



Risk Communication Strategies

Accept and involve the public as your partner

By doing this you need to recognize your partner as an equal, not as someone who you must correct. You need to ensure that your partners understand what you believe is important about the situation so you can have an effective discussion about it.

Careful planning and evaluation

You should take into account a range of different or difficult questions and plan your communication interactions. Choose the most effective communication channels and tools for the job.

Listen to the specific concerns of your stakeholders

Not only it is important to provide tools and information to your stakeholders, but you may have to answer their questions. This can only be achieved by consulting with stakeholders to address concerns.

Be first, be transparent & honest

Being responsive builds trust and shows the stakeholder that they are priority. Tell stakeholders what you know. If you are caught in a lie, you can lose any trust you have built.

Speak clearly & compassionately

Show appropriate empathy to your affected stakeholders. If they are angry or scared, acknowledge this. Speak in a clear way that is easy to understand. You should also be consistent with every audience.

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TA-633-0421*



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**Health Risk Communication
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410-436-8152 / DSN 584-8152

Communication skills for any issue
that impacts your mission.



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