

Welcome to Seven Best Practices for Risk Communication Training

Where would you take Gwen and I if we were visiting your community?



**Share in the
chat and tell us
why**

What we'll talk about today

- ❖ **Our response to risk**
- ❖ **Best practices for risk communication**



**Grounded in research and
experiences**



Oakland Shoreline Leadership Academy

Share your ideas and experiences

**What does risk
communication
mean to you?**

**Share in the
chat**

A group of four people, two men and two women, are sitting around a table. They are looking at documents and appear to be in a meeting or collaborative work session. The image is semi-transparent and serves as a background for the text.

Risk Communication

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

“Risk communication is about a dialogue and a process, not a monologue and a product.”

-Joe Cone, Social Scientist

Risk Communication Challenges

“Getting people to take action”

“Making it real and tangible”

“Sense of urgency”

“Knowing what actions to take and when”

“Right level of information”

Our Response to Risk



**Risks that are personal and urgent
get our attention**

Past experiences inform our response to risk



**We are wired to look on
the bright side**



**Our actions are influenced
by the people around us**

A close-up photograph of a hand picking a cherry from a bowl. The hand is in the upper right, with fingers delicately holding a single dark red cherry. Below, a white bowl is filled with many other cherries, some dark red and some lighter pink. The background is softly blurred, showing more of the bowl and the surrounding environment. A semi-transparent white banner is overlaid across the middle of the image, containing the main text.

We cherry-pick information that fits with how we already think

**We need to think we have the
ability to take action**

**Which of these
have you seen
before?**

**Share the letter of your
response in the chat:**

- A. Past experiences
- B. Look on the bright side
- C. Influenced by people around us
- D. Cherry-pick information
- E. Barriers to taking action

Risk Communication Basics



**To be a better communicator,
understand what influences your
audience's response to risk**

Best Practices

Seven Best Practices for Risk Communication

- 1. Have an informed plan**
2. Get to know your audience
3. Establish partnerships
4. Explain the risk
5. Explore options to reduce risk
6. Use framing to develop your message
7. Use multiple ways to communicate

A photograph of a business meeting. Several people are seated around a table with laptops and documents. One person is writing on a document with a pencil. The scene is brightly lit, and the overall atmosphere is professional and collaborative.

