



Risk Communication For Healthcare Providers

Dr. Myo Sett Thwe
M.B., B.S., M.P.H., M.H.Pol.

RAHREZ
STUDIO ANGELES TRUST
ART OF CONCEPTS



ter-ror-ize (ter'ər iz') vt. -ized, -izing 1. to fill with terror; terrify



Peter Sandman



“The risks that upset people are completely different from the risks that kill people.”

Some Other Important Quotes



- “ Risk comes from not knowing what you are doing.”
(Warren Buffet)
- “Risk is like fire: If controlled it will help you; if uncontrolled it will rise up and destroy you. “
(Theodore Roosevelt)
- “ Risk management is about people and process and not about models and technology. “
(Trevor Levine)
- “ Even a correct decision is wrong when it was taken too late. “ (Lee Iacocca)

Shades of Grey...



FIGURE 2.1 WHY THE PUBLIC IS OFTEN CONFUSED ABOUT THE DIFFERING VIEWS OF SCIENTISTS ABOUT POTENTIAL HAZARDS AND HEALTH RISKS.



Source: Mischa Richter, *The New Yorker*, March 21, 1988.

Definitions



- “Exchange of information and opinions, and establishment of an *effective dialogue*, among those responsible for assessing, minimizing, and regulating risks and those who may be affected by the outcomes of those risks.” (Business Dictionary)
- “Exchange of real-time information, advice and opinions between experts and people facing threats to their health, economic or social well-being, aiming to enable people at risk to take *informed decisions* to protect themselves and their loved ones.” (WHO)

What Is RC? What is it NOT?

- WHO: "...*an interactive process of exchange of information and opinion* on risk among risk assessors, risk managers, and other interested parties."
- CDC/ATSDR: "Merely disseminating information without regard for communicating the complexities and uncertainties of risk *does not* necessarily ensure effective risk communication."

Two Key Issues

A close-up photograph of a ladybug on a green leaf. The leaf is covered in water droplets, and the ladybug is positioned on the right side of the leaf. The background is a soft, out-of-focus green.

- *Instill Confidence*
 - Prevent panic!
 - Calm and make the public feel comfortable and self assured
- *Provide information to Public*
 - Educate public in advance, if possible
 - Provide necessary information
 - *Do Not Confuse Them!*

