**Risk Communication: Principles, Techniques, and Tools - A brief summary**

**Goals of risk communication are to** (not exclusively):

1. Enhance knowledge and understanding
2. Build trust and credibility
3. Encourage dialogue
4. Influence positive culture, attitudes, behaviours (CAB), and
5. Influence decision making

**Major purposes of Risk Communication**

1. Information and education
2. Helping changes in CAB
3. Wining Hearts, Minds and Actions (HMA) for protective or exposure control actions
4. Disaster warning
5. Emergency notification
6. Joint problem solving
7. Conflict resolution

**Some basic principles (rules)**

1. Involve the target audience all the way
2. Listen to the target audience – their concerns, needs and wants etc.
3. Plan and tailor the communication to the audience
4. Be honest, frank and open (as much as possible)
5. Risk communication is factual and evidence based
6. Coordinate and collaborate with other credible sources
7. Plan for stakeholder interpretation and influence
8. Speak clearly and with compassion

**Basic Techniques**

**CCO** - key messages should deliver Compassion, Conviction, and Optimism

**CAP** – key messages should deliver Caring, Actions to be taken, and perspective (context)

**CSS** – Caring (deal with differences of opinion based on facts); Sharing (do not dismiss the person with different opinion, involve); Sharing (retell your message with courtesy)

**Rule of 3** – Present key messages in threes (blocks of three)

**3/9/27/140** – 3meesages; 9 words in each message; 9 seconds reading time for each message; 27 words in total for all three messages; 140 characters make up the three messages

**Primacy/Recency** – First and the last messages (in each of the blocks of three) should be the most important ones

**AGL** – Construct RC to the listener – Consider the Average Grade of the Listener

**1N=3Ps** – One negative message would need 3 positive messages to rectify, if you haven’t already lost the listener, lost credibility and so on

**IDK**- Be frank about **I Don’t Know**; telling them IDK is better than fudge; I will come back to you with clarification/answers. Taking this approach will give credibility to you and the RC; CCO, CAP, CSS etc.

**Yes/No** – if the messages do not fall within yes/no template, describe why (reasons) it cannot fit within yes/no, making sure it is said with CCO, CAP and CSS

**References:**

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