Tool Grab Bag

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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
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

Concise message

Give information in this direction

Soundbite material, “an answer”

Supporting and background information, facts, concepts, ideas, academic prep, experiences for context

comprehensive, detailed information and data
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

Start here

- Action – what to do
- Fact
- WISH
- THOUGHT
- FEELING
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

Entity 1

- Public/Citizen
- Stakeholder
- Non-expert

Entity 2

- Government Org
- Corporation
- Expert

Total Entity 1 power

Power-Sharing

Consult 2

Consult 1

Inform

Total Entity 2 Power

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