The 3-Challenges in RC



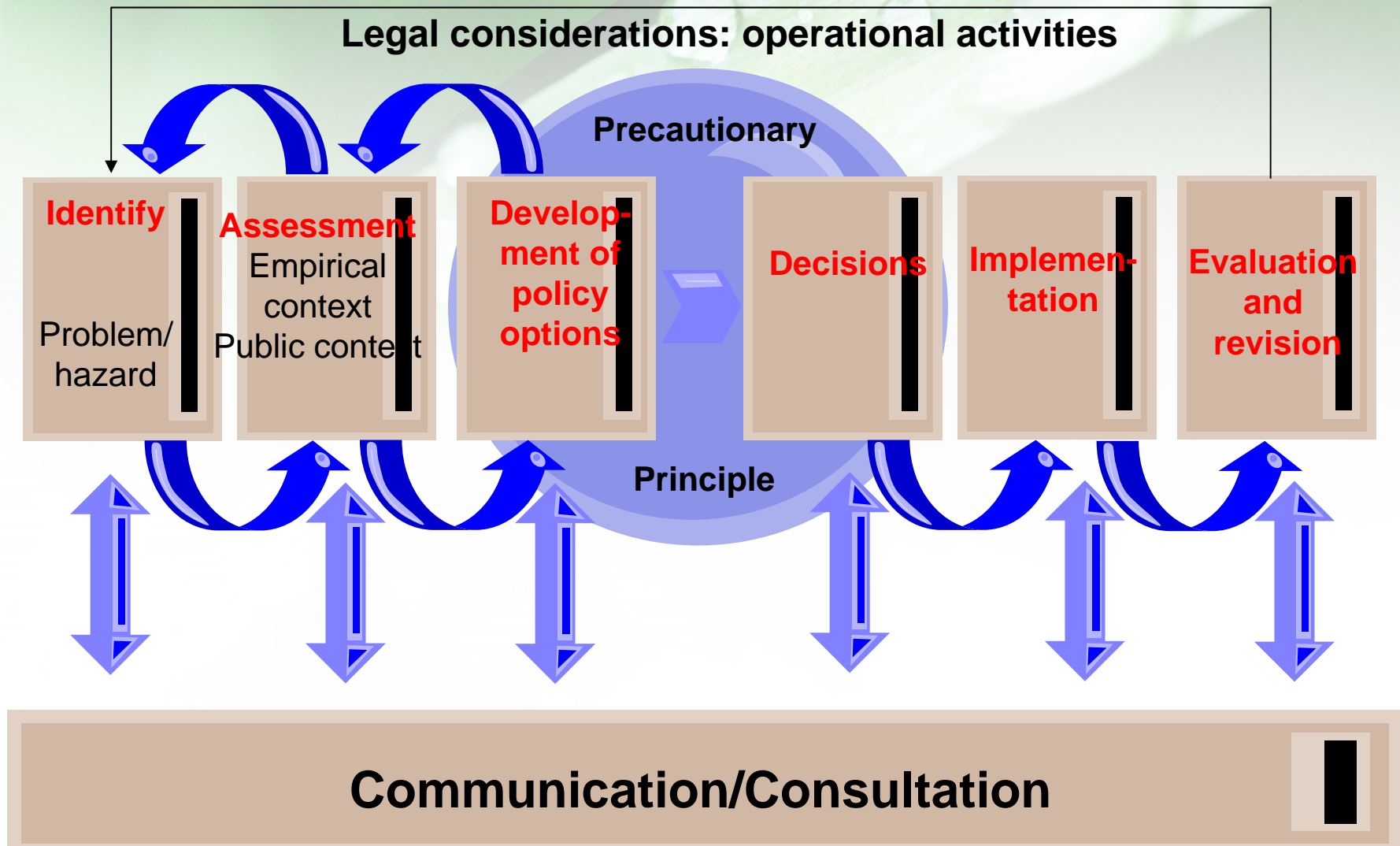
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- *Knowledge challenge* – the audience must be able to understand the technical information presented
- *Process challenge* – the audience needs to feel involved in the process
- *Communications skills challenge* – the audience and those who are communicating the risk need to be able to both convey information and to receive information effectively.

