

CYPRUS INTERNATIONAL INSTITUTE
FOR THE ENVIRONMENT AND PUBLIC HEALTH
IN ASSOCIATION WITH
HARVARD SCHOOL OF PUBLIC HEALTH



CONTINUING PROFESSIONAL EDUCATION PROGRAM

Training Course:

EFFECTIVE RISK COMMUNICATION

Theory, Tools and Practical Skills for Communicating about Risk

February 5 - 7, 2007 Venue: Nicosia, Cyprus

From terrorism to avian flu to natural disasters, new dangers seem to arise as fast as the next news cycle. Risks also accompany the benefits we enjoy from many activities and technologies. Making wise choices requires understanding those risks and benefits. Risk communication is a tool for creating that understanding, closing the gap between lay people and experts, and helping people make more informed and healthier choices. This program will demonstrate the scientific foundations for effective risk communication.



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A World-Class Combination of Theory and Practical Tools

The Harvard Center for Risk Analysis and the Cyprus International Institute for the Environment and Public Health present an in-depth program on risk communication, featuring the latest findings on risk perception, case studies from around the world, a suite of practical tools, and hands-on skills training, to help you and your organization communicate about risk to various audiences. This course teaches that risk communication can be applied in the development and implementation of risk management policy, as well as in the design and execution of communications about policies and issues.

Learning Format

The course offers a combination of lectures, discussion, case studies, and student participation in practical learning exercises. It offers foundational theory in risk perception on the first day, a range of practical tools – including Crisis Communication and Media Preparation - on the second day, and case studies on the third day, so participants acquire both the key concepts of risk communication and practical experience in how to apply those concepts. In addition, a prominent public figure with first hand experience as a risk communicator will discuss lessons learned while communicating about risk to the public.



Key Concepts

Most risk issues involve two hazards: the physical hazard itself, and the reaction to it. In many cases - including terrorism, industrial chemicals, and nuclear power – high public concern can be a greater danger than the hazard itself. In other cases – indoor air pollution, food poisoning, obesity, cigarette smoking – low levels of public concern can also present significant health risks. Risk perception, then, can create hazard in and of itself. It can also generate opposition to the siting of facilities, the production of new products, or the adoption of risk management regulations or procedures.

This program presents risk communication as a combination of actions, words, and other messages, which validate and work with – not against - people's perceptions, in order to encourage more informed and healthier decisions. Risk communication is reflected in what you or your organization do, not just in what you say.

This approach can move your agenda forward, and at the same time serve public and environmental health by encouraging more reasoned behavior among the people you are trying to influence and serve.

You will learn

- Risk perception: the findings from cognitive psychology and decision science that provide a basis to understand how people perceive risk and make decisions. Why public reaction to risk sometimes seems to be "irrational".
- Mental Models: A scientific process for developing the most effective messages.
- The News Media and Risk. Why journalists often emphasize the frightening and threatening aspects of the news, and how to work with the media more effectively.

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- Lessons from case studies: Acrylamide, avian flu in the EU and US and various examples of crisis communication.

This program is useful to:

- Senior policy makers and communications personnel in business, industry, law, advocacy, or citizen's organizations that deal with risk issues.
- Government officials who make risk management policy or communicate about those policies.

The course has been offered at the Harvard School of Public Health for 6 years. Past attendees have included:

- Senior policy makers, managers, regulators, and communications staff from government, public safety, and public health agencies at national, regional, and local levels of government.
- Legislators and legislative staff
- Senior managers and policy makers, and their communications staff, from regulated industries and trade associations.
- Policy makers and communications personnel from advocacy groups and other non-governmental organizations.
- Communications professionals.

Upon completion of the program you will be able to proactively manage risk perception and communication problems through

- **Understanding** underlying cognitive processes, the values and concerns brought by various audiences, and likely responses of these audiences to risk issues including new technologies, facility siting, products, or regulations.
- **Developing strategies** to enhance trust and minimize conflict on risk issues.
- **Crafting organizational policies and messages** responsive to audience risk concerns.

FACULTY

Michael Huguenin, Program Director, is Executive Director of the Harvard Center for Risk Analysis. He has worked with senior managers, policy-makers and judges in North America, Europe and the Middle East on a variety of risk management and risk communication problems.

Ragnar Löfstedt, Program Director, is Professor of Risk Management and the Director of King's Centre of Risk Management, King's College, London, UK where he teaches and conducts research on risk communication and management.

Baruch Fischhoff is Howard Heinz University Professor in the Department of Social and Decision Sciences and Department of Engineering and Public Policy at Carnegie - Mellon University. He is a member of the US Department of Homeland Security's Science and Technology Advisory Committee and of the US Environmental Protection Agency's Scientific Advisory Board.

Wändi Bruine de Bruin is a member of the research faculty at Carnegie Mellon University's Department of Social and Decision Sciences. She has served on several expert panels including one about pandemic influenza for the US Department of Health and Human Services and RAND Corporation.

