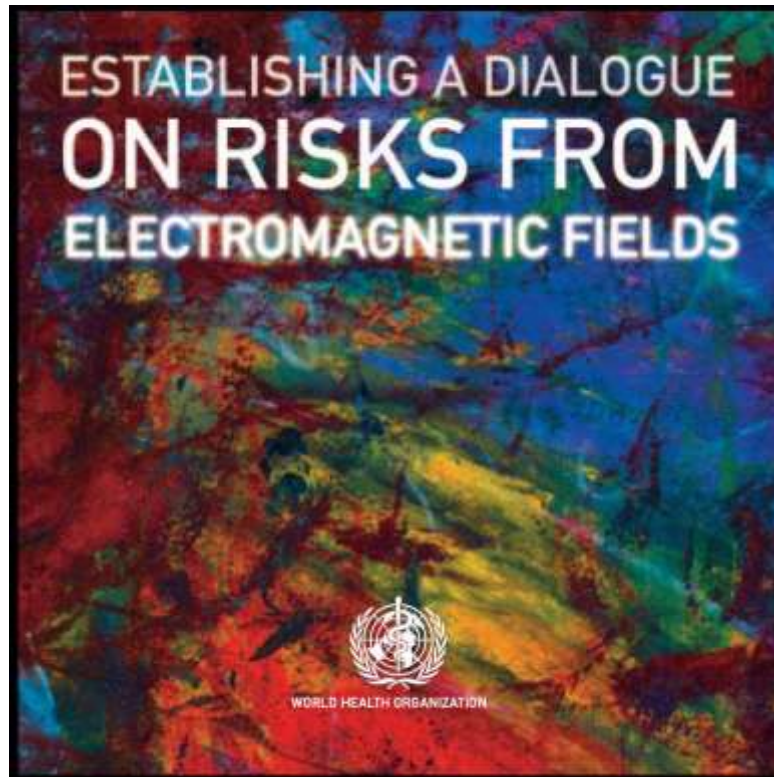
Group exercise: Risk communication in practice

Risk communication in practice

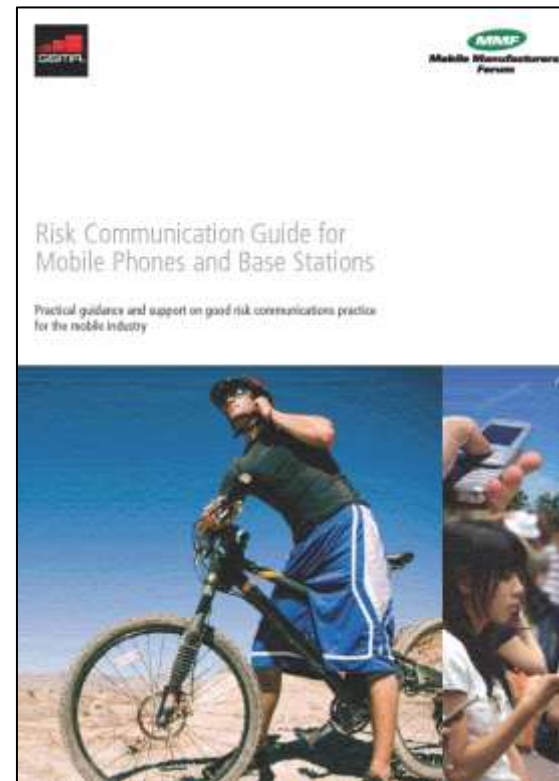
- There is concern from the building owner of a very important proposed base station site.
- You are not sure what the problem is, but the building owner is threatening to withdraw from the deal.
- You have been asked to meet with the building owner to find a solution.

1. Work in groups and prepare for the meeting.
2. Consider the best practice risk communication guidance.
3. Meet with the building owner.

Dialogue on EMF is international best practice



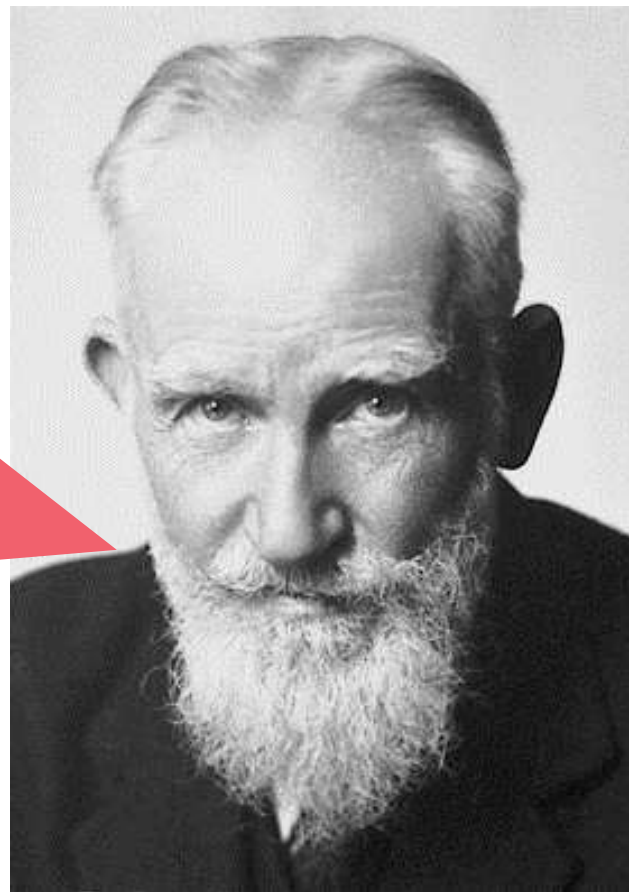
www.who.int/emf



www.gsma.com/health

Communication is not easy

"The single biggest problem in communication is the illusion that it has taken place."



George Bernard Shaw
(1856-1950)

Summary: Risk Communication

In this session we have:

- Learned about the drivers of risk perception
- Learned about the issue lifecycle
- Learned 10 good-practice risk communication principles