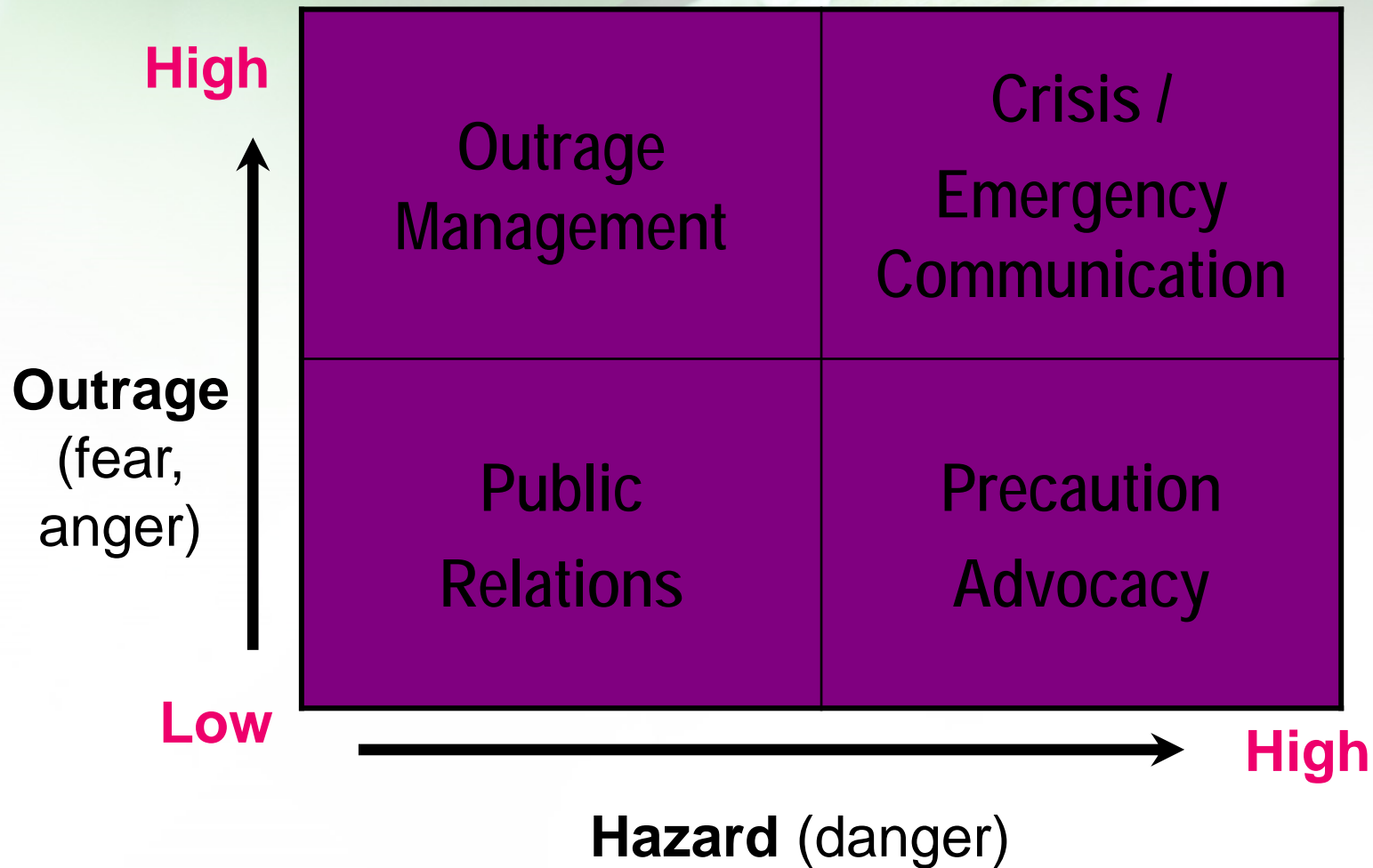
Risk assessment



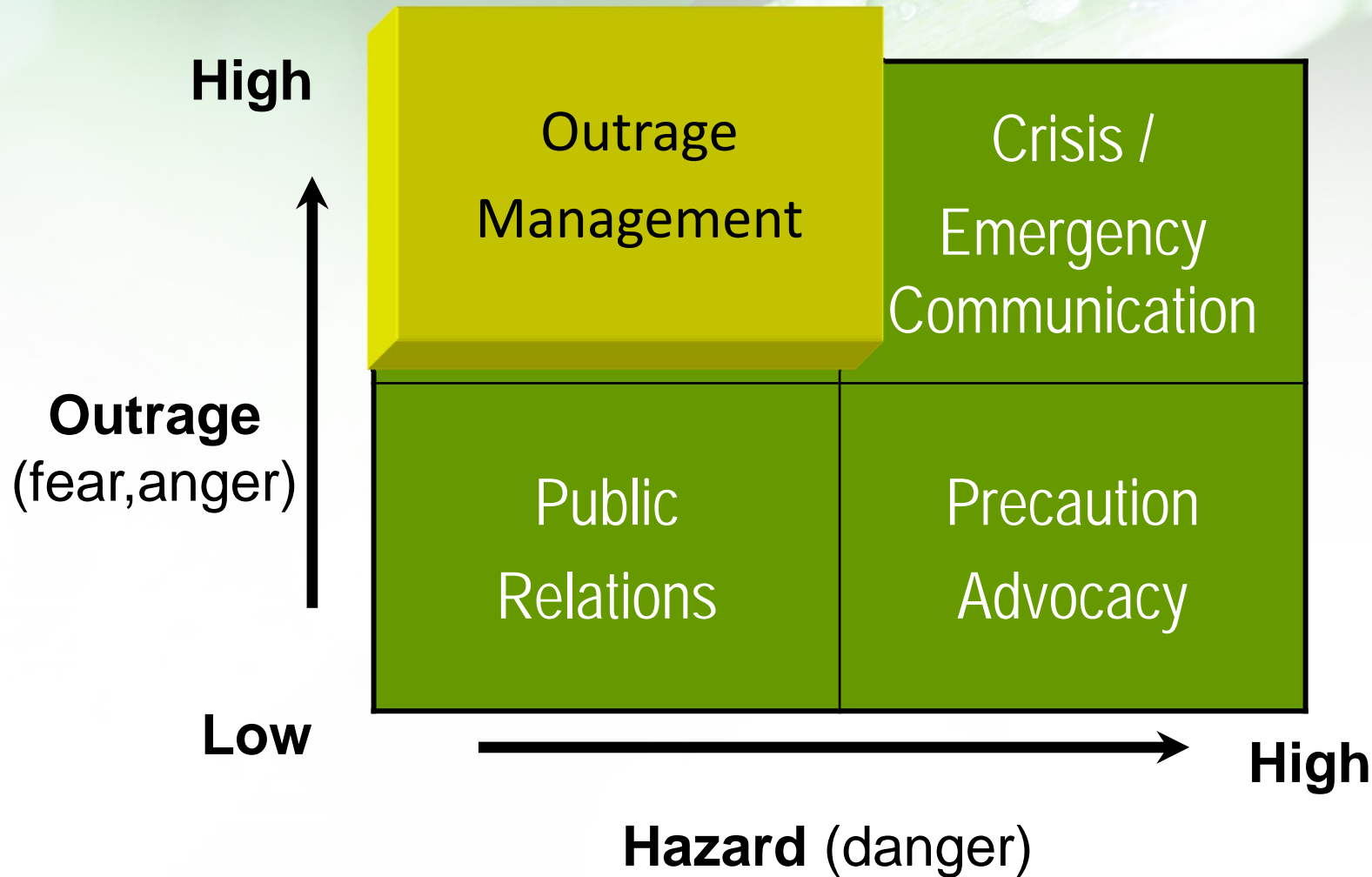
Risk Management and Public Policy Decision-making Process



