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Communicating Risk to Student Populations

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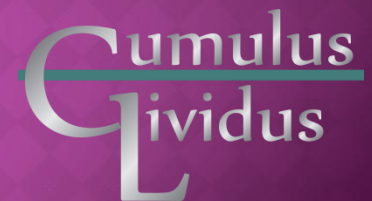
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RISK COMMUNICATION TO STUDENT POPULATIONS

Matthew Stanley
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OVERVIEW OF RISK COMMUNICATIONS

Risk and Crisis Communications

OVERVIEW OF RISK COMMUNICATIONS

- Risk Assessment – a determination of qualitative or quantitative value of risk related to a concrete situation and a recognized threat

OVERVIEW OF RISK COMMUNICATIONS

- Risk Communication – sharing of risk-related information between decision makers and stakeholders



CARTOON BY MICHAEL MITTAG, WWW.COOLRISK.COM

COMMUNICATING RISK

⦿ Risk Communications vs. P.R.

- Often contrary concepts
- Liability vs. life safety
- Privacy vs. right/need to know
- Image management vs. public perception



COMMUNICATING RISK

- ◉ When do we communicate risk?
- ◉ Why do we communicate risk?
- ◉ How do we communicate risk?

“EDUCATE TO MITIGATE” OR “ARM TO HARM”

○ Risk Communications should be:

- Proactive
- Positive
- Persistent
- Personable



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“EDUCATE TO MITIGATE” OR “ARM TO HARM”

- Considerations in Risk Communication
 - Angle of the message
 - Timing of the message
 - Maintaining the message
 - Passion/Compassion
 - Message Medium

REACHING YOUR AUDIENCE

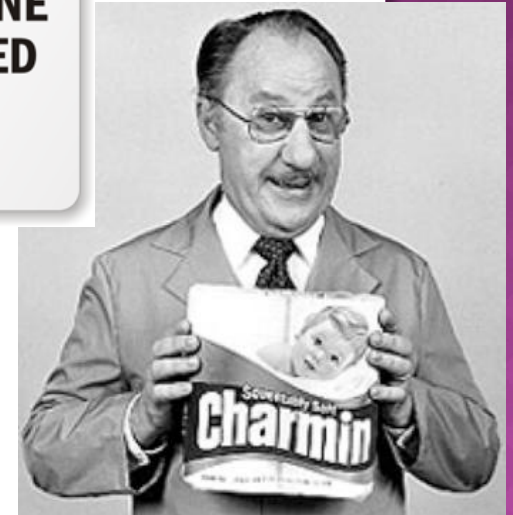
- What is the best way to reach them?
 - Text messages
 - Internet
 - Print media
 - Broadcast media
 - Signs/posters/coasters
- What about redundant measures?
 - Outdoor warning sirens/public address



REACHING YOUR AUDIENCE

○ What are the barriers?

- Language
- Technological
- Generational



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CONSIDERATIONS IN OUTREACH

◉ Define the message

- By the type of event
- By the urgency, frequency, trends, and risk
- By the audience
- By the medium

◉ What are the expectations

- By the administration
- By the audience



THE TRUTH SHALL SET YOU FREE

○ Risk Communications

- What are the liabilities?
 - What is said
 - What is unsaid
- Why withhold information?
 - Legal Limitations
 - Unstable crowds – civil unrest
 - Lives or human safety at risk



THE RIGHT THING TO DO

○ Imperial Sugar Explosion

- February 7, 2008
- John Sheptor, Imperial Sugar CEO

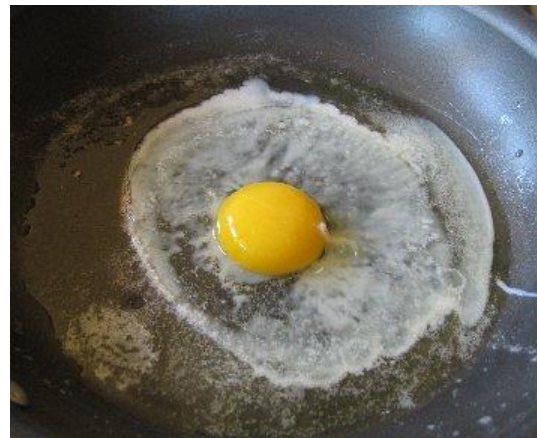
○ Metrolink Rail Accident

- September 12, 2008
- Denise Tyrrell, Metrolink Spokesperson



YOUR TURN

- ⦿ Best Practices at Your Campus?
- ⦿ Successful Risk Communications Campaigns?



QUESTIONS?

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