Building Risk Communication Skills

Practice Makes Perfect Progress
Our Team
“Exchanging thoughts, perceptions, and concerns about hazards to identify and motivate appropriate actions.”
Risk Communication Strategy
Risk Communication Strategy

Your game plan to better connect with your target audience.
Your Audience
Your Goal Should Be...

- Specific
- Realistic
- Audience-oriented
- Action-oriented
Your Risk Communication Strategy

Part One: Getting Started

• Biggest risk communication challenge
• Audience
• Goal
Why People Do What They Do
Think Fast and Think Slow
Mental Shortcuts

A shortcut in our reasoning, evaluating, or remembering.
Confirmation: Cherry-picking information that confirms what we already believe.
Anchoring: Thinking a past event is the worst we’ll ever experience.
Finite Pool of Worry:

We can only process so many worries at a time.
Building Risk Communication Skills
Our actions are influenced by the people around us
Understand why people behave the way they do
Risk Communication Essentials
1. Listen to and hear the other person.
2. Ask questions to learn what they care about.
3. Connect the risk to what they care about.
4. Frame your conversation so it resonates.
5. Keep your goal in mind.
6. Work together to identify solutions.
Activity

Practice Applying the Risk Communication Essentials
Activity

1. You are the town planner
2. Read the poster
3. Brainstorm (write ideas on poster)
   - What would you say to or ask Bob?
   - Why you would say these things?
   - What’s Bob’s reaction?
Activity

• Try it!
• One person play Bob, see how he responds
• Bob responds using info on card
• Fill in any gaps about Bob if necessary
• GOAL: Get Bob to attend the next meeting
We know ...
Role Playing
But it works.
Activity: One-on-One Practice

Practice Applying the Risk Communication Essentials
Activity: One-on-One Practice

• Partner with the person next to you
• Take turns practicing what you will say
• Your goal: get the person to not leave this meeting angry, and to come to the next meeting
Name one thing you learned today that you want to try.
Please Complete the Evaluation
Thank you!

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