

Risk Communication

(Ropeik)

Actions, words, and other interactions that incorporate an understanding of and respect for the affective perceptions of the information recipients, intended to help people make more informed decisions about threats to their health and safety.



RISK PERCEPTION FACTORS

Control

(Can we protect ourselves?)

Natural or Human-made

Storms vs. "Dirty Bombs"

Benefit versus Risk

Nice (but risky) place to live, vs. Pandemic

Is the risk familiar or new

"Regular" flu, Avian flu