Have an informed plan

Have an informed plan



Risk Communication Strategy Template



Have an informed plan



Risk Communication Strategy Template



Step 1: Define your audience and goal



Get specific with your audience

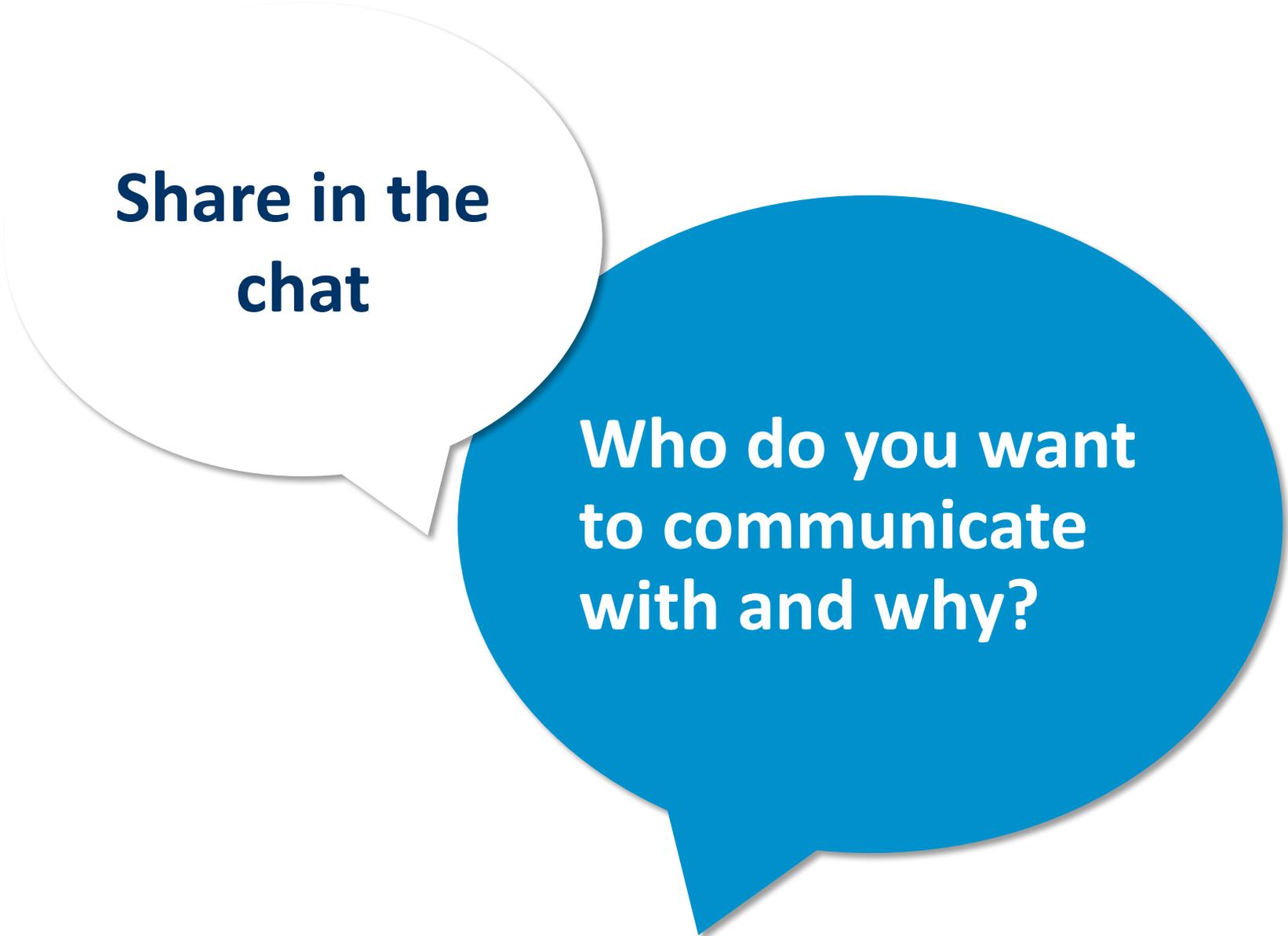
Have an informed plan

Identify what you want to accomplish with your risk communication

Neighbors learn about sea level rise and its impacts

City council funds your project and other restoration projects

Local school kids volunteer



**Share in the
chat**

**Who do you want
to communicate
with and why?**



Risk Communication Strategy Template



Step 2: Understand your audience

Step 3: Connect with your audience about risks



Connecting with your Audience: Planning Your Next Interaction

Each interaction with your audience provides a powerful opportunity to learn about that group and share information about coastal hazard risks. This quick reference leads you through the planning process and provides examples of how others are approaching this task.

Part 1 – Identify Audience and Goal

Part 2 – Outline Content and Format

Part 3 – Identify Logistics

Part 4 – Identify Materials and Supplies

Part 5 – Read about Tools, Techniques, and Examples of How People Are Interacting

BEFORE YOU BEGIN: Before you start filling in this worksheet, have you determined your priority audience? Is your audience narrowed down as much as possible to ensure that your interaction is most effective? Have you defined your risk communication goal? Do you know what ways your audience likes to interact on this topic? If you responded “no” to any of these questions, start with the risk communication strategy template found at this address:

coast.noaa.gov/digitalcoast/training/risk-communication-strategy.html

5. Describe partners who can help plan and implement the event. Identify the roles, responsibilities, and joint goals of each partner. Consider partnering with a community-based organization that is trusted by the community. Ideally, these partners would help design the activities and help facilitate the interaction.
6. Describe trusted sources and how they will interact with the audience. Consider who has existing relationships with your audience and what roles they should play during the interaction.
7. Describe how you will help participants identify risk reduction options. Here's a best practice to consider: engage a diverse group of stakeholders and come up with risk reduction options together. Share what your organization is doing, but also ask people to share what they would like to see happen and what they personally can do.
8. Describe how you will keep the conversation going after this event. Risk communication is not a one-time conversation. Ask your audience for ideas and preferences for how future events or interactions should be designed.
9. Describe how you will share updates. It's important to follow through on what you say you will do and share updates on progress. Let participants know how their input will be used and follow up (for example, through a notice in a newsletter the audience already receives, an email list participants can sign up for to receive information about the next event or conversation, by sharing your contact information.)

