

Welcome to Seven Best Practices for Risk Communication Training

Where would you take Gwen and I if we were visiting your community?



**Share in the
chat and tell us
why**

What we'll talk about today

- ❖ **Our response to risk**
- ❖ **Best practices for risk communication**



**Grounded in research and
experiences**

A group of approximately 20 people, mostly young adults, are posing for a group photo on a wooden pier. They are dressed in casual summer attire, including t-shirts, tank tops, and jeans. Some individuals are wearing face masks. In the background, a large body of water is visible, with several industrial cranes and shipping containers along the distant shore under a clear sky.

Oakland Shoreline Leadership Academy

Share your ideas and experiences



**What does risk
communication
mean to you?**



**Share in the
chat**

A group of four people are seated around a table, viewed from above. They appear to be in a collaborative meeting, with papers and a laptop visible on the table. The image is semi-transparent, serving as a background for the text.

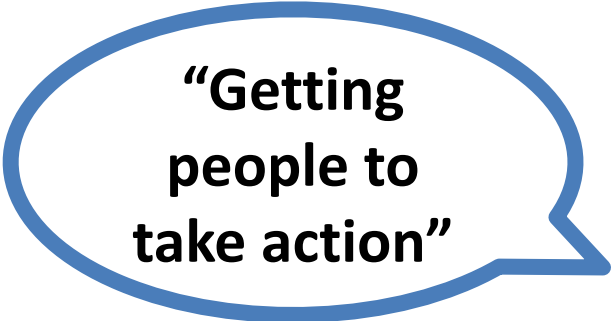
Risk Communication

“Exchanging thoughts, perceptions, and concerns about hazards to identify and motivate appropriate actions.”

“Risk communication is about a dialogue and a process, not a monologue and a product.”

-Joe Cone, Social Scientist

Risk Communication Challenges



**“Getting
people to
take action”**



**“Making it real
and tangible”**



**“Sense of
urgency”**



**“Knowing what
actions to take
and when”**



**“Right level of
information”**

Our Response to Risk



**Risks that are personal and urgent
get our attention**

Past experiences inform our response to risk

An ostrich is shown in profile, standing on a sandy desert floor under a clear blue sky. The ostrich's head is tilted down, and its long, pinkish legs are visible. A semi-transparent blue rectangular box is overlaid on the middle of the image, containing the text.

**We are wired to look on
the bright side**

A photograph of a diverse group of people, including an older man with glasses and a beard, smiling and eating together at a table. The text "Our actions are influenced by the people around us" is overlaid in a dark blue font on a semi-transparent white background.

**Our actions are influenced
by the people around us**

A close-up photograph of a hand reaching into a bowl of bright red cherries. The hand is positioned in the upper right corner, with fingers gently grasping one of the cherries. The bowl is filled with many other cherries, some with green stems. A semi-transparent white rectangular box is overlaid across the center of the image, containing the text. The background is softly blurred, showing more of the bowl and its contents.

**We cherry-pick information that
fits with how we already think**

**We need to think we have the
ability to take action**

**Which of these
have you seen
before?**

**Share the letter of your
response in the chat:**

- A. Past experiences
- B. Look on the bright side
- C. Influenced by people around us
- D. Cherry-pick information
- E. Barriers to taking action

Risk Communication Basics



**Learn
more**



**To be a better communicator,
understand what influences your
audience's response to risk**

Best Practices

Seven Best Practices for Risk Communication

- 1. Have an informed plan**
2. Get to know your audience
3. Establish partnerships
4. Explain the risk
5. Explore options to reduce risk
6. Use framing to develop your message
7. Use multiple ways to communicate

A photograph of a business meeting. Two people are seated at a wooden table. In the foreground, a person's hands are visible, holding a red pencil and pointing at a document with a flowchart. Another person's hand is also visible, holding a yellow pencil. There are two laptops on the table, one in the foreground and one in the background. The background is slightly blurred, showing more of the meeting environment.

