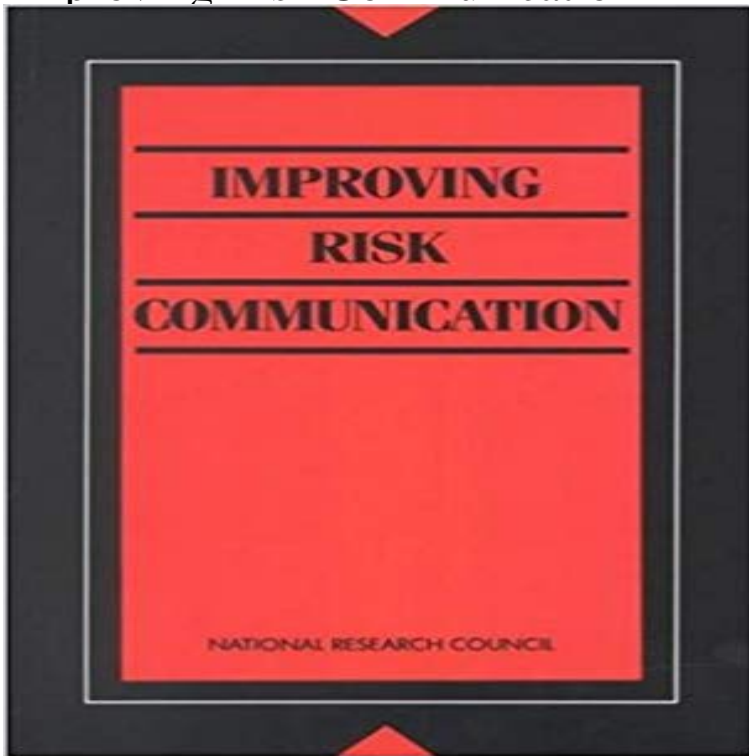


## Improving Risk Communication P



Technological risk and the process of explaining risks to the public have become major public issues. The mention of Bhopal or Love Canal can provoke emotional arguments--not only about the hazards themselves but also about how they were explained to the public. As new laws, the threat of AIDS, and other factors make risk communication more crucial, officials in government and industry are seeking guidelines on how to communicate effectively and responsibly. This volume offers an approach to better quality in risk communication. The combined insight of experts from government, business, and universities, *Improving Risk Communication* draws on the most current academic and practical information and analysis. Issues addressed include why risk communication has become more difficult in recent decades, what the major problems are, and how common misconceptions often hamper communication campaigns. Aimed especially at top decisionmakers in government and industry, the book emphasizes that solving the problems of risk communication is as much about improving procedures as improving the content of risk messages. Specific recommendations for change include a Risk Message Checklist and a call for developing a consumers guide to risk. Appendixes provide additional details.

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Knowing what you want: Measuring labile values. **Principles and Guidelines for Improving Risk Communication** authors is presented that can be applied in developing a risk communication program. The .. improve the situation, bad or no risk communication will certainly make it worse .. Covello, V.T. von Winterfeldt, D. Slovic, P. Risk communication. **Front Matter Improving Risk Communication: Working Papers The** 6 days ago - 2 min - Uploaded by Parthenia DolinImproving Risk Communication P <http://?book=0309039436>. **Fundamentals for Establishing a Risk Communication Program** Suggested Citation: Appendix B: Bibliography. National Research Council. 1989. Improving Risk Communication. 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