

Effective Risk Communication

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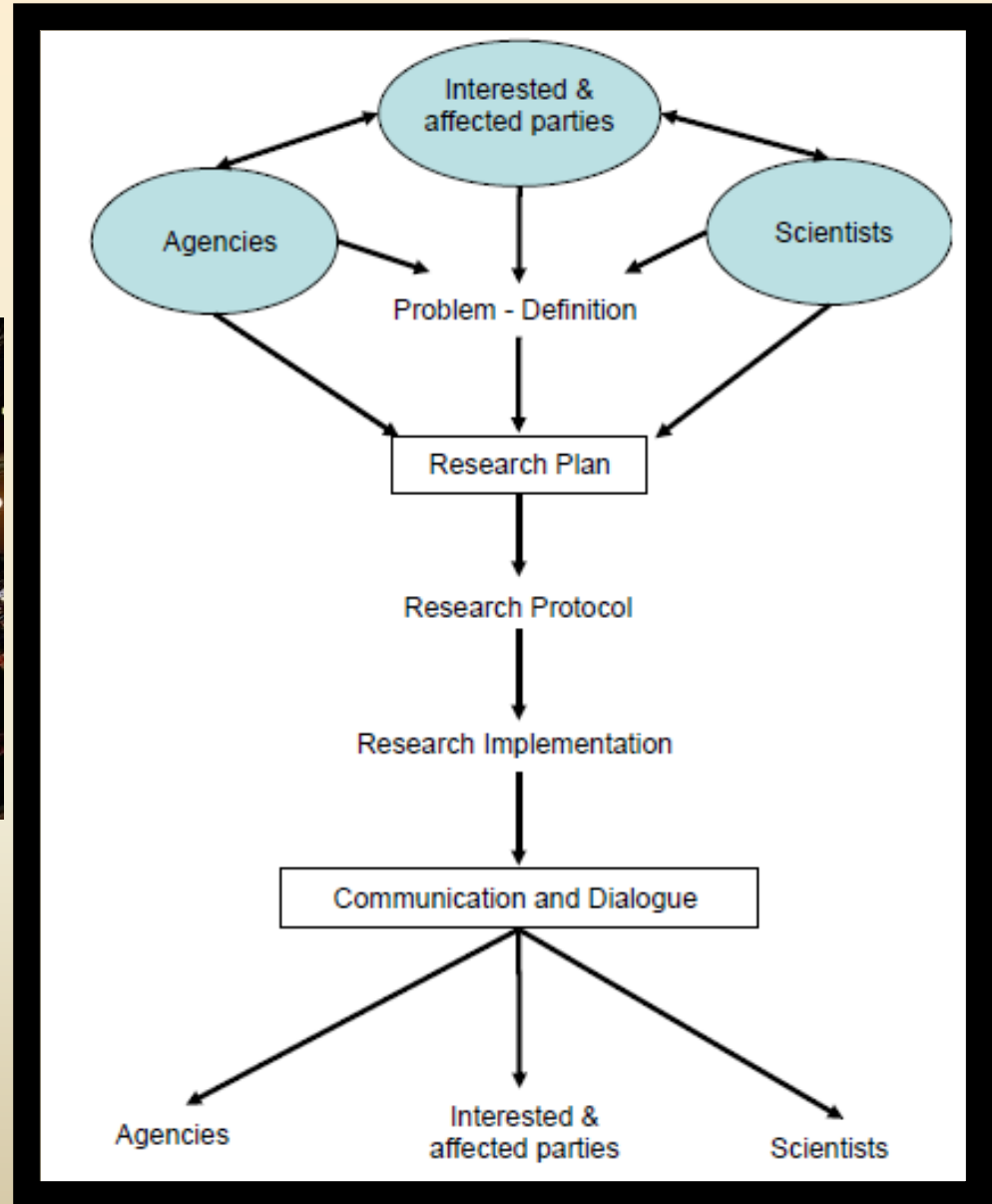


“Risk Communication” is Not the Right Paradigm



The Interagency Performance & Risk Assessment Community of Practice (P&RA CoP).