Have an informed plan

Have an informed plan



Risk Communication Strategy Template





Risk Communication Strategy Template




Step 1: Define your audience and goal




Get specific with your audience

Identify what you want to accomplish with your risk communication



Neighbors learn about sea level rise and its impacts



City council funds your project and other restoration projects



Local school kids volunteer



**Share in the
chat**

**Who do you want
to communicate
with and why?**



Risk Communication Strategy Template



Step 2: Understand your audience

Step 3: Connect with your audience about risks



Connecting with your Audience: Planning Your Next Interaction

Each interaction with your audience provides a powerful opportunity to learn about that group and share information about coastal hazard risks. This quick reference leads you through the planning process and provides examples of how others are approaching this task.

Part 1 – Identify Audience and Goal

Part 2 – Outline Content and Format

Part 3 – Identify Logistics

Part 4 – Identify Materials and Supplies

Part 5 – Read about Tools, Techniques, and Examples of How People Are Interacting

BEFORE YOU BEGIN: Before you start filling in this worksheet, have you determined your priority audience? Is your audience narrowed down as much as possible to ensure that your interaction is most effective? Have you defined your risk communication goal? Do you know what ways your audience likes to interact on this topic? If you responded “no” to any of these questions, start with the risk communication strategy template found at this address:

coast.noaa.gov/digitalcoast/training/risk-communication-strategy.html

5. Describe partners who can help plan and implement the event. Identify the roles, responsibilities, and joint goals of each partner. Consider partnering with a community-based organization that is trusted by the community. Ideally, these partners would help design the activities and help facilitate the interaction.
6. Describe trusted sources and how they will interact with the audience. Consider who has existing relationships with your audience and what roles they should play during the interaction.
7. Describe how you will help participants identify risk reduction options. Here's a best practice to consider: engage a diverse group of stakeholders and come up with risk reduction options together. Share what your organization is doing, but also ask people to share what they would like to see happen and what they personally can do.
8. Describe how you will keep the conversation going after this event. Risk communication is not a one-time conversation. Ask your audience for ideas and preferences for how future events or interactions should be designed.
9. Describe how you will share updates. It's important to follow through on what you say you will do and share updates on progress. Let participants know how their input will be used and follow up (for example, through a notice in a newsletter the audience already receives, an email list participants can sign up for to receive information about the next event or conversation, by sharing your contact information.)



#EveryStoryCounts – Fabiola Lopez

Case study

Design your engagement to meet the needs of your audience



Case study

Design your engagement to meet the needs of your audience

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What is their experience with the hazard



CA King Tides - China Camp

Get to know your audience



What is their preparedness level

Get to know your audience

What are their barriers to action




Get to know your audience



What is important to them

Get to know your audience



What are some ideas
for how you could
learn more about
the people you want
to connect with?

**Share your
thoughts in
the chat**

Talk with people



Sources: West Oakland Environmental Indicators Project

Get to know your audience

A person is sitting at a desk, using a silver MacBook Pro. The laptop screen is split: the left side shows a video call with a woman, and the right side shows a code editor with JavaScript code. The person's hands are on the keyboard, and they are wearing a watch and rings. The background is a blurred indoor setting.

Use virtual tools if you are not meeting in person

Get to know your audience

Surveys, interviews, focus groups



Get to know your audience

Case Study

UPROSE survey helps learn about the community



Climate & Community Health Vulnerability Assessment (CCHVA) in Sunset Park



We are gathering data related to climate and health vulnerabilities such as:

- how extreme weather events impact a waterfront community
- what access to healthcare looks like
- underlying health conditions of the neighborhood
- heat vulnerability and COVID-19

The data collected from this survey is kept confidential and will allow us to better advocate for the community!

Survey available in
Spanish, Chinese,
& Arabic

Please go to uprose.org to take the survey
If you have any questions, contact Shahela@uprose.org
or call 718-492-9307

Be a good listener

“If we were meant to talk more than listen, we would have two mouths and one ear.”

