

EPA Tools and Resources Training Webinar

Risk Communication at EPA:

An Introduction to Practice

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What to Expect Today

1. Introductions
2. The basics: The SALT Framework
3. Best practices
4. Messaging and Engagement Tools





A little about me and how I
got here

Test Subjects





Risk Communication: Definitions

Risk Communication:

communication intended to provide a general or specific audience with the information they need to make informed independent judgements about risks to health, safety, and the environment (Fischhoff).

At EPA, this means providing
MEANINGFUL, UNDERSTANDABLE,
and **ACTIONABLE** information to the
American public.

So that's the
definition but
why does it
matter

Crises and Emergency Response

Updates to Risk Estimates

Radiation

Hazardous Spills

Lead

Emerging Contaminants

Carcinogens



SALT Framework*

- Strategy
- Action
- Learning
- Tools

(* It's not only linear.)

Additional information: <https://www.epa.gov/risk-communication/salt-framework>

SEVEN: MEAT

whole beef shell with
ese and bread crumbs.
shell on the rack. Re-

even a day ahead up

serving, set the beef shell
umb and cheese covering
o the simmer. Heat the
e sauce. Then place the
heap with meat mixture,
t. Arrange the vegetables
auce separately. Each guest
der shell with a serving
art of it and its filling.

meat is browned, then sim-
is the most famous. The
o browning, and are much
e describing meat which is
a fricassee; we shall not al-
become current usage.

BEEF STEWS

First Choice: Rump Pot Roast—*Pointe de Culotte*, or *Aiguillette de Rumsteck*
Other Choices: Chuck Pot Roast—*Paleron*, or *Macreuse à Pot-au-feu*
Sirloin Tip—*Tranche Grasse*
Top Round—*Tende de Tranche*
Bottom Round—*Gîte à la Noix*

COOKING TIME

Beef stews take 2 to 3 hours of simmering depending on the quality and tenderness of the meat. If it has been marinated before cooking, it may take less time. Stews may be cooked either in the oven or on top of the stove; the oven is preferable because its heat is more uniform.

BOEUF BOURGUIGNON

BOEUF À LA BOURGUIGNONNE

[Beef Stew in Red Wine, with Bacon, Onions, and Mushrooms]

As is the case with most famous dishes, there are more ways than one to arrive at a good *boeuf bourguignon*. Carefully done, and perfectly flavored, it is certainly one of the most delicious beef dishes concocted by man, and can well be the main course for a buffet dinner. Fortunately you can prepare it completely ahead, even a day in advance, and it only gains in flavor when reheated.

VEGETABLE AND WINE SUGGESTIONS

Boiled potatoes are traditionally served with this dish. Butter or steamed rice may be substituted. If you also wish a green vegetable, peas would be your best choice. Serve with the beef a fairly rich red wine, such as Beaujolais, Côtes du Rhône, Bordeaux, or Burgundy.

For 6 people

A 6-ounce chunk of bacon

Remov-

Strategy: Taking Stock, Goals, Objectives, Tactics, Platforms

Objective Setting: Harmful Algal Blooms

1. **Educate and Build Shared Understanding**
2. **Change Behavior**
3. **Change Feelings**



Objective Setting: PFAS and Jet Fuel in Drinking Water

- **Educate:** Inform community about safe and unsafe activities and actions being taken to reduce risk.
- **Change Behavior:** Increase adherence to risk reducing behaviors.
- **Change Feelings:** Increase self-reported feelings of trust in state advisories. Increase feelings of safety for safe activities and appropriate actions for unsafe activities.



The objectives you set can
and should impact the
tactics and platforms you
use.



Action:

- Factors that are known to impact implementation.
- Focus on tactics to help an audience, hear, understand, accept, and act on a given risk communication message.



