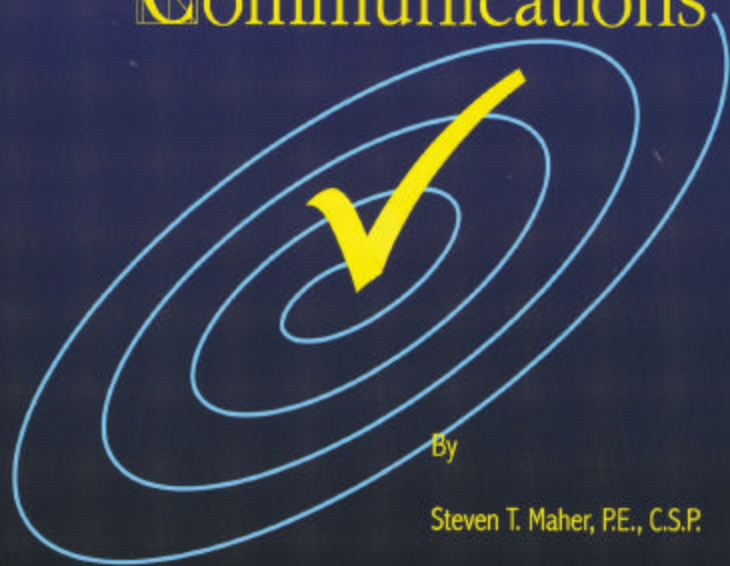


Practical Guide to Risk Management Communications



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PRACTICAL GUIDE TO RISK MANAGEMENT COMMUNICATIONS

Although the application of risk management technologies has been steadily evolving over the past few decades, a key factor to the success of many risk management activities is *risk communication*. With the expanding need for the communication of risk issues with agencies, the community, and other professionals; RMP requirements for risk communication (PL 106-40 - "Chemical Safety Information, Site Security and Fuels Regulatory Relief Act"); and the focus of most of the existing risk communication guidebooks on agencies and environmental issues; this "*Practical Guide to Risk Management Communications*" is an essential resource for the risk communicator. The use of Quick Summary Checklists and an appendix devoted to "*Planning and Implementing Risk Management Plan Public Meetings*," makes this an efficient reference for the risk management professional.

Snapshot of the Guide's contents:

- 1.0 Executive Summary
- 2.0 General Risk Perception/Communication Issues
- 3.0 Possible Risk Communication Program Objectives
- 4.0 Trust and Credibility Factors
- 5.0 Effective Mechanisms for Risk Communication
- 6.0 Effective Communication Strategies in Public Forums
- 7.0 Effective Public Forum Risk Communication Resources
- 8.0 Explaining Risk
- 9.0 References & Resources

A - PLANNING AND IMPLEMENTING RISK MANAGEMENT PLAN PUBLIC MEETINGS

- Introduction
- Key Decision Criteria for Determining Appropriate Outreach Efforts
- Key Logistics in Planning the Public Meeting
- Public Meeting Notification Strategies
- Communicating RMP Risk Issues
- Public Meeting Presentation Templates
- Certification Letter and Suggested Document Retention
- Public Meeting Risk Communication Case Studies
- Sample Questions when Communicating with the Public

B - EXAMPLE EFFECTIVE RISK COMMUNICATION FLYERS

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