



Australian Government
**Australian Pesticides and
Veterinary Medicines Authority**

Sli.do #Safety

Communicating risk and hazard

What's the cost of nothing happening?



Maggie Hardy | 21 July 2021

Defining the message

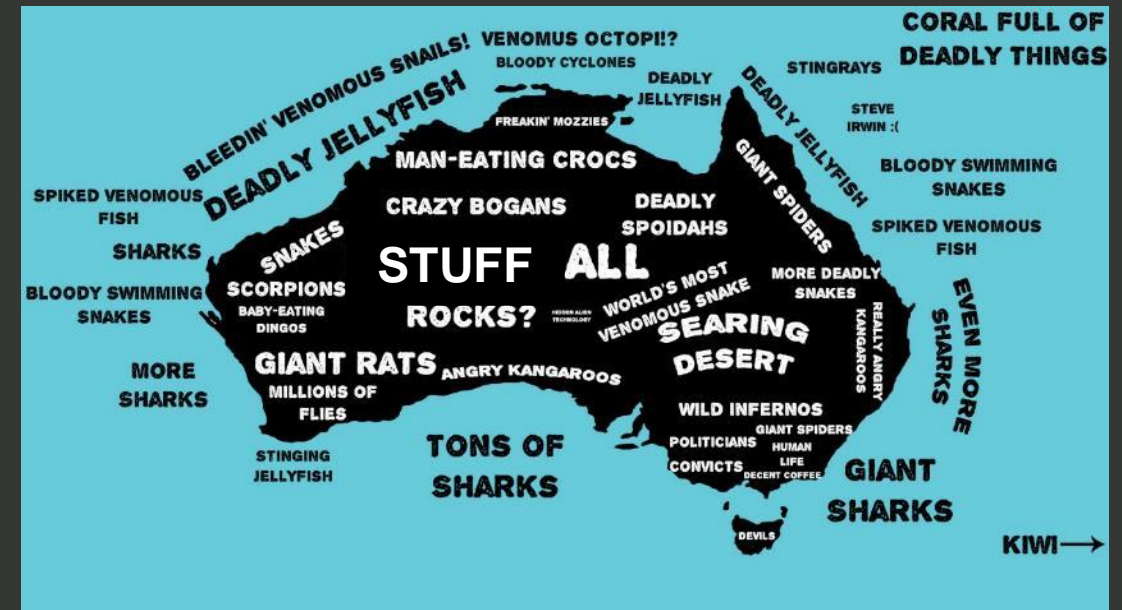


Understanding risk is relative

How Australians see Australia



How others may see Australia



Information needed for making risk-based decisions

Risk assessment requires estimation of exposure

- duration, frequency, magnitude
- to determine a realistic dose
- extrapolation from models
- distribution across populations
- sensitivity of estimates to changes in assumptions



Getting the message out



Principles of crisis and emergency risk communication

If you don't know where you're going, you'll end up someplace else.
Yogi Berra

1. Right message
2. Right person
3. Right time

<https://emergency.cdc.gov/>

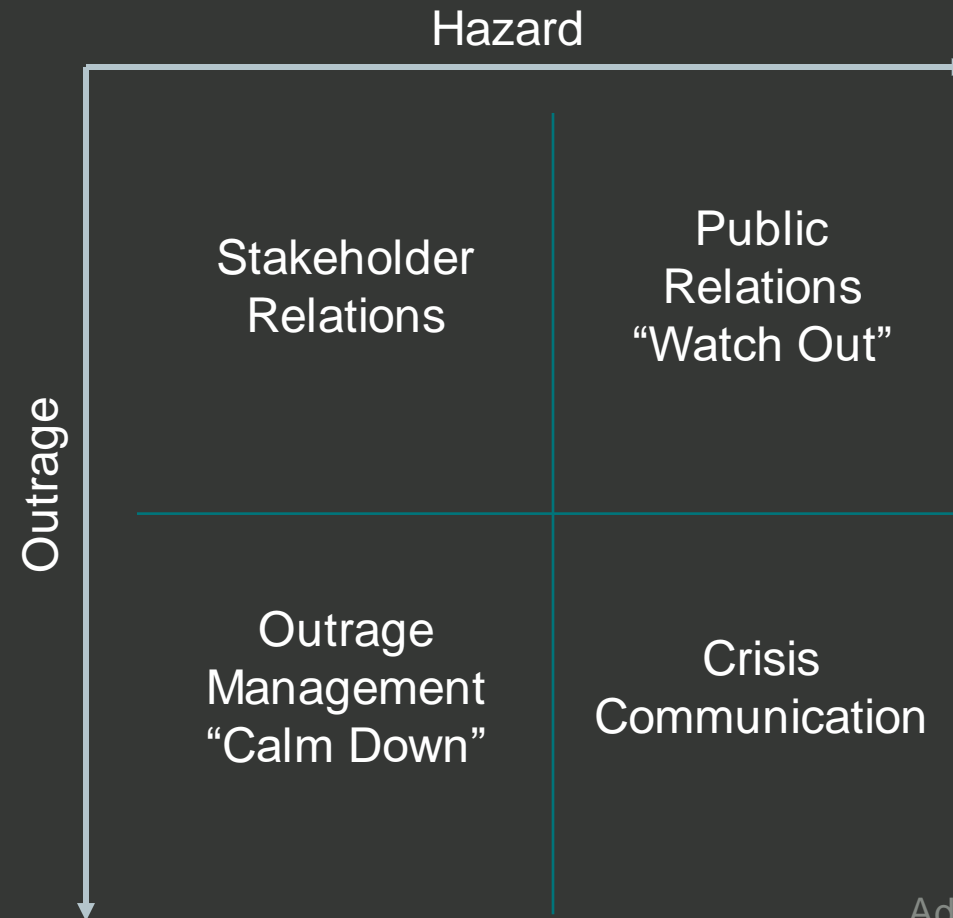
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- 1**  **Be First:**
Crises are time-sensitive. Communicating information quickly is crucial. For members of the public, the first source of information often becomes the preferred source.
- 2**  **Be Right:**
Accuracy establishes credibility. Information can include what is known, what is not known, and what is being done to fill in the gaps.
- 3**  **Be Credible:**
Honesty and truthfulness should not be compromised during crises.
- 4**  **Express Empathy:**
Crises create harm, and the suffering should be acknowledged in words. Addressing what people are feeling, and the challenges they face, builds trust and rapport.
- 5**  **Promote Action:**
Giving people meaningful things to do calms anxiety, helps restore order, and promotes some sense of control.³
- 6**  **Show Respect:**
Respectful communication is particularly important when people feel vulnerable. Respectful communication promotes cooperation and rapport.

Outcomes of clear communication

Two different activities

- Alerting People
- Reassuring People



Measuring impact



The importance of credible risk communication

