

# Building Risk Communication Skills

March 4, 2020, 9:00 a.m. to 5:00 p.m.

San Francisco State University

## 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

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8:30      **Check - In and Registration**

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9:00      **Get Started and Welcome**

- Course overview and defining what risk communication means

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### **Getting Started with Your Risk Communication Strategy (Part 1)**

- Participants begin to develop a strategy to meet their risk communication goals.
- Activity: Risk Communication Strategy Part 1 – Participants identify their biggest challenge, risk communication goal, and target audience

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### **Why People Respond to Risk the Way They Do**

- Participants learn how people perceive risk and why they respond the way they do.

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**Break** (10 minutes)

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### **Activity: Risk Communication Strategy Part 2: Understanding Your Audience**

- Activity: Participants identify what they know and what they need to learn about their target audience.

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### **Risk Communication Essentials Part 1**

- Participants learn the essentials of good risk communication and see how these essentials can be applied to their communications.

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12:00 p.m.      **Lunch** (45 minutes)

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12:45

**Risk Communication Essential Part 1: Group Activity**

- Group Activity: Practice applying the risk communication essentials to a real-world scenario

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**Risk Communication Essentials Part 2**

- Activity: Partner Practice – Apply new skills to a real-life situation.

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**Communicating about Risk in a Group Setting**

- Participants learn how to apply risk communication tips and techniques in a group setting.

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**Break (10 minutes)**

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**Risk Communication Strategy Part 3 – Connecting with Your Audience**

- Activity: Risk Communication Strategy Part 3 – Connecting with your audience.

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**Apply Risk Communication to Your Real-World Situation**

- Participants apply what they have learned and share ideas for engaging with their audience in real-life situations.
- Activity: Group Discussion – Apply new skills to your real-life situations.

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**Commitment, Evaluation, and Wrap-up**

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5:00 p.m.

**Training Concludes**

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