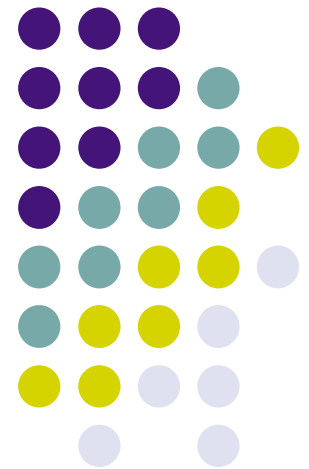


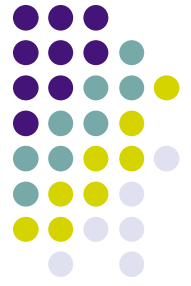
Tool Grab Bag

July 2006

Mark Radonich
Cultural Effect Consulting
206.669.5560



If you don't like the idea of collaborating....



- Listen. Anticipate questions and concerns. Know that there is not one-size-fits-all answers.
- Prepare with content. Messages that are thoughtful, ethical, and succinct should be at the tip of your tongue.
- Prepare yourself. You probably live a life surrounded by non-experts who are more forgiving than patients/public/media.

- Adapted from approach presented by Dr. V. Covello



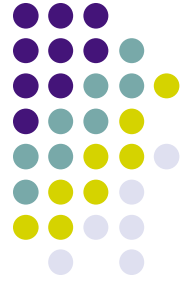
Ride a Ferris Wheel?

An early “Risk Communication” effort featured
in

The Devil in the White City

By Erik Larson

An account of the times and events surrounding
the World’s Fair in Chicago, 1893



PREP LESSON #1

Redefine the Risk/Safety Equation

Change:

“Is it possible that.....”

To:

“What are the odds that.....”

-Dr Robert Park

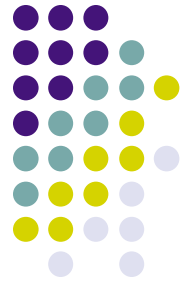
?? Is There an Offsite Risk from Divine Strake ??

Not Likely

- **Test is being done in area of the NTS where neither atmospheric nor underground nuclear tests were conducted.**
 - Closest radiologically contaminated site about 1.6 miles away.
- **Surveys have been done around the test area to make sure no contamination overlooked.**
- **The test and the tunnel are in limestone rock. Very little naturally occurring radionuclides.**
- **Dust cloud projections indicate it may not travel or be detectable off the Nevada Test Site.**

However, for credibility, monitoring must be done according to plan, the same as any of the monitoring with the CEMP.

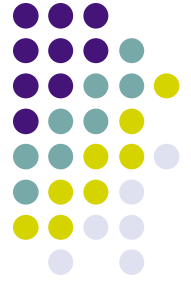
Three Shapes of Information for Desired Outcomes



Prep with a pyramid

Use a wheel

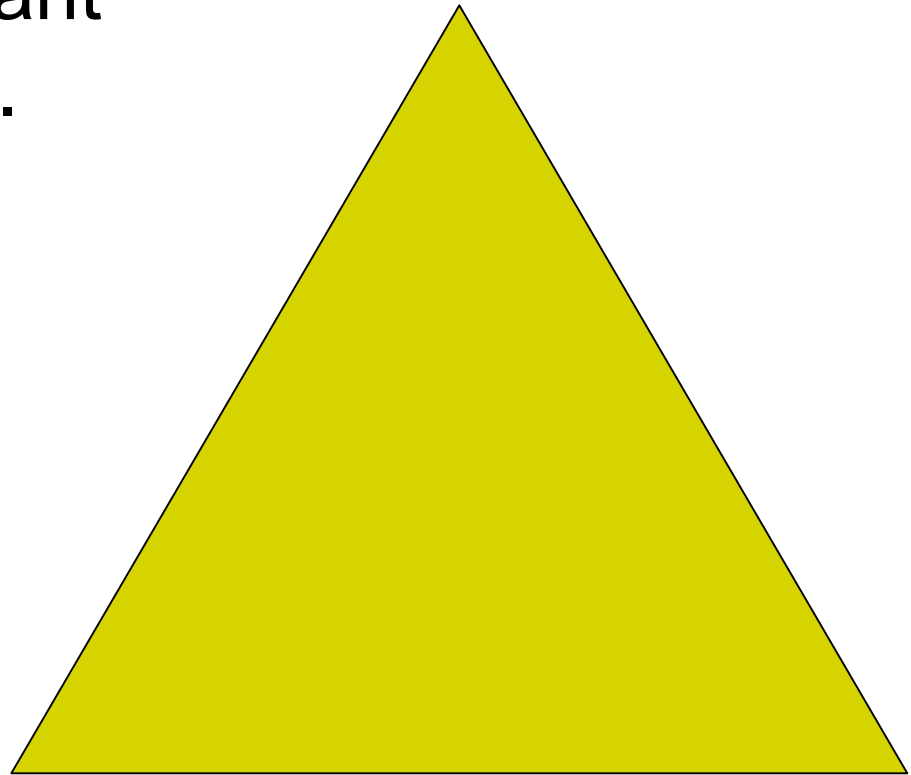
A non-circular double helix (ladder)