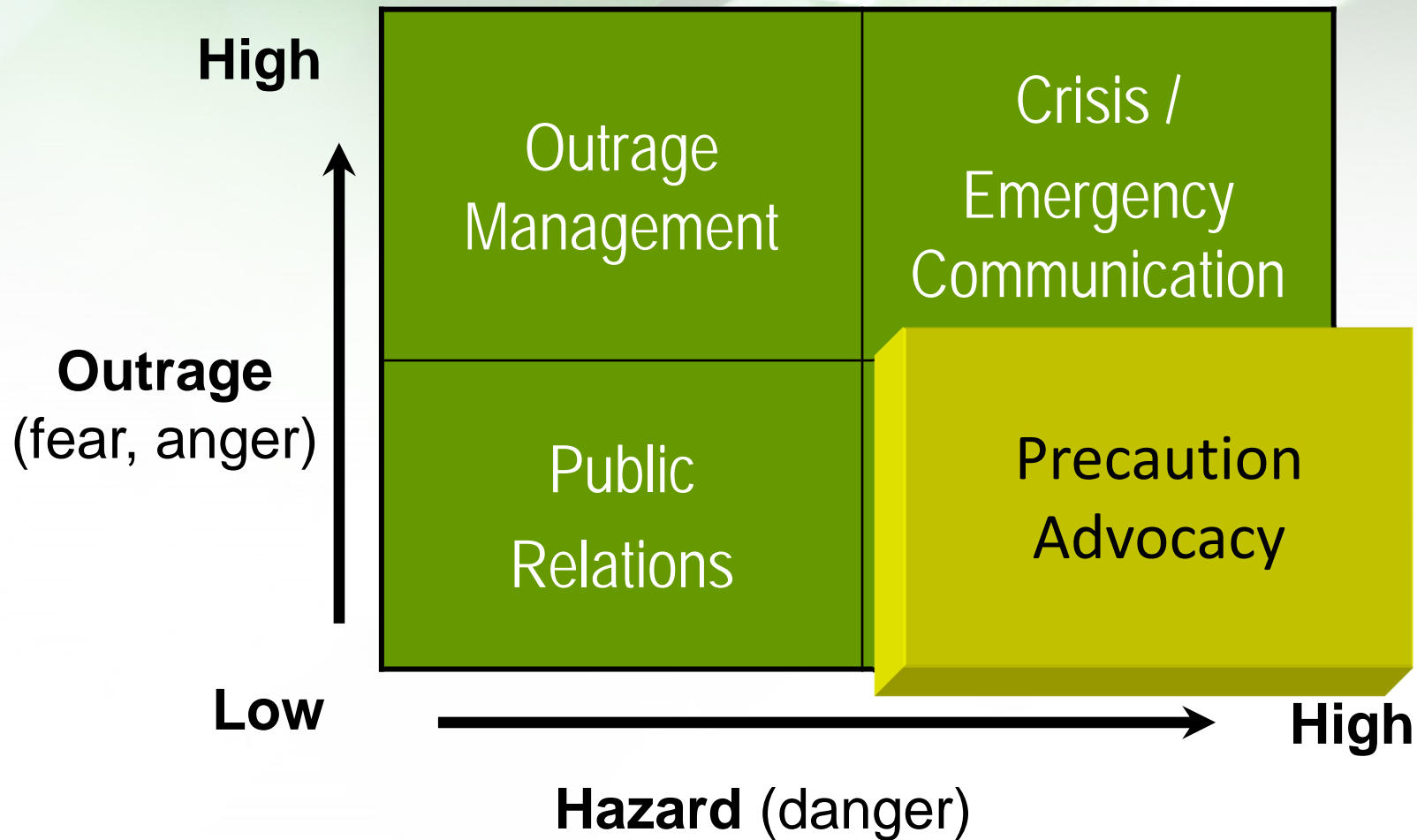
A variety of risk communication approaches