Have an informed plan



#EveryStoryCounts – Fabiola Lopez

Case study

Design your engagement to meet the needs of your audience



Case study

Design your engagement to meet the needs of your audience

Seven Best Practices for Risk Communication

1. Have an informed plan
- 2. Get to know your audience**
3. Establish partnerships
4. Explain the risk
5. Explore options to reduce risk
6. Use framing to develop your message
7. Use multiple ways to communicate

What is their experience with the hazard



CA King Tides - China Camp

Get to know your audience



What is their preparedness level

Get to know your audience

What are their barriers to action

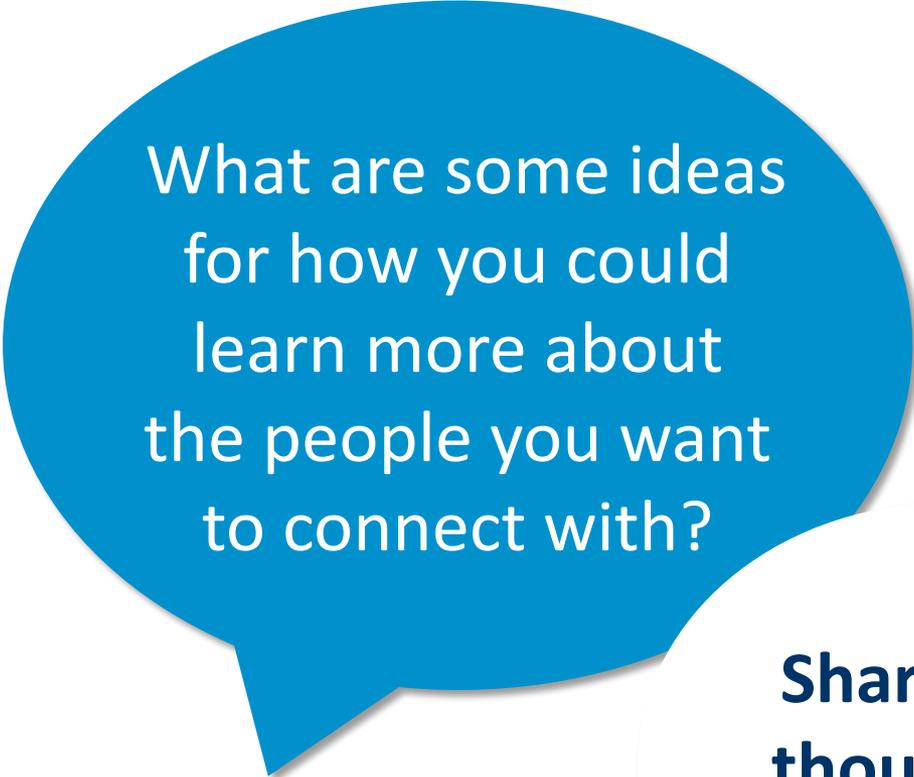


Get to know your audience



What is important to them

Get to know your audience



What are some ideas
for how you could
learn more about
the people you want
to connect with?



