Risk & Behavior Change Communication From Action to Theory

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Session Objectives

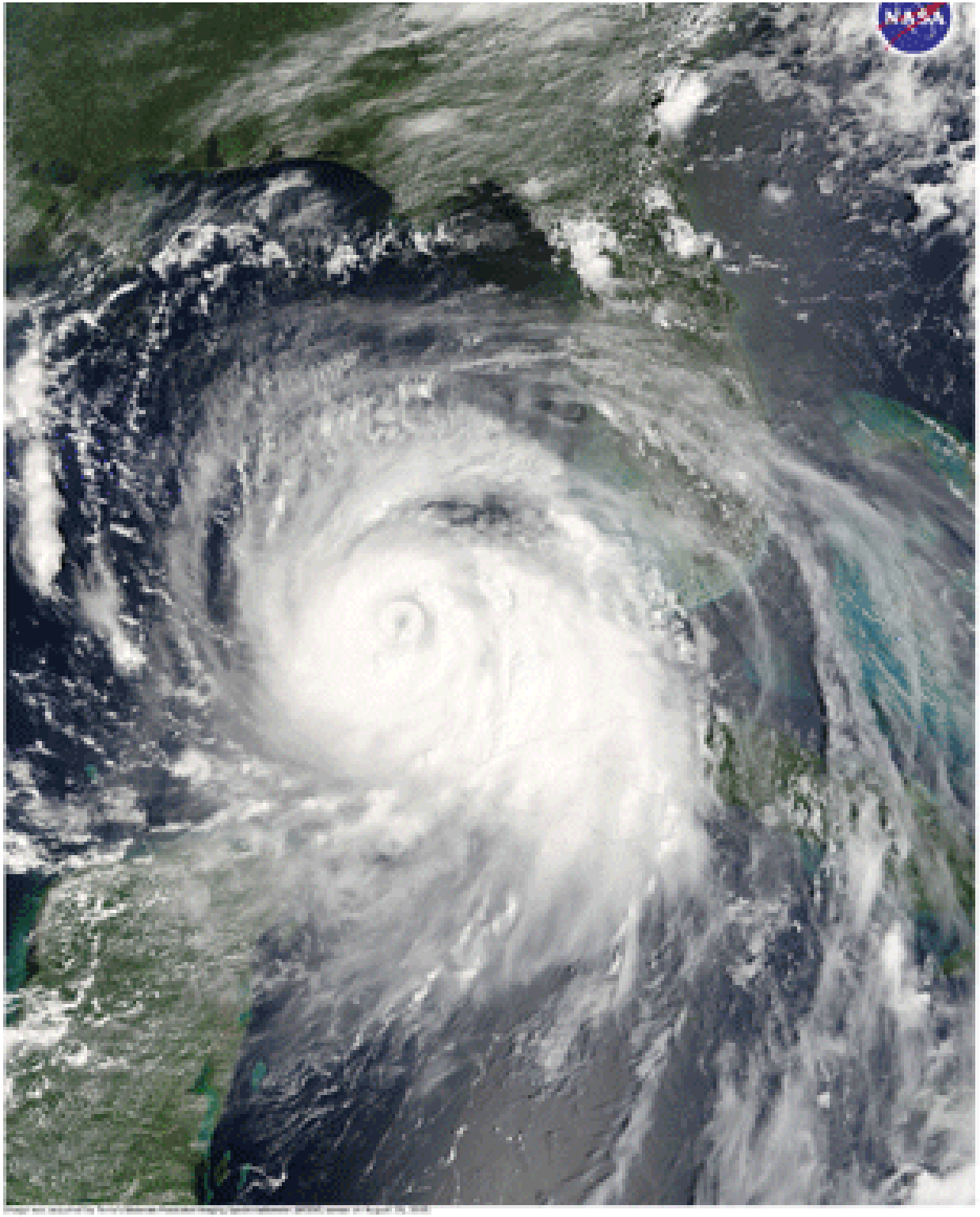
- Identify decision-making criteria applied in selecting Community Mitigation Measures
- Identify critical elements during the simulation exercise that influenced risk communication outcomes

Timeline: SARS outbreak

HURRICANE KATRINA

The 2005 hurricane season will long be remembered both for the record-breaking number of early storms and the emergence of a powerful Category 5 hurricane in the central Gulf of Mexico—Hurricane Katrina.

Seventeen days after Katrina flooded New Orleans, much of the city is still under water.



Hurricane Katrina strengthened into a powerful Category Five hurricane with sustained winds of 160 mph. The boost came just hours after Katrina

New Global Public Health Challenges

- Man-made disasters
- Emerging and re-emerging infectious diseases
- Climate change and natural disasters

Appetite for Risk Communication?