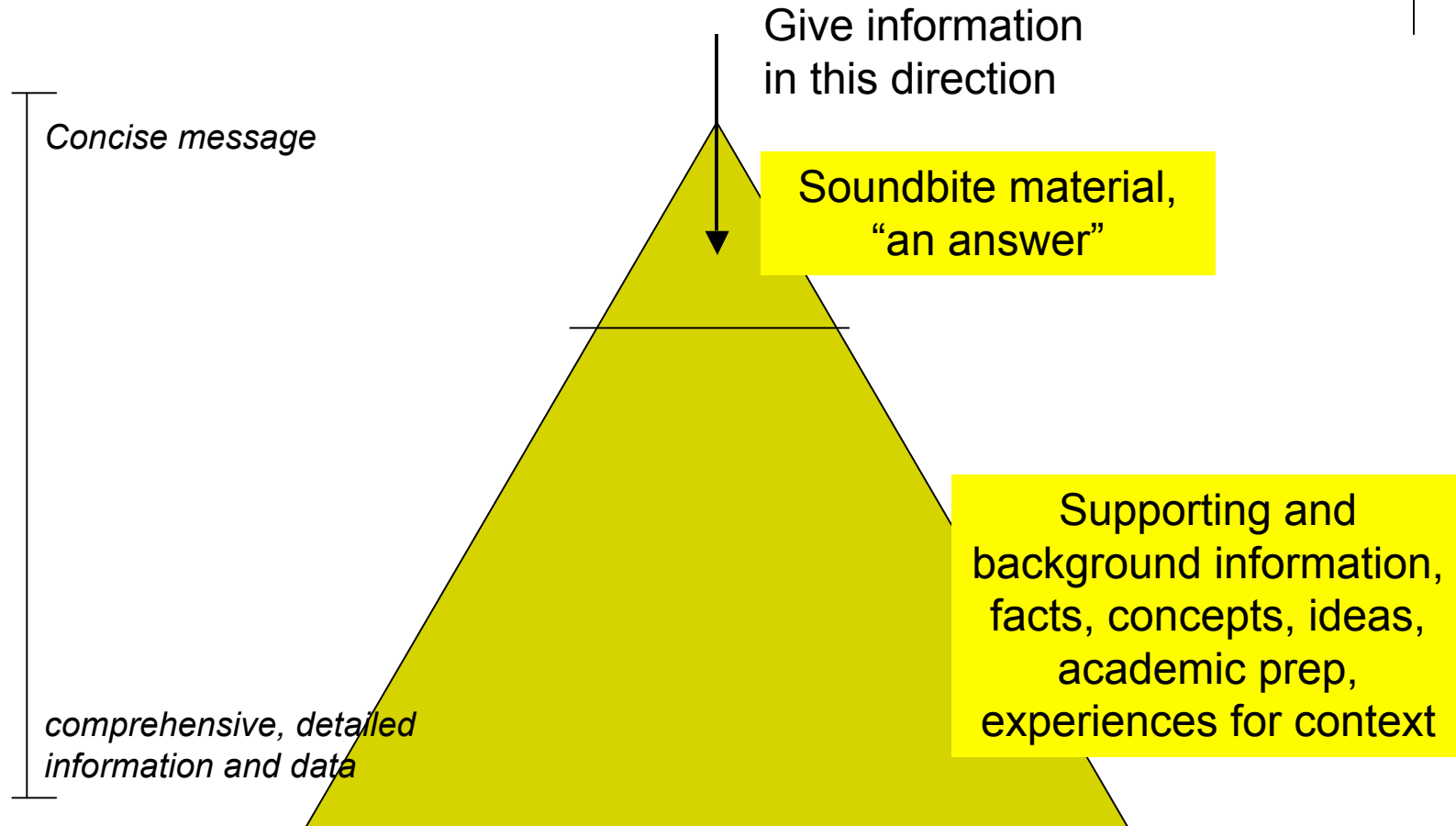
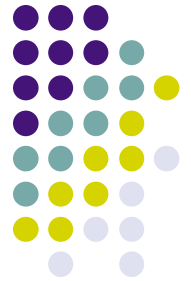
Pyramid preparation

Schematic of all relevant
(expert) information.