**Share your
thoughts in
the chat**

Talk with people

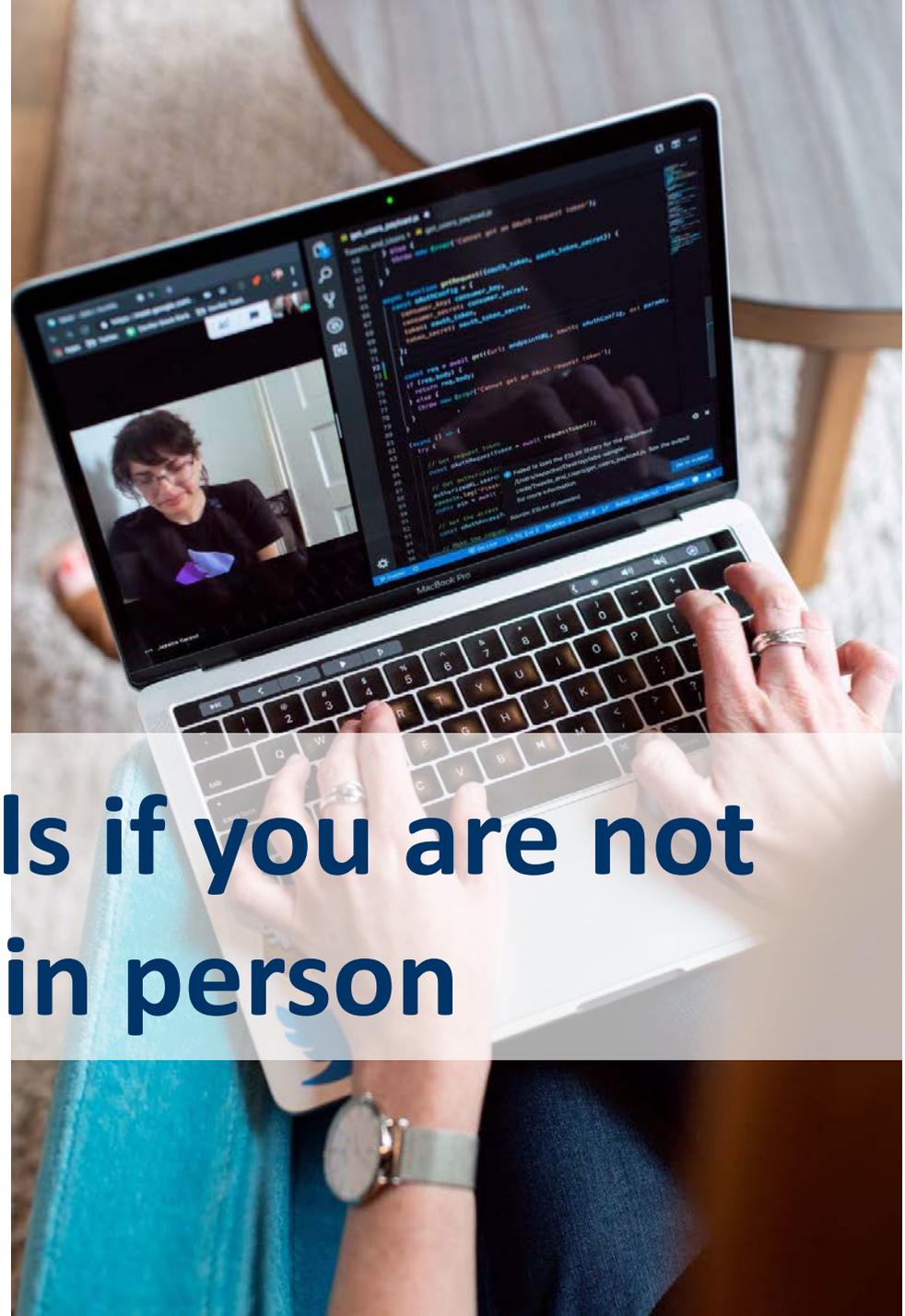


Sources: West Oakland Environmental Indicators Project

Get to know your audience

Use virtual tools if you are not meeting in person

Get to know your audience



Surveys, interviews, focus groups



Get to know your audience

Case Study

UPROSE survey helps learn about the community



Climate & Community Health Vulnerability Assessment (CCHVA) in Sunset Park



We are gathering data related to climate and health vulnerabilities such as:

- how extreme weather events impact a waterfront community
- what access to healthcare looks like
- underlying health conditions of the neighborhood
- heat vulnerability and COVID-19

The data collected from this survey is kept confidential and will allow us to better advocate for the community!

Survey available in
Spanish, Chinese,
& Arabic

Please go to uprose.org to take the survey
If you have any questions, contact Shahela@uprose.org
or call 718-492-9307

Be a good listener

“If we were meant to talk more than listen, we would have two mouths and one ear.”