Hazard factors: Risk Perception



Audience factors: language, literacy, numeracy, identity, cultural norms and biases, community history, time and economic stressors



Communicator factors: agenda and purpose, confidence, identity



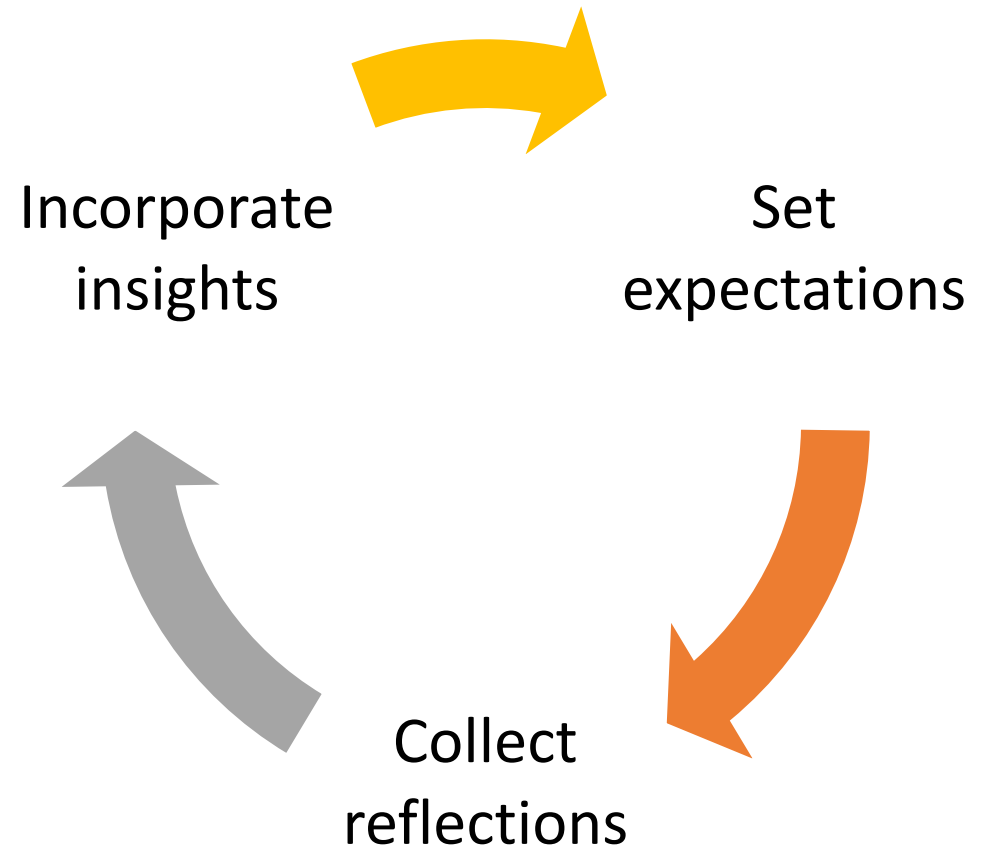
Relationship factors: Trust, values, perceptions of warmth and confidence



EPA factors: how we regulate and what we can actually do about a given hazard.

Action

Learning: Reflective practice model





Tools

Guides, trainings, templates, worksheets, explainers, and other content and materials to support the SALT framework and EPA staff in their risk communication work.

Of note: efforts are underway to build better resources on PFAS and if you are interested in being involved...



Acceptability of Risk: Key Hazard Characteristics

**What risks
are you upset
about?**

Chart of variables related to risk perception that has been adapted from Slovic and Fischhoff, 1985

More Acceptable	Less Acceptable
Affects adults especially the elderly	Affects children especially babies
Observable	Invisible
Exposure is known to exposed	Can be exposed without knowing
Contained in known and understood locations	Dispersed, could be anywhere
Shared Equally/ Equitably	Unfair or unequal distribution
Well understood and defined	New or poorly understood
Voluntary	Involuntary
Mild consequences	Catastrophic
Immediate effect	Delayed or unpredictable effect
Controllable by individual	No meaningful control steps available
Natural	Man made