-Mark Twain

Go to your audience
Don't expect them to come to you

Case Study

Street teams add to community engagement





Foster trust through relationship building

Get to know your audience

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Connect with trusted community leaders

Establish partnerships

**Look for
groups
already
working with
your audience**

Case Study

Connecting with people through food



Chef Tsadaqueyah demonstrates vegan soul food cooking in the Bronzeville Community Garden.
Source: The Field Museum, ECCo

Case Study

Planting Dreams teaches youth urban agricultural methods



Source: Planting Dreams



**Identify how your goals fit
into their mission**

Establish partnerships

Work together to create and share consistent information



Case study

Partners working together to reduce flood impacts



**Who could you
partner with that
your audience
trusts?**

**Share in the
chat**

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Typical efforts to explain risk



Explain the risk

What people really *need* to know

What might happen?

What impacts and for how long?

What can I do about it?





Stories are powerful

**Visuals are a great tool to help
Explain the Risk**

Photos

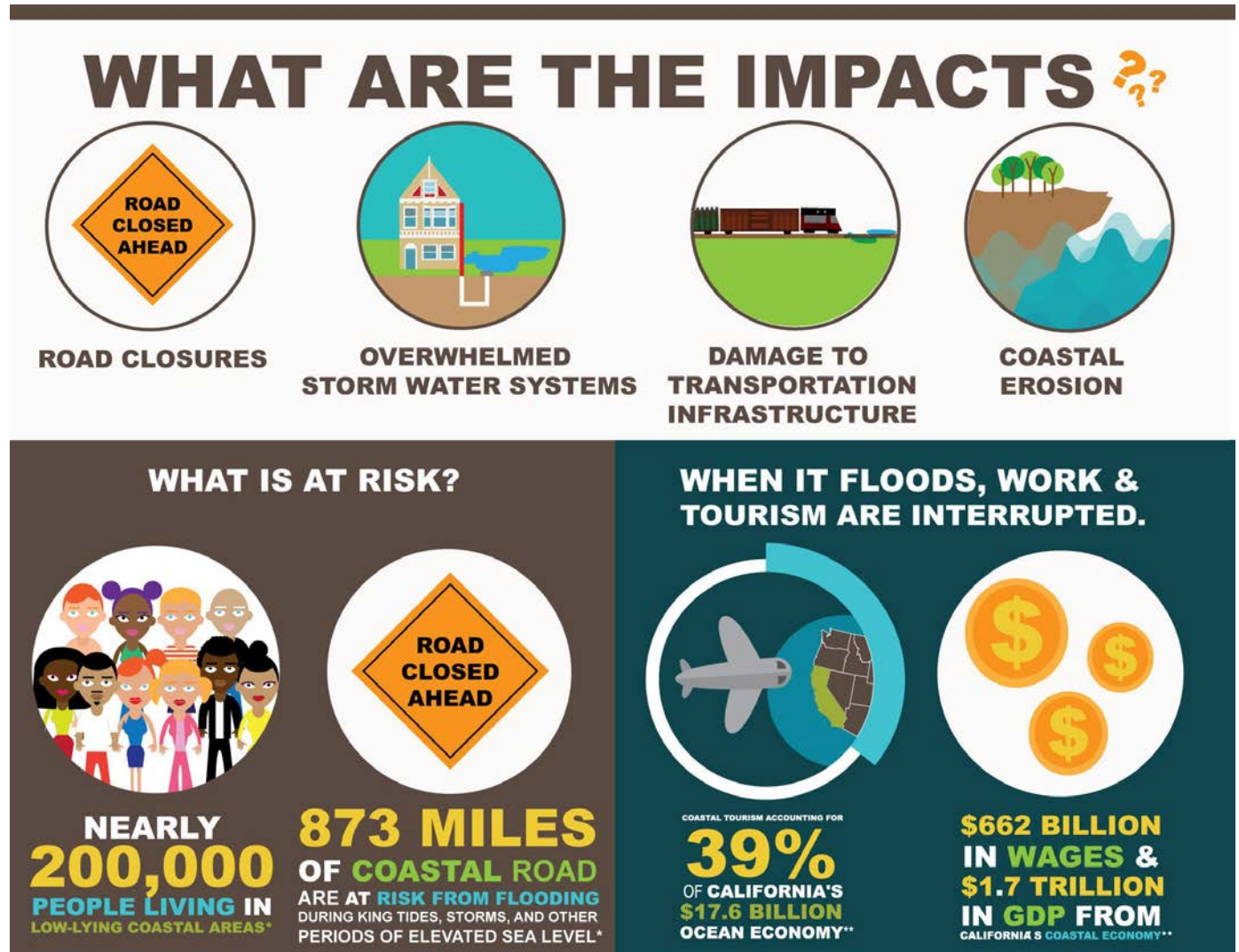


Jack London at current sea level

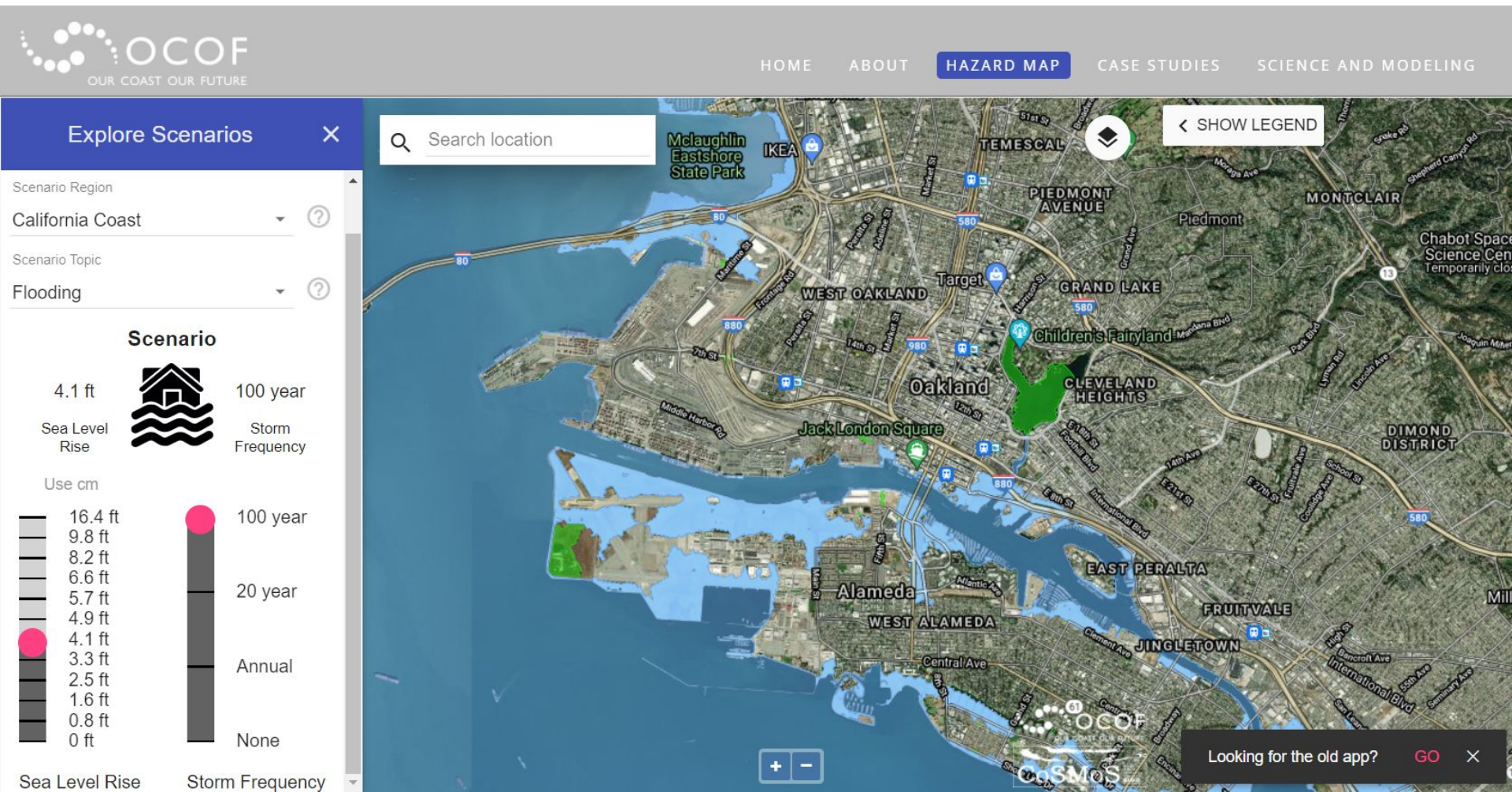


Jack London with 5 ft sea level rise

Infographics



Online Mapping Tools



Explain the risk



Paper Maps

Words Matter

Explain the risk



“What if...”



**What tool do you
think will resonate
with your
