Risk Communication is Hard
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Why is it so hard?

What if....?

…the worst possible thing I can imagine comes true?
What is Risk?

Risk = Probability x Consequences
What is Risk?

Risk = Probability x Consequences

Probability = 1
What is Risk?

Risk = Probability x Consequences

Probability = 1

Risk = 1 x Consequences
What is Risk?

Risk = Probability \times Consequences

Probability = 1

Risk = 1 \times Consequences

Risk = Consequences
Communication

the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings, etc., to someone else

merriam-webster.com/dictionary/communication
Exchange

an occurrence in which people give things of similar value to each other: the act of giving or taking one thing in return for another thing

merriam-webster.com/dictionary/exchange
Risk Communication

an interactive process of exchange of information and opinion among individuals, groups, and institutions.

It involves multiple messages about the nature of risk and other messages, not strictly about risk, that express concerns, opinions, or reactions to risk messages or to legal and institutional arrangements for risk management.

Risk Communication

When people trade ideas, thoughts and feelings of equal value
Standard Tools

- Know your stakeholders
- Use plain English
- Use “active listening”
Know your stakeholders
Know your stakeholders
Know your stakeholders
Two deadly sins

- Jargon
- Acronyms
Jargon

- Oblate spheroid
- Flexural rigidity
- Annulus
Jargon

- Oblate spheroid
- Flexural rigidity
- Annulus
- Egg
- Flexibility
- Gap
Jargon

- Brief constructed response
- Extended constructed response
Jargon

- Brief constructed response
- Extended constructed response
- Paragraph
- Essay
Acronyms

- ISFSI
- MRS
- SAR
- SER
- NSIR
- OPA
- EDO
- NMSS
- RES
- FSEIS
- SAR
- SRP
- SECY
- ISG
- COC
- RAI
- ETHE
- EPW
- HPC
- KHS
Find “options” under the file menu in Word
Reading Grade Level

Find “proofing”
Reading Grade Level

Check “show readability statistics” box

When correcting spelling and grammar in Word

- Check spelling as you type
- Use contextual spelling
- Mark grammar errors as you type
- Check grammar with spelling
- Show readability statistics

Writing Style: Grammar Only

Settings...
Risk communication is an interactive process of exchange of information and opinion among individuals, groups, and institutions. It involves multiple messages about the nature of risk and other messages, not strictly about risk, that express concerns, opinions, or reactions to risk messages or to legal and institutional arrangements for risk management.

Risk communication is when people trade ideas, thoughts and feelings of equal value.
Social media

- Facebook
- Twitter
- YouTube
- Blog
Social media

- Facebook: 1,300 likes, 11,000 users
- Twitter: 1,800 tweets, 6,000 followers
- YouTube: 130 videos, 81,000 views
- Blog: 4,800 comments, 640,000 views