Risk Perception

PFAS

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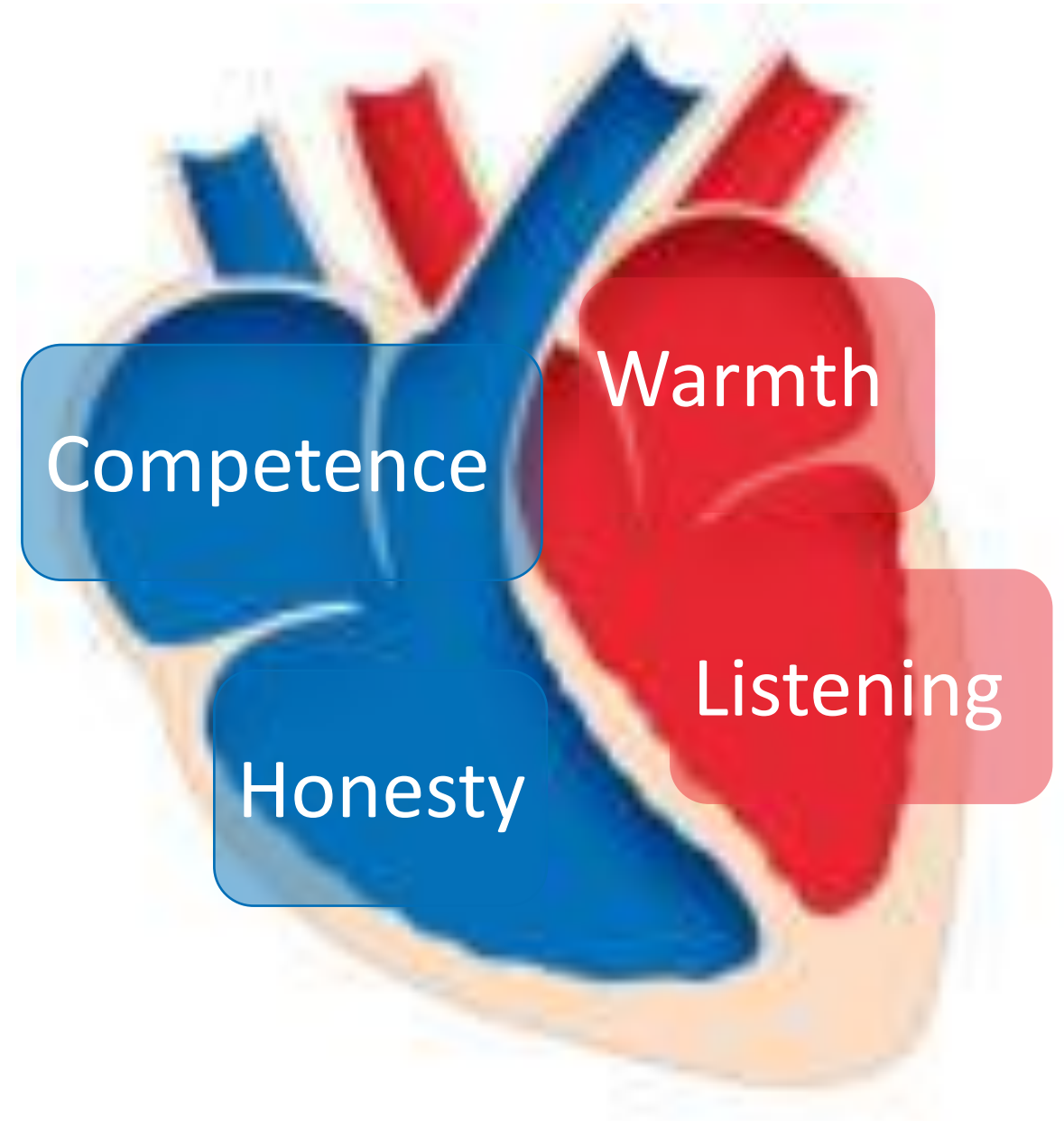