audience?**

**Share in the
chat**

- A. Stories**
- B. Photos/Visuals**
- C. Maps**
- D. Other - share
your ideas!**

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Create a way to discuss solutions



Explore options to reduce risk

Case Study

Visualization tool helps people see solutions



Scenarios from the Owls with no flooding, King Tide flooding and responses



Case Study

Games help communities prioritize solutions



**Share examples of what is helping to
reduce risk**



Case Study


Tours let people see options in action

Consider solutions with multiple benefits





**Consider a range of small and large
scale options**



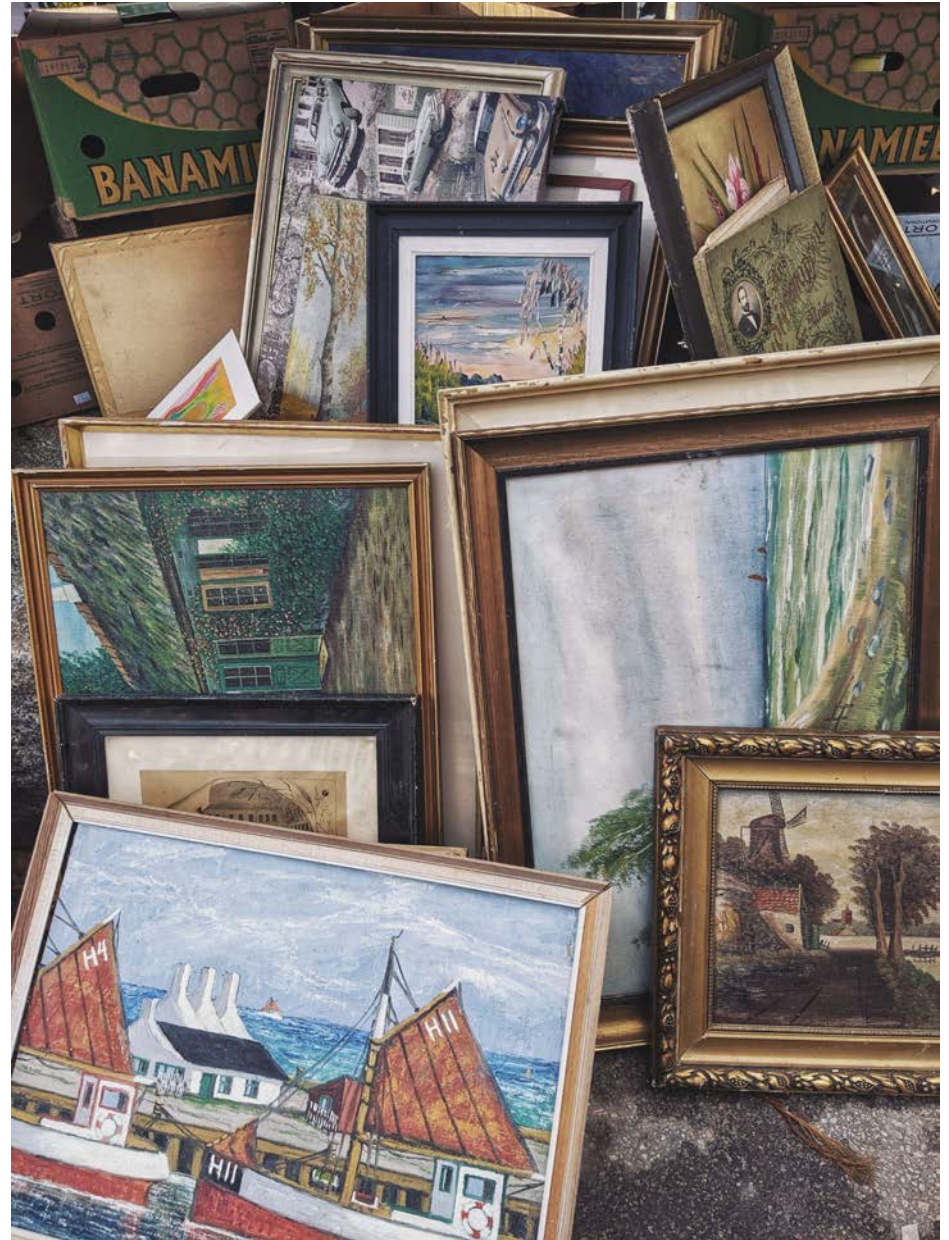
**What are some ideas
your group has been
discussing to reduce
impacts from sea
level rise?**