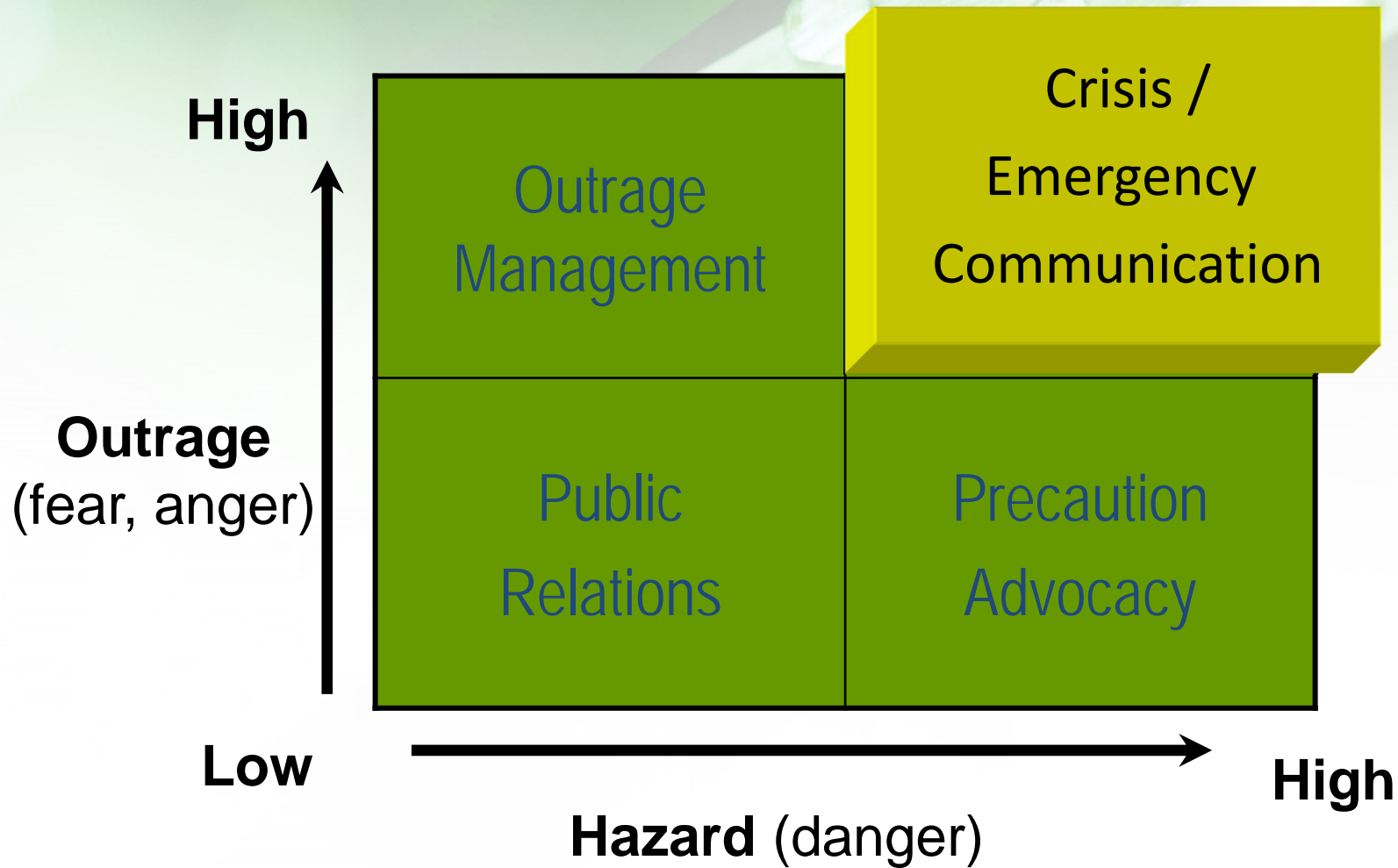
Goal: Reduce outrage so people don't take unnecessary precautions