-Mark Twain

Go to your audience
Don't expect them to come to you

Case Study

Street teams add to community engagement





Foster trust through relationship building

Get to know your audience

Seven Best Practices for Risk Communication

1. Have an informed plan
2. Get to know your audience
- 3. Establish partnerships**
4. Explain the risk
5. Explore options to reduce risk
6. Use framing to develop your message
7. Use multiple ways to communicate



Connect with trusted community leaders

Establish partnerships

**Look for
groups
already
working with
your audience**

Case Study

Connecting with people through food



Chef Tsadakeeyah demonstrates vegan soul food cooking in the Bronzeville Community Garden.
Source: The Field Museum, ECCo

Case Study

Planting Dreams teaches youth urban agricultural methods



Source: Planting Dreams



**Identify how your goals fit
into their mission**

Establish partnerships

Work together to create and share consistent information



Case study

Partners working together to reduce flood impacts

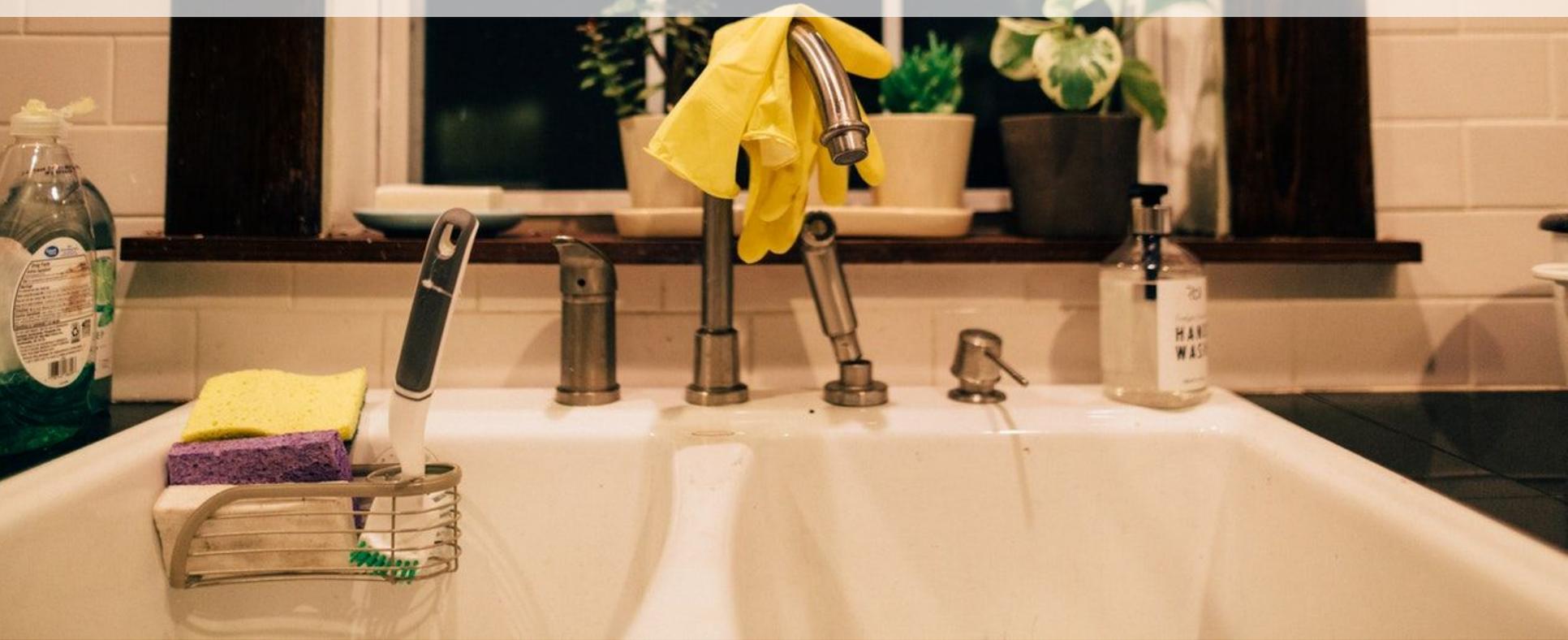
Who could you partner with that your audience trusts?