Uncertainty

High-concern,

Controversial,

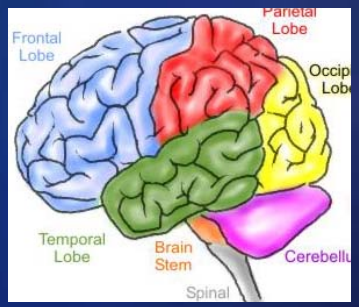
Emotionally-charged,

Health-threat

Risk Formula

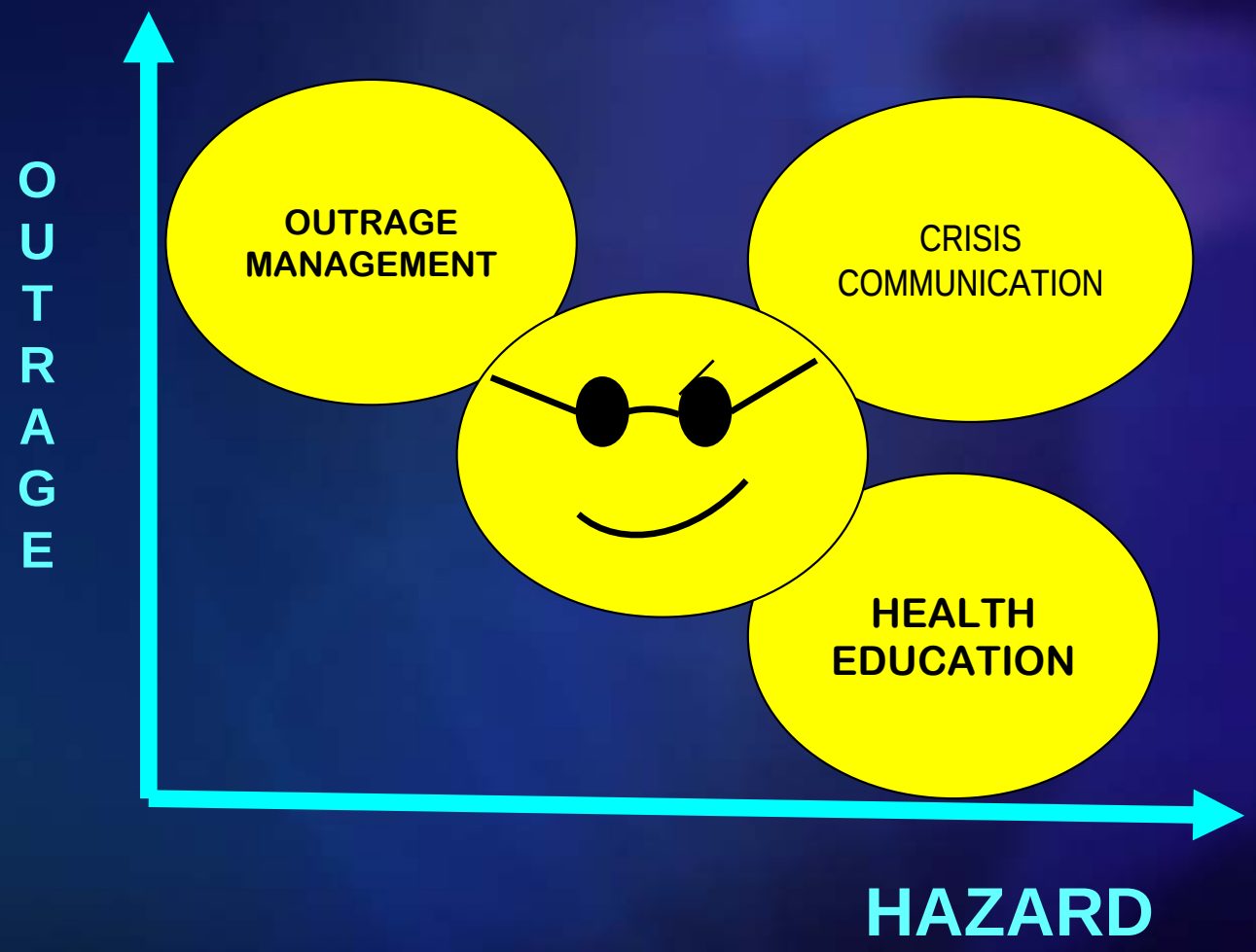
"The risks that kill you are not necessarily the risks that anger and frighten you"