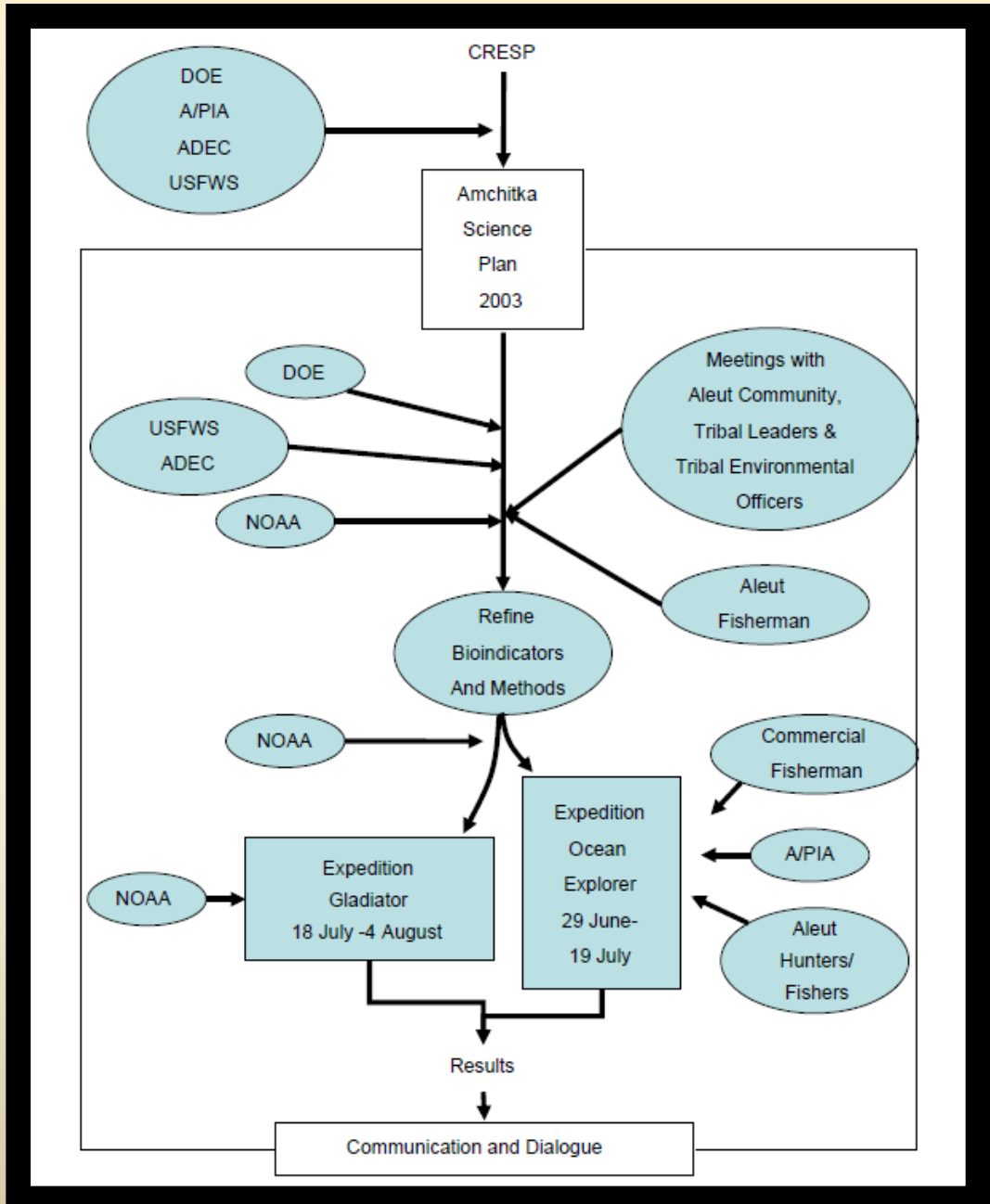
Usual Paradigm



Levels of Commitment

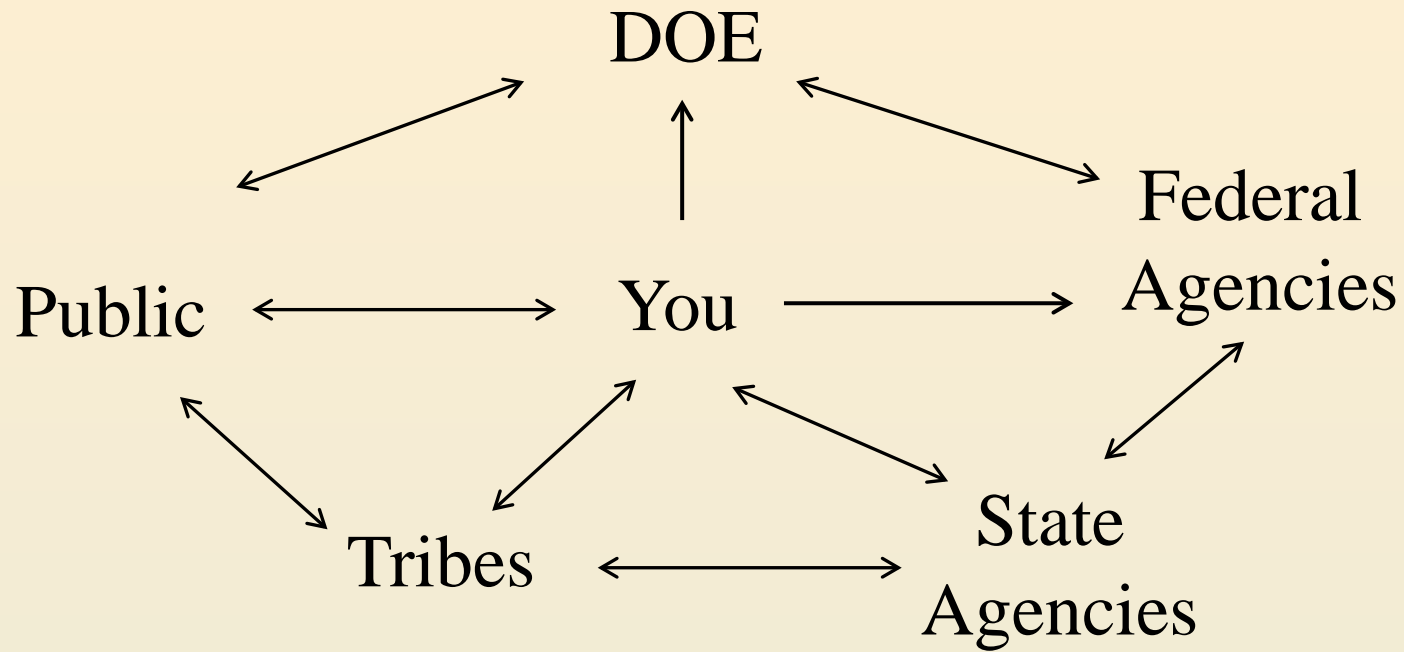
- Inform
- Communicate
- Discuss
- Stakeholder-driven
- Stakeholder Participation





A Better Approach

Include Everyone



Paradigm

- Identify all interested parties
- Include everyone early & throughout
- Encourage participation at all stages
- Be willing to change in response to outside views
- Everyone should own:
 - Problem definition
 - Process
 - Data collection
 - Solution
 - Message