Share in the chat

Seven Best Practices for Risk Communication

1. Have an informed plan
2. Get to know your audience
3. Establish partnerships
- 4. Explain the risk**
5. Explore options to reduce risk
6. Use framing to develop your message
7. Use multiple ways to communicate

Typical efforts to explain risk



Explain the risk

What people really *need* to know

What might happen?

What impacts and for how long?

What can I do about it?





Stories are powerful

**Visuals are a great tool to help
Explain the Risk**

Photos



Jack London at current sea level



Jack London with 5 ft sea level rise

Infographics

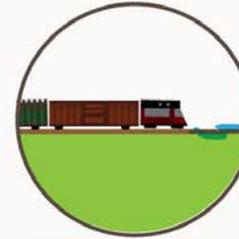
WHAT ARE THE IMPACTS ???



ROAD CLOSURES



**OVERWHELMED
STORM WATER SYSTEMS**



**DAMAGE TO
TRANSPORTATION
INFRASTRUCTURE**



**COASTAL
EROSION**

WHAT IS AT RISK?



**NEARLY
200,000
PEOPLE LIVING IN
LOW-LYING COASTAL AREAS***



**873 MILES
OF COASTAL ROAD
ARE AT RISK FROM FLOODING
DURING KING TIDES, STORMS, AND OTHER
PERIODS OF ELEVATED SEA LEVEL***

WHEN IT FLOODS, WORK & TOURISM ARE INTERRUPTED.



COASTAL TOURISM ACCOUNTING FOR
39%
OF CALIFORNIA'S
\$17.6 BILLION
OCEAN ECONOMY**



**\$662 BILLION
IN WAGES &
\$1.7 TRILLION
IN GDP FROM
CALIFORNIA'S COASTAL ECONOMY****

Online Mapping Tools

OCO F
OUR COAST OUR FUTURE

HOME ABOUT **HAZARD MAP** CASE STUDIES SCIENCE AND MODELING

Explore Scenarios X

Search location

Scenario Region
California Coast

Scenario Topic
Flooding

Scenario

4.1 ft Sea Level Rise

100 year Storm Frequency

Use cm

16.4 ft
9.8 ft
8.2 ft
6.6 ft
5.7 ft
4.9 ft
4.1 ft
3.3 ft
2.5 ft
1.6 ft
0.8 ft
0 ft

100 year
20 year
Annual
None

Sea Level Rise Storm Frequency

McLaughlin Eastshore State Park
Ikea
TEMESCAL
PIEDMONT AVENUE
MONTCLAIR
Chabot Space Science Center
Grand Lake
WEST OAKLAND
Target
Children's Fairyland
OAKLAND
Cleveland Heights
Jack London Square
Alameda
WEST ALAMEDA
EAST PERALTA
FRUITVALE
JINGLETOWN
DIMOND DISTRICT

80 880 980 580 880 580 880 580 880 580

12th St 14th St 16th St 18th St 20th St 22nd St 24th St 26th St 28th St 30th St 32nd St 34th St 36th St 38th St 40th St 42nd St 44th St 46th St 48th St 50th St 52nd St 54th St 56th St 58th St 60th St 62nd St 64th St 66th St 68th St 70th St 72nd St 74th St 76th St 78th St 80th St 82nd St 84th St 86th St 88th St 90th St 92nd St 94th St 96th St 98th St 100th St

SHOW LEGEND

Looking for the old app? GO X

Explain the risk



Paper Maps

Words Matter

Explain the risk



“What if...”

What tool do you think will resonate with your audience?

Share in the chat

- A. Stories**
- B. Photos/Visuals**
- C. Maps**
- D. Other - share your ideas!**

Seven Best Practices for Risk Communication

1. Have an informed plan
2. Get to know your audience
3. Establish partnerships
4. Explain the risk
- 5. Explore options to reduce risk**
6. Use framing to develop your message
7. Use multiple ways to communicate

Create a way to discuss solutions



Explore options to reduce risk

Case Study

Visualization tool helps people see solutions



Scenarios from the Owls with no flooding, King Tide flooding and responses



Case Study

Games help communities prioritize solutions



Share examples of what is helping to reduce risk



Case Study

Tours let people see options in action

Consider solutions with multiple benefits



Improved pedestrian access

Fish habitat

Vegetated floodwater storage areas

Forterra and Maul Foster & Alongi, Inc.



