



Seven Tips for Effective Risk Communication



1. **Have a Communication Plan:** Before beginning risk communication efforts, it is important to know what needs to be achieved and how to achieve it.



2. **Speak to Their Interests, Not Yours:** Connect emotionally with the audience's and stakeholder's values and concerns to help establish a relationship and improve risk communication efforts.



3. **Explain the Risk:** When communicating the risk, do so in a clear, appropriate way for the audience. Use stories and visuals to make it personal and Help the audience understand the impacts and the hazard.

4. **Offer Options for Reducing the Risk:** Facilitate a conversation to identify barriers to action. Offer options that address these barriers and are appropriate for the local situation.

5. **Work with Trusted Sources and the Public:** People seek confirmation from multiple trusted sources to verify risk and help them make decisions on what actions to take, if any.



6. **Test Messages or Products; Evaluate Performance:** Coworkers are not the audience. Test methods on target audience members before reaching out more broadly.

7. **Use Multiple Ways to Communicate:** People like to receive information in different ways. Understand how the audience likes to receive information on hazards.