

# Building Risk Communication Skills

June 27, 2018, 9:00 a.m. to 5:00 p.m.

Easton, MD

## Course Goal

Participants have a better understanding of how people respond to risk and will develop new communication skills for discussing hazards in their community.

## Course Objectives

- Recognize differing values and identify how and why people perceive and respond to risks the way they do.
- Apply social science and risk communication principles when responding to difficult questions.
- Respond to difficult questions with more confidence.
- Develop a risk communication strategy that incorporates social science and risk communication principles.

## Agenda

<b>8:30</b>	<b>Check-in</b>
<b>9:00</b>	<b>Get Started and Welcome</b> Objective: Participants know what to expect from the course and what is expected of them. They understand what risk communication is and how it can help them with their job.
<b>9:30</b>	<b>Getting Started with Your Risk Communication Strategy (Part 1)</b> Objective: Participants understand the value of a risk communication strategy and begin to develop a strategy to meet their risk communication goals. <ul style="list-style-type: none"><li>● Activity: Risk Communication Strategy Part 1 – Participants identify their biggest challenge, risk communication goal, and target audience</li></ul>
<b>9:55</b>	<b>Why People Respond to Risk the Way They Do</b> Objective: Participants understand how people perceive risk and why they respond the way they do. Participants understand common mental shortcuts and how to recognize these mental shortcuts in their communications. Participants understand the science behind behavior change and how to apply it to their communications.
<b>10:45</b>	<b>Break</b>
<b>10:55</b>	<b>Activity: Risk Communication Strategy Part 2: Understanding Your Audience</b> Objective: Participants apply risk communication principles to better understand their audience. <ul style="list-style-type: none"><li>● Activity: Risk Communication Strategy Part 2 – Participants identify what they know and what they need to learn about their target audience.</li></ul>

<b>11:15</b>	<p><b>Risk Communication Essentials Part 1</b></p> <p>Objective: Participants understand the essentials of good risk communication and see how these essentials can be applied to their communications.</p>
<b>12:00</b>	<b>Lunch</b>
<b>12:45</b>	<p><b>Risk Communication Essential Part 1: Group Activity</b></p> <p>Objective: Participants understand the essentials of good risk communication and see how these essentials can be applied to their communications.</p> <ul style="list-style-type: none"> <li>• Group Activity: Practice applying the risk communication essentials to a real-world scenario</li> </ul>
<b>1:35</b>	<p><b>Risk Communication Essentials Part 2</b></p> <p>Objective: Participants practice applying risk communication essentials with a partner one-on-one.</p> <ul style="list-style-type: none"> <li>• Activity: Partner Practice – Apply new skills to a real-life situation.</li> </ul>
<b>2:20</b>	<p><b>Communicating about Risk in a Group Setting</b></p> <p>Objective: Participants understand how to apply risk communication tips and techniques in a group setting. Participants see how these tips have been applied by their peers and consider how they might apply them to their own situation.</p>
<b>2:55</b>	<b>Break</b>
<b>3:05</b>	<p><b>Risk Communication Strategy Part 3 – Connecting with Your Audience</b></p> <ul style="list-style-type: none"> <li>• Activity: Risk Communication Strategy Part 3 – Connecting with your audience.</li> </ul>
<b>3:20</b>	<p><b>Apply Risk Communication to Your Real-World Scenario</b></p> <p>Objective: Participants apply what they have learned and practice engaging with their audience using their real-life situation.</p> <ul style="list-style-type: none"> <li>• Activity: Partner Practice – Apply new skills to your real-life situation.</li> <li>• How Would You Respond? Participants respond to question based on what they learned in training</li> </ul>
<b>4:35</b>	<p><b>Commitment, Evaluation, and Wrap-up</b></p> <ul style="list-style-type: none"> <li>• Participants name one thing they will try as a result of the training.</li> <li>• Participants fill out evaluation.</li> </ul>
<b>5:00 p.m.</b>	<b>Training Concludes</b>