Pest Risk Analysis (PRA) Training
Risk Communication
Risk Communication

“An interactive process of exchange of information and opinion among individuals, groups, and institutions.
Risk Communication

• Two-way communication
  – Get information
  – Give information

• Continuous throughout PRA process
  – Different purposes & audiences at different points in process

Why?

• Different parties bring different information, opinions, expertise and viewpoints;

• Impossible for NPPO to fully understand all facets and impacts of policy
What? When?

• Different audiences at different points in process

• Initiation
  – Potentially affected stakeholders
  – Other NPPOs

• Risk assessment
  – Pest experts
  – Scientists, academia
  – Economists
  – Modellers

• Risk management
  – Pest control specialists
  – Survey or inspection experts
  – Potentially affected stakeholders
  – Other government agencies

• Each case is a little different
• Communicate as issues or questions arise
• Expert perspective:

Risk = Probability x Consequences

• Lay person’s perspective

Risk = Hazard + Outrage
• “Outrage” refers to the level of public anger and fear about an environmental risk issue.

• Outrage can have a greater influence on citizens' reactions to a hazard than the scientifically calculated risk.

• When people become outraged, they may overreact. Conversely, if people are not outraged, they may under-react.
Outrage Factors

• voluntary vs involuntary
• natural vs industrial
• fair vs unfair (equitable vs inequitable)
• familiar vs exotic
• trustworthy vs untrustworthy.
• open process vs closed process (procedural justice)
How?

- Interactive
  - Telephone
  - Face-to-Face Meetings
  - In writing
  - Presentations
  - Polls

- Passive
  - Websites
  - Posters
  - Handouts

- Passive & Active Tools for communicating each have their benefits
- Using multiple tools assures the furthest reach
Expert Opinion

- Person with special knowledge in a particular subject area

- Seek expert opinion to:
  - Contribute to a PRA or part thereof
  - Validate a PRA or part thereof

- Experts should:
  - Come from a variety of places
  - Understand the purpose of their contribution
  - Understand PRA
Challenges

• NPPO must try to balance multiple points of view and deal with uncertainty
• Which values are “worth” more?
  – Economic
  – Environmental
• How can we be certain of doing the right thing?
• How can we be sure we talked to the right person or people?
• How can we be sure they understand?