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# Risk Communication

An empirical canon

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# SA05 Risk communication workshop

Workshop SA5  
Risk communication – putting good  
practice principles into practice

**CRC CARE**  
*A safer, cleaner  
environmental future*

**Paul Nathanail**  
**(But mainly you, the delegates)**  
Land Quality Management Ltd  
8<sup>th</sup> March 2019

**INTERNATIONAL  
CLEANUP  
CONFERENCE**  
**ADELAIDE 2019**

**LQM** Sound science:  
Defensible decisions

[www.crccare.com](http://www.crccare.com)

# SA05 Most useful?

- How to handle a difficult situation regarding contamination
- How to present our information
- 7 key points
- Understand the stakeholder
- Good examples of real life experiences
- Good reminders to be polite
- The only message is the one that is received

# SA05 Least clear?

- I did not find anything not useful!
- Role of different bodies: local authorities, EPA, public health etc
- Role plays take time!

# Headlines

**XXXXXXXX: toxic contamination found in nearby homes and soil** *The Guardian*

**'Contaminated' XXXXXXXXXX land not a threat, council says** *BBC Website*

**Poisoned chalice  
Cost-cutting over contaminated land sites for new schools could be putting lives at risk**  
*The Guardian*

**From benzene to BaP: the toxins strewn across XXXXXXXX** *The Guardian*

**Health warning over moving schools  
A MICROBIOLOGIST has questioned the decision to move two schools on land known to be contaminated with potentially harmful substances.** *Wales Online*

**Decision details  
Results of the xxxxxx xxxx Estate Soil Quality Investigation** *[website]*

# Key principles

- Be open and honest
- Take cultural differences into account
- Involve and work with local people
- Treat people with respect and take them seriously
- Listen to concerns
- Expect emotions to come to the surface
- Do what you promised, on time
- Be proactive
  - Build trust before it is needed,
  - Have a structured communications system

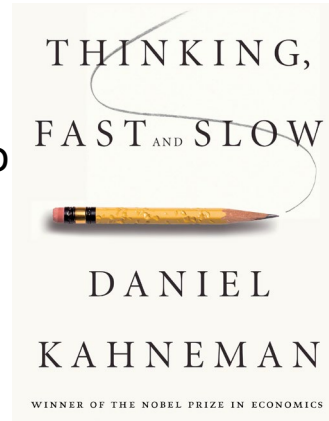
# Message

Middle English: from Old French, based on Latin *missus*, past participle of *mittere* 'send'

- Tell 'em what you are going to tell 'em
- Tell 'em
- Tell 'em what you told 'em
  
- Check what they think you told 'em

# Strictly come dancing... best foot forward

- Fast vs slow thinking
  - Left vs right brain thinking
  - Automatic, quick, little/ no effort, no sense of voluntary control.
  - effortful mental activities, including complex computations. Subjective experience of agency, choice, and concentration.
- #Tldr



## Thoughts from the shovel face: interpreting data

August 21, 2019



Paul Nathanail, managing director of specialist environmental consultancy Land Quality Management Ltd, reflects on the importance of accurate communications and interpreting data

<https://www.pbctoday.co.uk/news/special-reports/interpreting-data-assessment/62000/>



# 6 good friends...

## why, what, how, when, who, where

- Why?
  - Message
- What?
  - Understandable
- How?
  - Honestly and positively and confidently
- When?
  - Early and often
- Who?
  - Techies not comms
- Where?
  - Everywhere... but in person is best

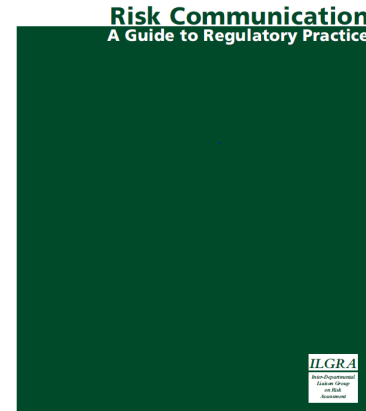
# Useful readings



**Communication on contaminated land**  
Lida Schelwald-van der Kley,  
NICOLE, 2004



**Communicating Understanding of Contaminated Land Risks**  
Heath, Pollard, Hrudley & Smith



**Risk Communication A Guide to Regulatory Practice**  
ILGRA



**Communicating Understanding of Contaminated Land Risks**  
SNIFFER

# Thank you!

... and the delegates of SA05 Risk communication workshop



Sound science:  
Defensible decisions

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#CleanUp2019 #RiskCommunication-AnEmpiricalCanon  
#tldr: 2-way, transparent, honest, polite, respectful, attentive,  
accessible, empathetic  
*(137 characters!)*

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