

Building Risk Communication Skills




Office for Coastal Management





Risk Communication



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

Building Risk Communication Skills

“Most people do not listen with the intent to understand; they listen with the intent to reply.”

Stephen Covey



Building Risk Communication Skills

- About relationships
- Listening to understand, not to respond
- Connecting to what people care about
- Recognizing different values and perceptions
- More information does not equal action



Risk Communication Basics



Why People Do What They Do

Thinking Fast and Thinking Slow



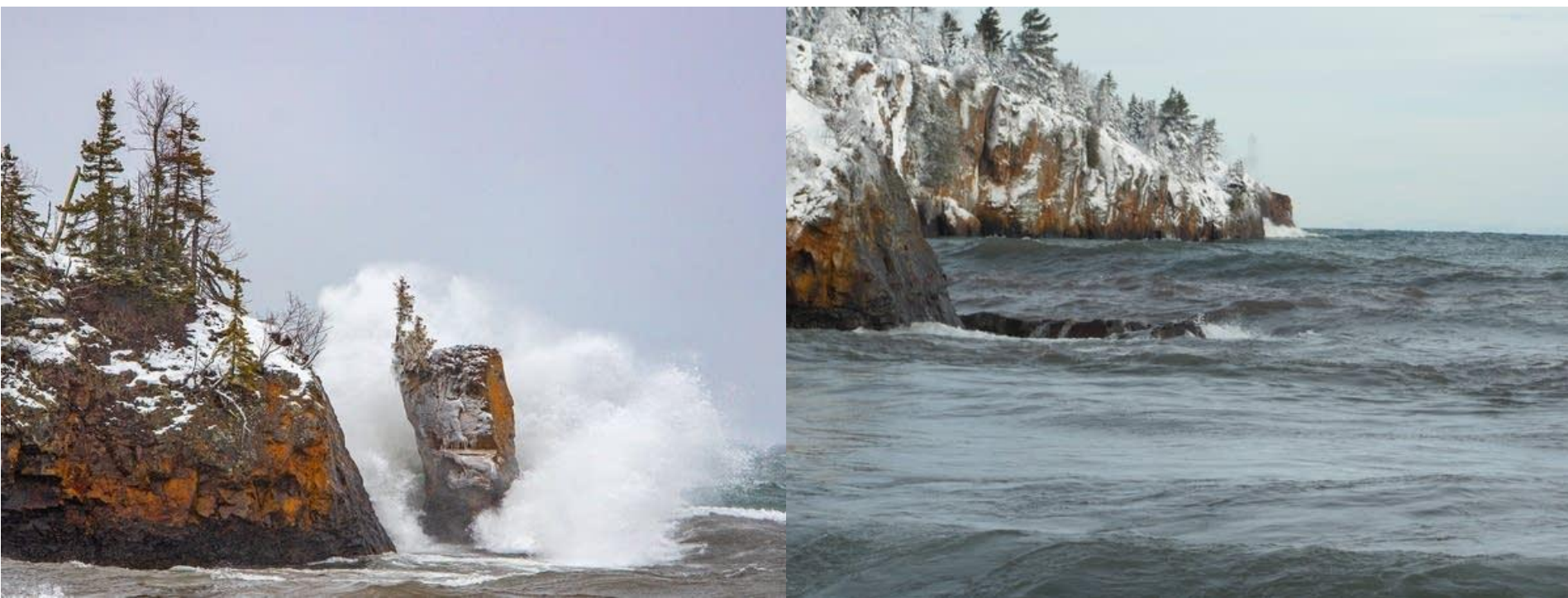
Mental Shortcuts



A shortcut in our reasoning, evaluating, or remembering.



**Technology will
solve my
problem**



MPR News Left: Dave Miess, Four Elements Photo Adventures; right: Courtesy Kurt Mead

**Connect on past events and
current problems**

Friends and Family



Photo: Roy Luck, flickr

Our Emotions



Acknowledge how people might feel about risks

Risk Communication Essentials

1. Listen to and hear the other person.

2. Ask questions to learn what they care about.

3. Connect the risk to what they care about.



**4. Frame your
conversation so it
resonates.**

5. Keep your goal in mind.

6. Work together to identify solutions.

Practice

- Pair off
- One person share a situation you've heard of where someone has used a mental short cut to do or not do something.
- The other person will listen, ask questions to learn more and begin to understand the perspectives that the situation may have revealed.
- Work through the Essentials to come up with a strategy for a future conversation. What would you do differently?
- Find another pair for groups of four and share one of your situations and possible solutions.

How did that go?

- What was hard about listening to understand?
- What mental short cuts do you take?
- What will you try differently next time you find yourself engaged in a similar conversation?

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Ask Them


- Tell me more about that experience
- What are you seeing?
- What do you like about your community?
- What is something important you would like to protect?
- How is it impacting you or someone you know?



Uncertainty

Uncertainty

Avoid the term, not the concept



**How do you deal
with uncertainty
when talking about
risk?**

Have a 'What If' Conversation

Use Scenarios