Consider a range of small and large scale options



**What are some ideas
your group has been
discussing to reduce
impacts from sea
level rise?**

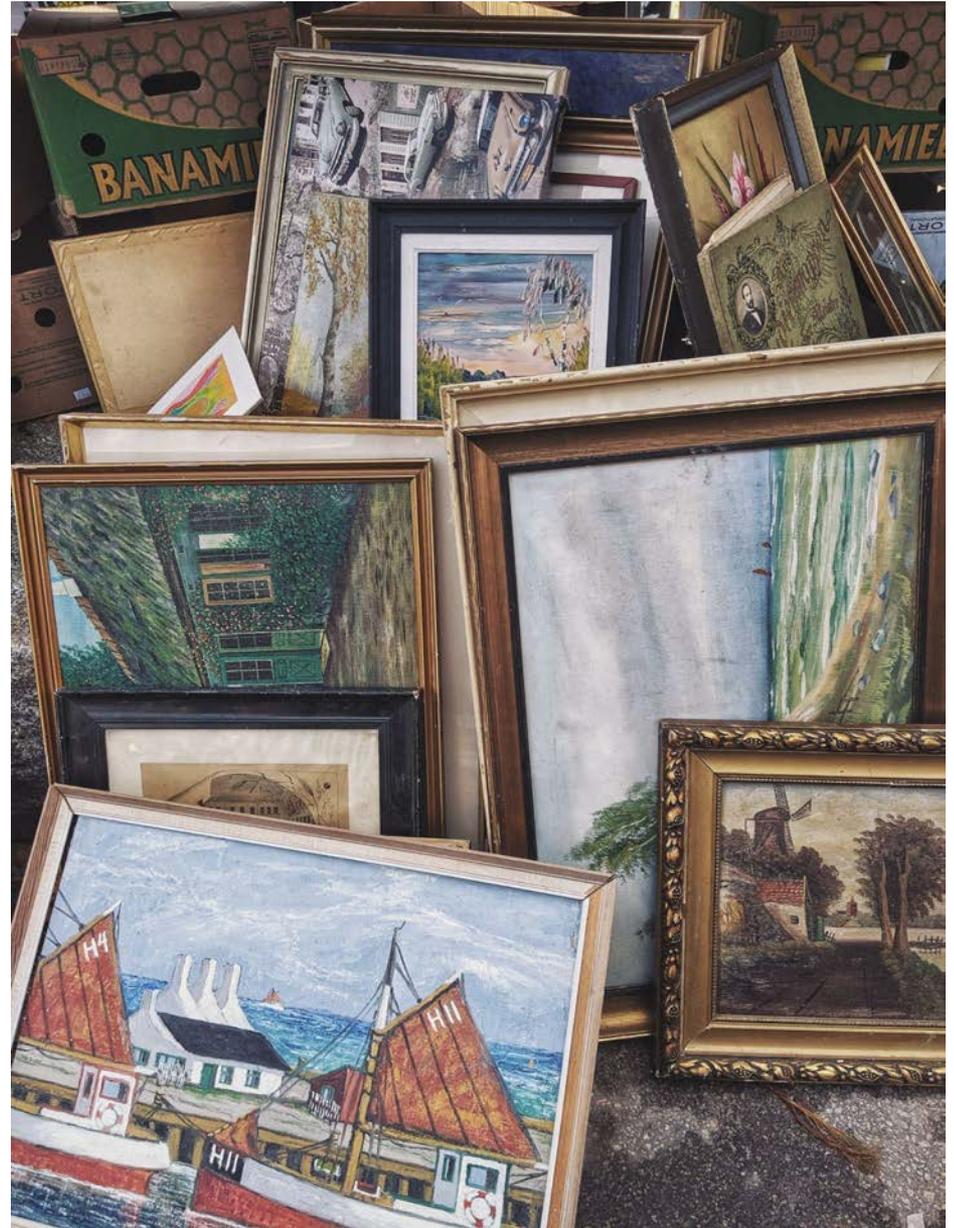


**Share in
chat**

Seven Best Practices for Risk Communication

1. Have an informed plan
2. Get to know your audience
3. Establish partnerships
4. Explain the risk
5. Explore options to reduce risk
- 6. Use framing to develop your message**
7. Use multiple ways to communicate