Goal: Increase concern for a real hazard to motivate preventive action



Goal: Acknowledge hazard, validate concern, give people ways to act





**Accuracy of
Information**

**Speed of
Release**

CREDIBILITY

Empathy

Openness

TRUST

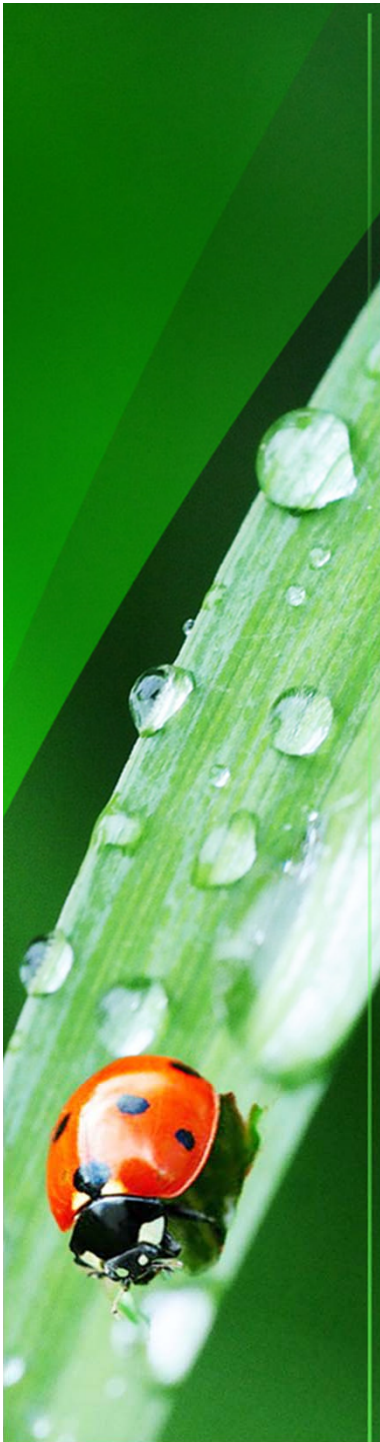
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**Successful
Communication**

Six Principles of CERC

1) *Be First*

- Crises are time-sensitive



Six Principles of CERC

2) *Be Right*

- Accuracy establishes credibility
- Information should include what is known, what is not known, and what is being done to fill in the gaps



