

Speaking the Same Language: Fundamentals of Risk Communication

Narrative: The session offers an overview of risk communication strategies and the principles of managing an effective risk communication response in times of crisis. Participants will learn basic skills and tools to help communicate effectively with staff, the media, outside agencies and community members; and how risk communication strategies can help communities respond to—and recover from—emergencies.

Objectives:

Participants will learn:

1. The fundamentals of risk communication.
2. How to effectively communicate about sensitive issues.
3. What influences risk perception.
4. Targeting the message to the audience.
5. Risk communication management and spokesperson tools.