**Share in
chat**

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**Framing is what
you say and how
you say it**



Use framing to develop your message



Case study

Lessons learned from sea level rise conversations



A preparation frame focuses on the benefits of taking steps to prepare for impacts

A black SUV is driving through a flooded street, creating a large splash of water. In the background, there is a large, multi-story white house with a porch and balcony. The scene is set in a residential area with trees and a stop sign visible on the left. The text "Connect the facts to what matters to your audience" is overlaid in a large, bold, blue font.

Connect the facts to what matters to your audience

Use framing to develop your message



Highlight what appeals to your audience

Use framing to develop your message

Metaphors can help explain unfamiliar concepts



Explanatory Metaphor

Heat-Trapping Blanket




Explanatory Metaphor

Regular and Rampant CO₂



**What metaphors
have you heard or
used to talk about
risk concepts?**



**Share your
thoughts in
the chat**

Test your message

Test with your audience

Use focus groups, surveys, conversations

Ask open ended questions

Incorporate what you learned

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7. **Use multiple ways to communicate**

Use a method that will reach your audience



Use multiple ways to communicate

Case Study

Virtual open house

Astoria Landslide Ordinance Online Open House

Final Questions

Do you have other comments? What else should the City think about as we draft the ordinance? Is there anything else you would like to know about landslide risks and susceptibility in Astoria?

What are the best ways to increase property owners' and residents' landslide awareness and get their feedback on the proposed ordinance? *(Check all that apply.)*

- ☐ Email
- ☐ City website
- ☐ Social media
- ☐ Radio
- ☐ Mailing and newsletters
- ☐ In-person events (as possible)
- ☐ Door-to-door outreach (as possible)

Other...

What neighborhood do you live in? *(Select one.)*

Select

Sign up for updates and stay informed about the draft ordinance

What is your name?

Email address

Continue the dialog



Sources: West Oakland Environmental Indicators Project

MEETING-IN-A-BOX



600+
Participants

389
Ideas



Case Study

Using a variety of methods to talk about risk

**Consider what communication
expertise or skills you need**

**Risk communication is a
marathon,
not a sprint**

**Which best practice
or tip will you try in
the next 6 months?**

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Get Audience Feedback

Click on the [survey link in the chat](#) to give us feedback

Thank You!

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