Six Principles of CERC

3) *Be Credible*

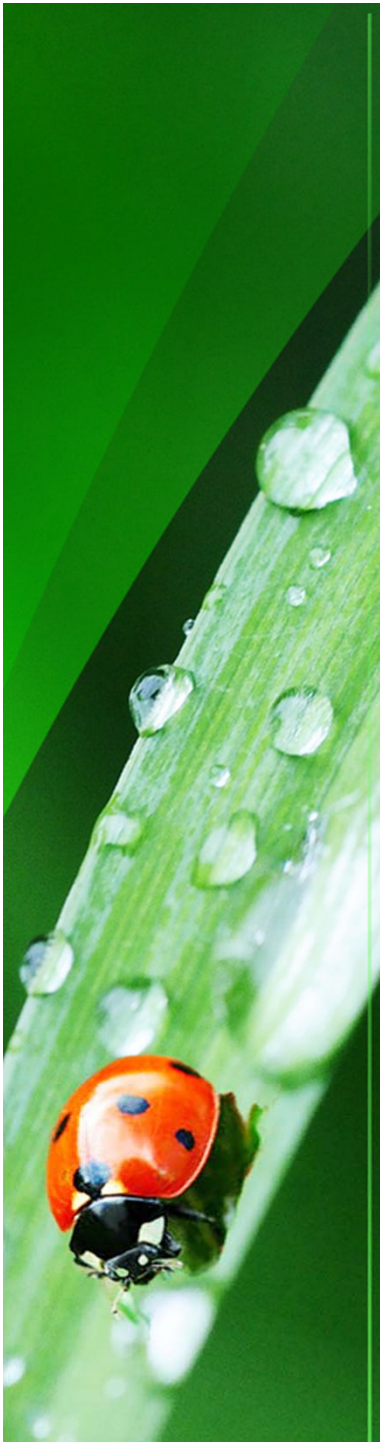
- Honesty should not be compromised



Six Principles of CERC

4) *Express Empathy*

- Suffering should be acknowledged in words
- Builds trust and rapport



Six Principles of CERC

5) *Promote Action*

- Calms anxiety
- Inform public about beneficial actions
- Promotes a restored sense of control



Six Principles of CERC

6) *Show Respect*

- Important when people feel vulnerable

Promotes cooperation and rapport



The "DO"s of Risk Communication



- Evaluate and improve your communication habits
- Share the communication responsibility
- Be attentive and concentrate
- Grasp the significance of what people are telling you
- Observe all the non-verbal signals
- Adopt an accepting attitude
- Express understanding and comprehension
- Listen to yourself

The “DONT”s of Risk Communication



- Don't confuse listening with remaining silent
- Don't pretend to be listening
- Don't interrupt unnecessarily
- Don't make rapid judgments
- Don't turn the discussion into a matter of vanity
- Don't ask too much
- Don't say *I know exactly how you feel*
- Don't over-react to emotional phrases
- Don't give advice unless you are asked for it
- Don't hide behind the role of listener

Timing is Everything



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- The chance we have for willing receptors (listeners) is very much related to *how early* in the process we communicate with them; often, the longer we wait, the less credibility we have and the more fuel there is for 'outrage'.
- **BEFORE** (best), during & after an event





The seven cardinal rules of Risk Communication



- 1) Accept the public as cooperating partner
- 2) Listen to the public
- 3) Be honest and flexible when listening to the opinions of others
- 4) Coordinate and cooperate with other agencies/ groups that have credibility
- 5) Meet the needs of the media
- 6) Speak clearly and with empathy
- 7) Plan carefully and assess/evaluate the activities



ROLE OF MEDIA AND SOCIAL MEDIA IN RISK COMMUNICATION

The Media's Role

- ❖ Inform the public
- ❖ Provide updates
- ❖ Direct the public to information
- ❖ Serve as a watchdog



