



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? Who? What? When? How?





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?