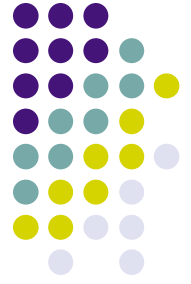
Get it?



A little communication theory



Pyramid Application

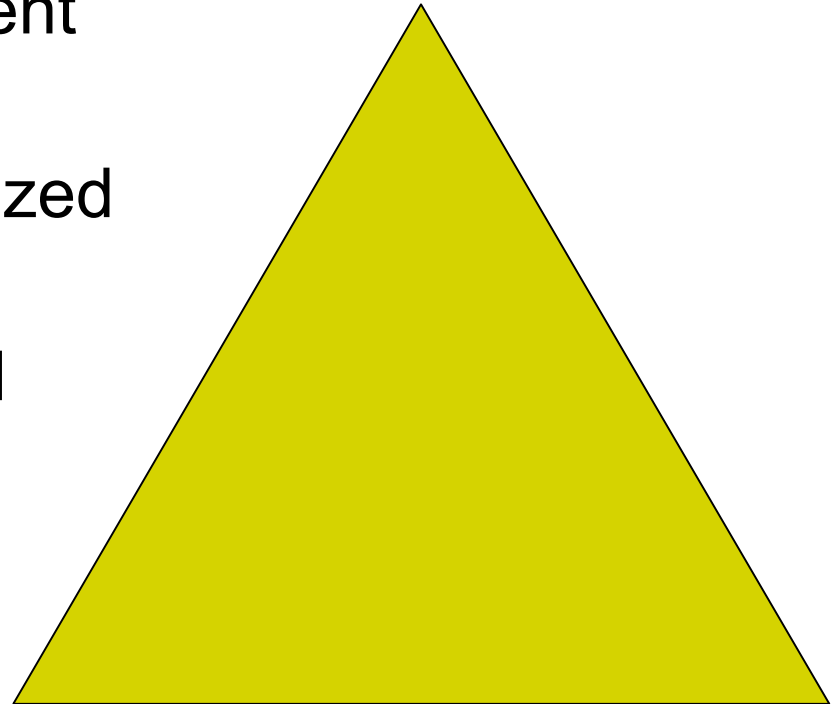


Facts/Information – the content

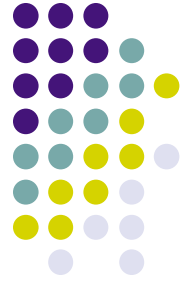
Knowledge – how it is organized

Wisdom – Using the pyramid

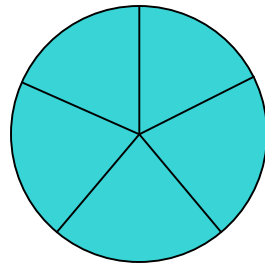
Sharing One's Truth



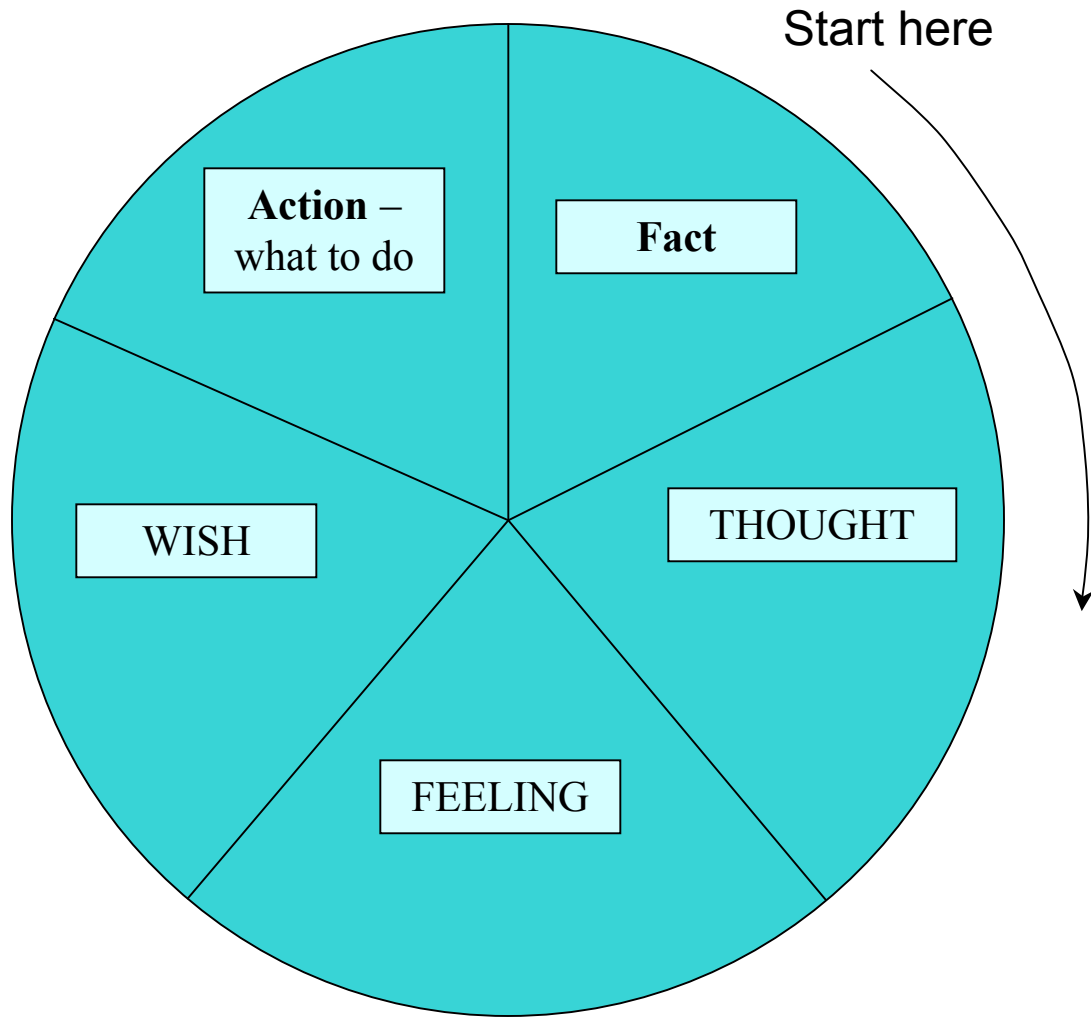
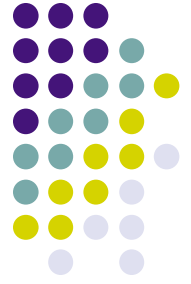
CLARITY WHEEL



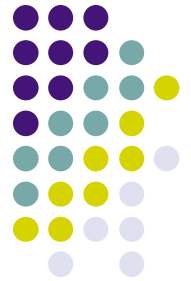
A tool to personalize your statements, give context, and assist in telling **YOUR story** as an expert or firsthand experience.



Clarity Wheel technique



My Example - Spokesperson



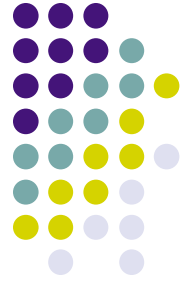
Fact: a tangible observation

Thought: judge, think, believe, infer

Feeling: mad, sad, glad

Wish: hope, intention

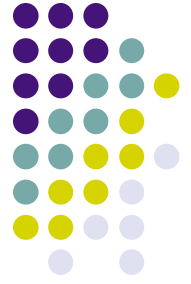
Action: I/we do, will do



Your practice

 Write a scenario where you communicate risk information

 Prepare and write-down your own “step-through” of the wheel



Double Helix!