**Framing is what
you say and how
you say it**



Use framing to develop your message



Case study

Lessons learned from sea level rise conversations



A preparation frame focuses on the benefits of taking steps to prepare for impacts

A black SUV is driving through a flooded street, creating a large splash of water. In the background, there is a large, ornate white building with multiple stories and balconies. The scene is set in a residential area with palm trees and other vegetation. The sky is overcast.

Connect the facts to what matters to your audience

Use framing to develop your message



Highlight what appeals to your audience

Use framing to develop your message

Metaphors can help explain unfamiliar concepts



Explanatory Metaphor

Heat-Trapping Blanket



Explanatory Metaphor

Regular and Rampant CO₂



**What metaphors
have you heard or
used to talk about
risk concepts?**



**Share your
thoughts in
the chat**

Test your message

Test with your audience

Use focus groups, surveys, conversations

Ask open ended questions

Incorporate what you learned

Seven Best Practices for Risk Communication

1. Have an informed plan
2. Get to know your audience
3. Establish partnerships
4. Explain the risk
5. Explore options to reduce risk
6. Use framing to develop your message
7. **Use multiple ways to communicate**

Use a method that will reach your audience



Use multiple ways to communicate

Case Study

Virtual open house

Astoria Landslide Ordinance Online Open House

Final Questions

Do you have other comments? What else should the City think about as we draft the ordinance? Is there anything else you would like to know about landslide risks and susceptibility in Astoria?

What are the best ways to increase property owners' and residents' landslide awareness and get their feedback on the proposed ordinance? *(Check all that apply.)*

- Email
- City website
- Social media
- Radio
- Mailing and newsletters
- In-person events (as possible)
- Door-to-door outreach (as possible)

What neighborhood do you live in? *(Select one.)*

Sign up for updates and stay informed about the draft ordinance

What is your name?

Email address

Continue the dialog



Sources: West Oakland Environmental Indicators Project

MEETING-IN-A-BOX

Fort Lauderdale
our city
our vision

SEEKING BIG IDEAS

**DO YOU HAVE THOUGHTS ON FORT LAUDERDALE'S FUTURE?
THEN HOST A "MEETING IN A BOX."**

A portable version of a community meeting, it's a chance for you to host a small gathering with your neighbors to get their input on the future of our city. Best of all, you can host the meeting at a time and a place that's convenient for you.

Call (954) 828-5289 to reserve your box today.

FOR MORE INFORMATION
JOIN US: OURVISION.1.COM
VISIT US: FORTLAUDERDALE.GOV/OURVISION.1
EMAIL US: ourvision1@fortlauderdale.gov
LIKE US: [FACEBOOK.COM/OURVISION.1](https://www.facebook.com/ourvision1)
FOLLOW US: [@OURVISION.1](https://twitter.com/ourvision1)

If you would like this publication in an alternate format, please call (954) 828-4755 or email webmaster@fortlauderdale.gov

600+
Participants

389
Ideas



Case Study

Using a variety of methods to talk about risk

**Consider what communication
expertise or skills you need**

**Risk communication is a
marathon,
not a sprint**

Which best practice or tip will you try in the next 6 months?

Seven Best Practices for Risk Communication

- 1. Have an informed plan**
- 2. Get to know your audience**
- 3. Establish partnerships**
- 4. Explain the risk**
- 5. Explore options to reduce risk**
- 6. Use framing to develop your message**
- 7. Use multiple ways to communicate**

Get Audience Feedback

Click on the [survey link in the chat](#) to give us
feedback

Thank You!

Gwen.Shaughnessy@noaa.gov

Tashya.Allen@noaa.gov

Stephanie.Fauver@noaa.gov