RISK = HAZARD + OUTRAGE



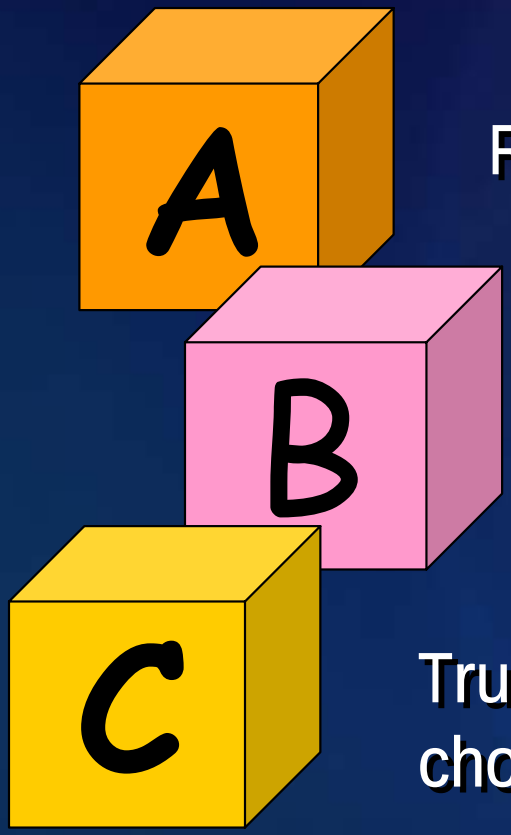
Peter M. Sandman, 1987

Four Types of Risk Communication[1]



(1) Peter Sandman. Crisis Communication Guideline for Action, p. 10

The ABC of Risk Communication

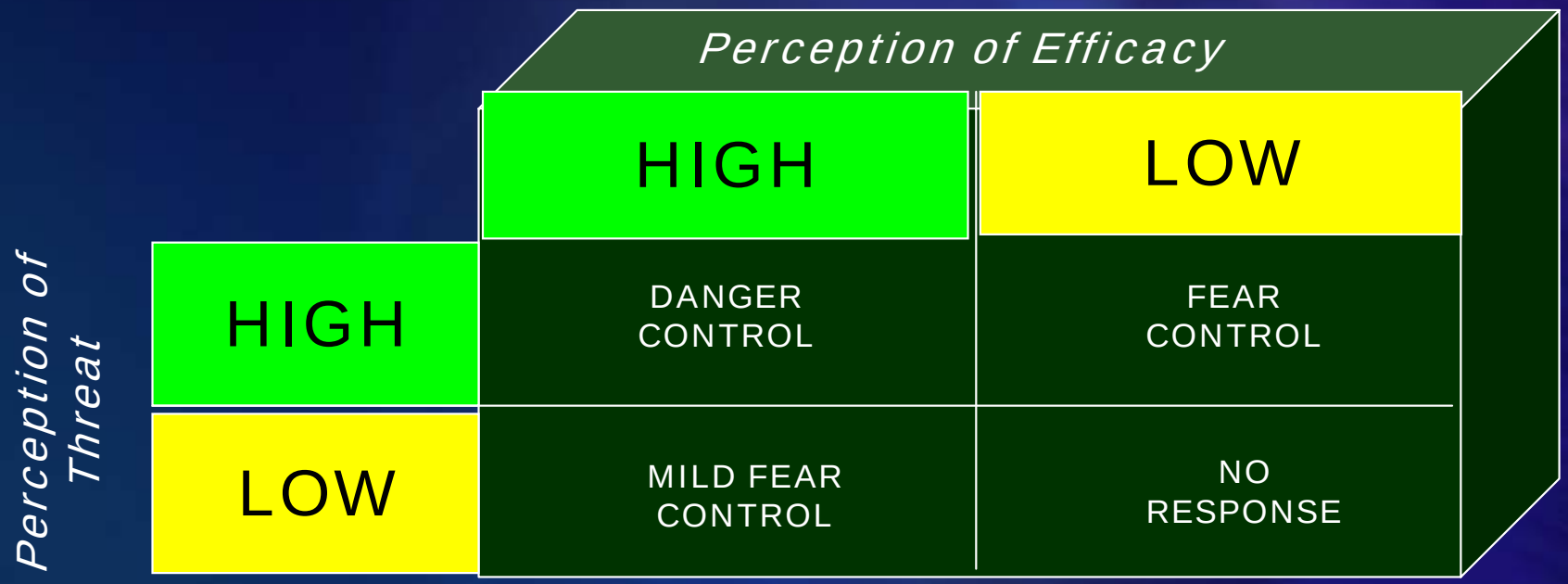


Risk communication is about truth and trust

Truth in the content and trust in the source

Truth in what is to be said and trust in who is chosen to say it to the public

Extended Parallel Process Model



Kim Witte. *Putting the .fear. back in Fear Appeals* and *A Meta-analysis of the Fear Appeal Literature*