Risk Communication Best Practices

Know Your Audience

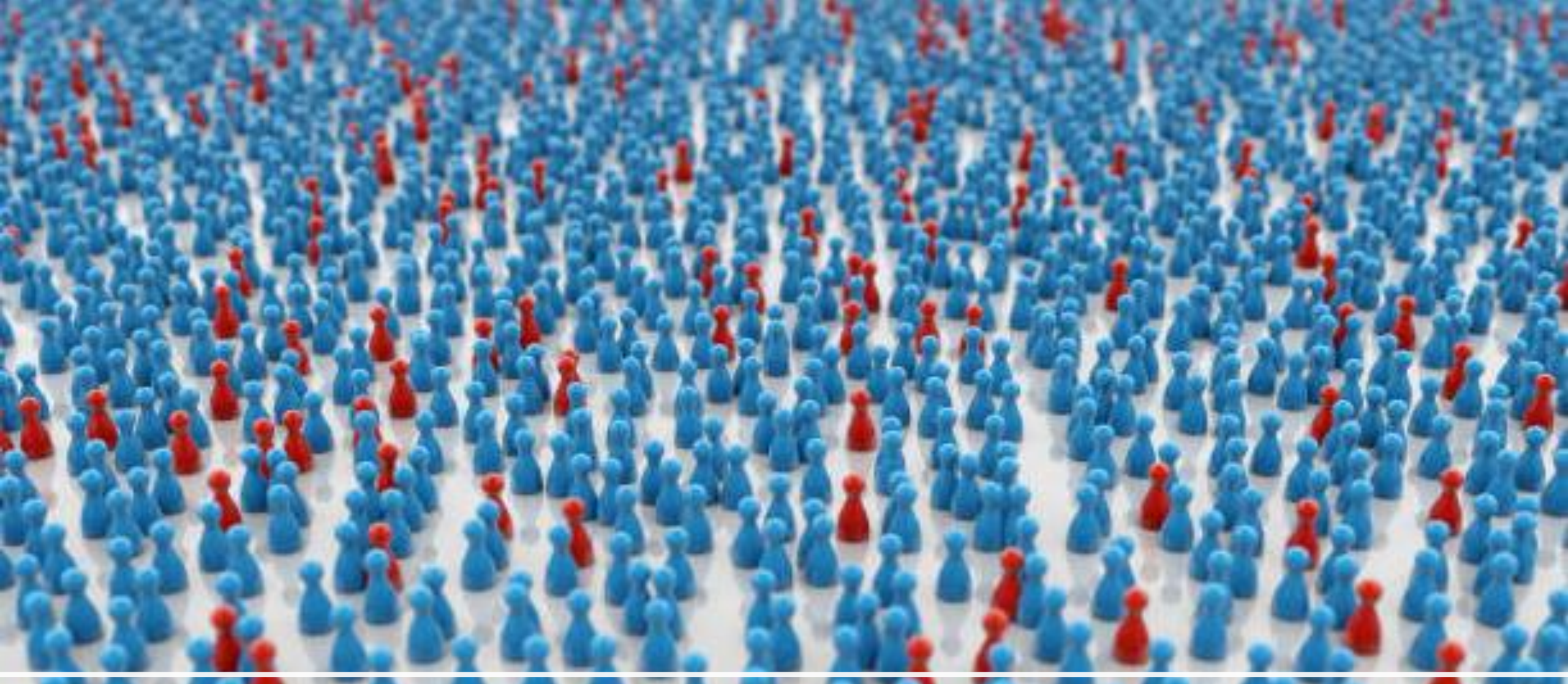
Trust is the Heart
of Risk
Communication:
It has 4
components





Risk Communications Best Practices

Building trust through shared values



Risk Communication Best Practices: Visuals, Numeracy, and Risk



Science Communication Best Practices

Uncertainty



Risk Communications Best Practices

Inoculation





Risk Communication Best Practice: Yes, and...



Risk Communication Best Practices

Local Voices and Narratives

A dramatic photograph of a volcanic eruption. A massive, billowing plume of ash and smoke rises from a mountain, filling the sky with shades of orange, brown, and grey. In the foreground, a small village with several houses is nestled at the base of a dark, forested mountain slope. The scene is captured in a cinematic style, emphasizing the scale and power of the natural event.

Risk Communication Best Practice: Actually Practice

Finally:
Messaging



The Gov. Box and So What?



Further thoughts on context

- Safe vs Safer
- Clean vs Cleaner



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Hazard Impact Action



Q and A



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