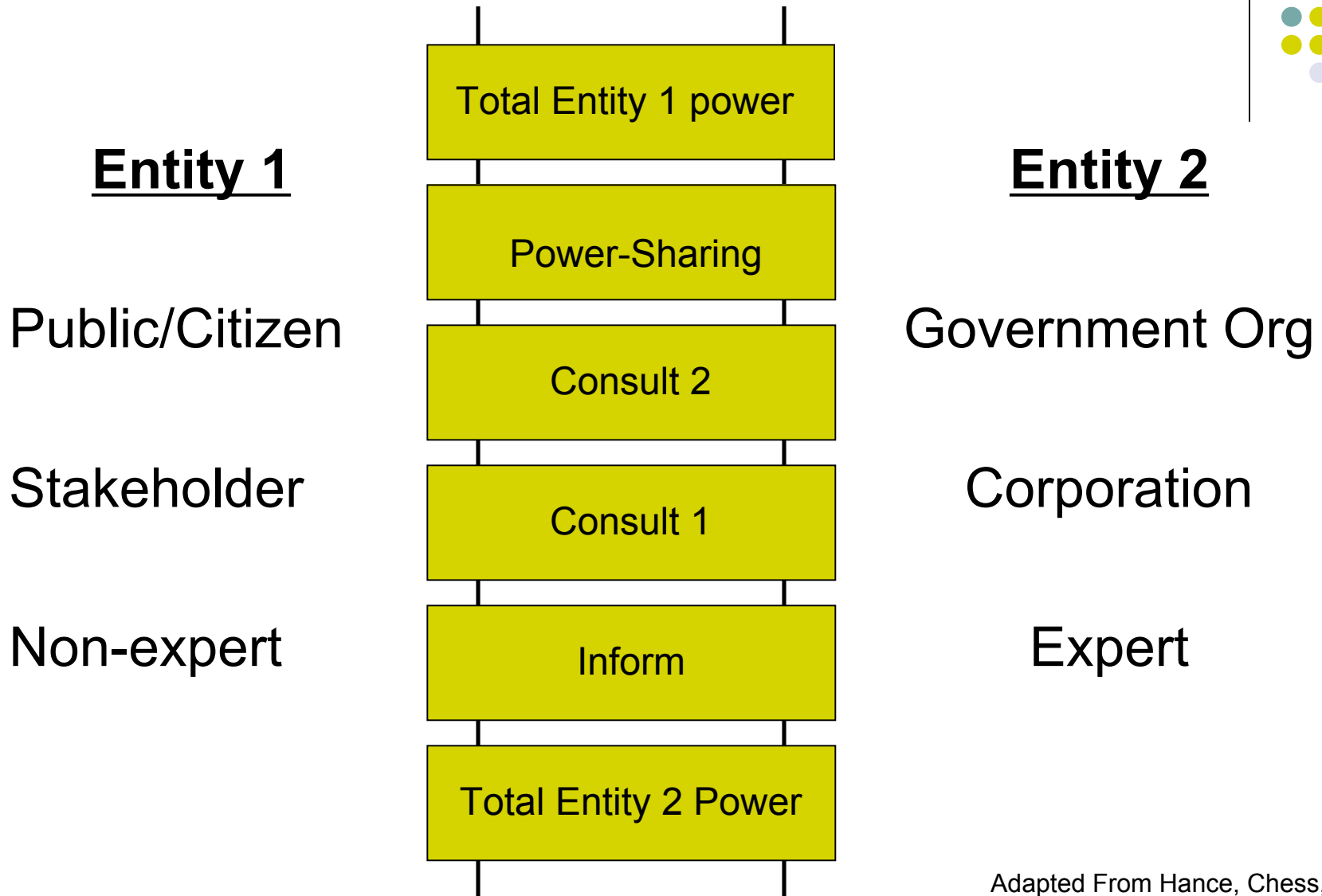
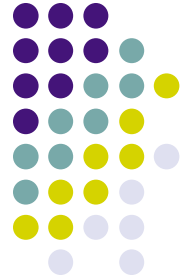
To address the process of decision-making (a common risk-communication venue):

Consider where on the

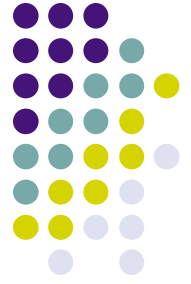
LADDER OF PARTICIPATION

You are

Relationship of Entities



Adapted From Hance, Chess,
Sandman, Rutgers 1988



Ladder step examples

 Government Power – acts without communication – non-negotiable activities

- National security/local fire response
- Expert tells us what's what

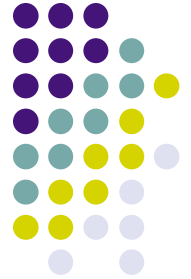
 Inform – Government talks; citizens listen


- One way
- Expert “education”

 Consult 1 – Government asks for input; would rather not listen

- Begrudging public hearings; the idea of advisory committees
- Expert is joined on panel by non-experts

Ladder step examples



 Consult 2 – Government asks for meaningful input – still holds decision-making power

- Ongoing communications; considerations
- Expert dialogues with non-experts; inquiry

 Power-Sharing – Solve problems together

- Funding of stakeholder groups to help make decisions
- Expert and non-expert collaborate

 Citizen Power – Citizens act without communication with the government

- Volunteer fire; citizen investigation, grass-roots work
- Expert does not lead the dialogue and may not be involved