Building Positive Media Relationships

- Provide equal access to information
- Give reporters what they need



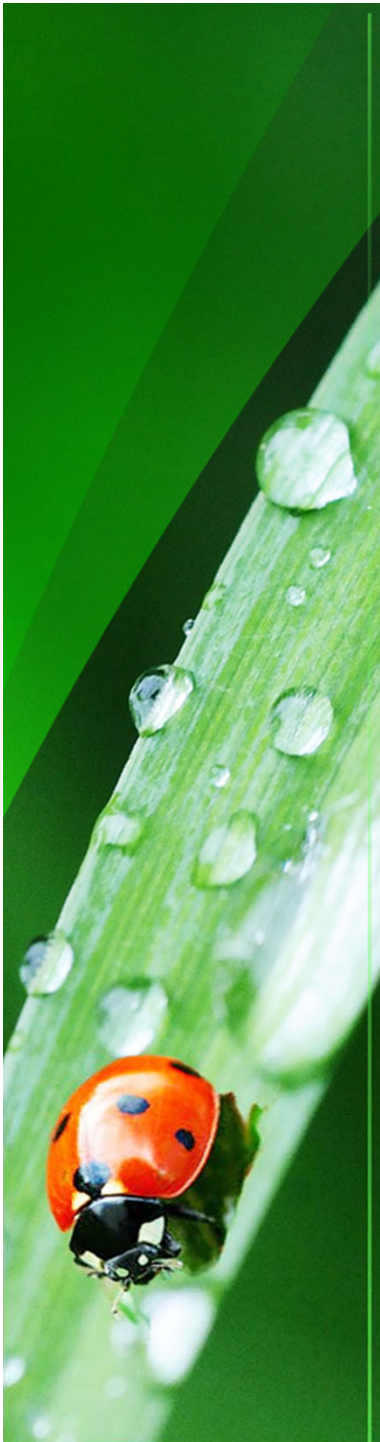
Media Operations During a Crisis

- *Media may react differently during an emergency!*



Importance of Social Media

- Play a critical role in informing or ***misinforming***
- Often the first publicly provided material
- Source for traditional media
- Allow the public to be receivers and senders





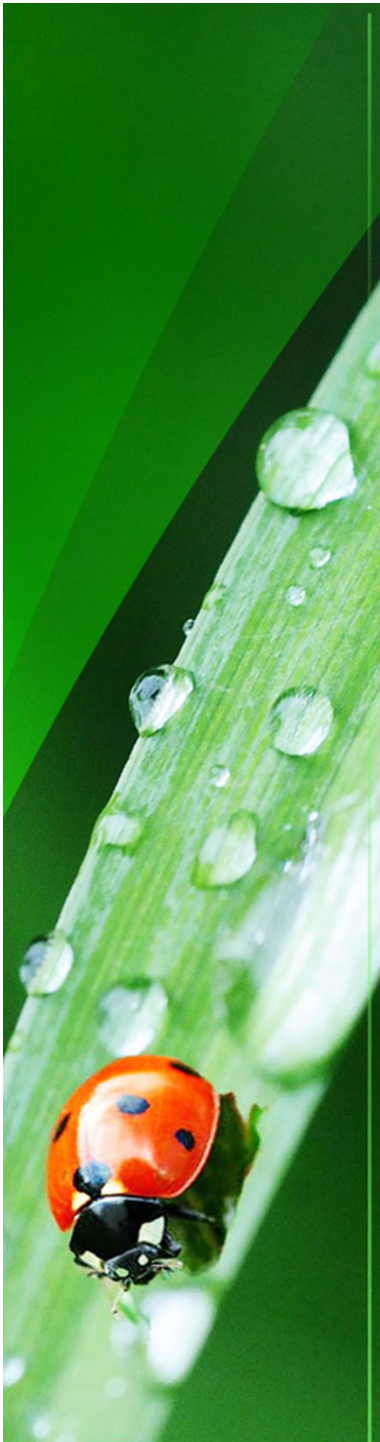
Using Social Media

- ❑ Use all risk communication principles
- ❑ Establish trust with users
- ❑ Use various media
- ❑ Collaborate with credible sources
- ❑ Partner with the public

Remember: *You can't control every message being sent or every response to your*

Mobile Media's Role During a Crisis

- ❑ Information sharing and alerts
- ❑ Real-time coverage
- ❑ Communication with family and friends
- ❑ Directions away from disaster areas



Closing

- What experiences have you had or anticipate having in your career in which CERC (Crisis and Emergency Risk Communication) principles would be relevant?



A close-up photograph of a ladybug on a green leaf with water droplets. The ladybug is orange with black spots and is positioned in the upper right quadrant of the image. The leaf is covered in numerous clear water droplets of various sizes. The background is a soft, out-of-focus green. The text 'Thanks For Your Kind Attention!' is overlaid in the center in a bright pink color.

**Thanks For Your
Kind Attention!**