Judy Larkin is a founding partner and Director of Risk Principals Ltd, a crisis and risk communications consulting firm. She is a board member of the Issues Management Council in Washington DC, a member of the International Public Relations Association and a Fellow of the Institute of Public Relations, the Royal Society of Arts and the Royal Institution.

Nicola Carslaw is a consumer affairs journalist, contributing editor for BBC News and broadcast consultant. She reports on issues concerning public health and food provenance, including BSE and debates surrounding genetically modified, organic and functional foods.

Ethel Forsberg has been the Director General of the Swedish Chemicals Inspectorate (KemI) since 2001. KemI works in Sweden, in the EU and internationally to promote rules and legislation to achieve 'A Non-Toxic Environment', one of Sweden's fifteen environmental objectives. Ms. Forsberg also is on the board of the Swedish Energy Agency and Stockholm University.

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Monday, February 5, 2007 – Theory

8:00 a.m. – 8:45 a.m.	Registration
8:45 a.m. – 9:15 a.m.	Welcome, Introductions, Course Overview and Learning Objectives > <i>Michael T. Huguenin</i>
9:15 a.m. – 10:45 a.m.	Fundamentals of Risk Perception > <i>Ragnar E. Löfstedt</i>
10:45 a.m. – 11:00 a.m.	Break
11:00 a.m. – 12:30 p.m.	Mental Models – A Systematic Approach to Message Development > <i>Wändi Bruine de Bruin</i>
12:30 a.m. – 1:30 p.m.	Lunch
1:30 p.m. – 3:00 p.m.	The Importance of Trust in Understanding Risk Communication > <i>Ragnar E. Löfstedt</i>
3:00 p.m. – 3:30 p.m.	Break
3:30 p.m. – 5:00 p.m.	Recent Insights into Risk Perception and Communication > <i>Ragnar E. Löfstedt and Baruch Fischhoff</i>
5:00 p.m.	Adjourn

Tuesday, February 6, 2007 – Tools

8:30 a.m. – 9:00 a.m.	Continental Breakfast
9:00 a.m. – 10:30 a.m.	Risk vs. Crisis Communication – Overlaps and Differences > <i>Judy Larkin</i>
10:30 a.m. – 11:00 a.m.	Break
11:00 a.m. – 12:30 p.m.	Media Coverage of Risk > <i>Nicola Carslaw</i>
12:30 a.m. – 1:30 p.m.	Lunch
1:30 p.m. – 3:00 p.m.	Risk Communication – Lessons from the Front Lines > <i>Ethel Forsberg</i>
3:00 p.m. – 3:30 p.m.	Break
3:30 p.m. – 5:00 p.m.	Moderated Panel Discussion on Risk Communication > <i>Michael T. Huguenin (Moderator)</i>
5:00 p.m.	Adjourn
Evening	Public Lecture by Ethel Forsberg, and Reception

Wednesday, February 7, 2007 – Practical Skills

9:00 a.m. – 9:30 a.m.	Continental Breakfast
9:30 a.m. – 11:00 a.m.	Case Study I: Acrylamide > <i>Ragnar E. Löfstedt</i>
11:00 a.m. – 11:30 a.m.	Break
11:30 a.m. – 1:00 p.m.	Case Study II: Avian Flu > <i>Judy Larkin and Wändi Bruine de Bruin</i>
1:00 p.m. – 1:30 p.m.	Final Thoughts and Adjourn > <i>Ragnar E. Löfstedt and Michael T. Huguenin</i>

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REGISTRATION FORM

NAME:

PROFESSION:

EMPLOYER:

MAILING ADDRESS:

TEL.:

FAX:

E-MAIL:

Please write your name in English as you wish it to appear on the certificate

Cyprus International Institute for the Environment and Public Health

P.O.Box 24440, 1073 Nicosia, Cyprus

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Payment

A Payment of 500 Euro must be received by Tuesday, January 16, 2007. This payment includes lunches, refreshments, course materials and the course certificate, which will be awarded at the end of the course.

For payments received prior to December 18, 2006, a 10% discount will apply.

Please send an International Money Order payable to "Cyprus International Institute for the Environment and Public Health" to:

Cyprus International Institute
For the Environment and Public Health
P.O. Box 24440
1703 Nicosia, Cyprus

Once payment is received, you will be sent an acknowledgement confirming your registration.

A limited number of scholarships are available for governmental officials of Cyprus and the region. All scholarship requests should be accompanied with a completed registration form and must be received by December 18, 2006. The request must detail your position and job responsibilities, how this program would help you perform your duties for your organization, and why you and your organization need this training.

Please contact Ms. Lenia Josephides with any questions you may have about this training course.

Tel: +357 22449292, Fax: +357 22449293
Email: cii@cyprusinstitute.org

Registration Deadline & Policies

All applications and payments must be received by January 16, 2007. No refunds will be issued after January 23, 2007 and a cancellation fee of 100 Euro will be charged for all cancellations. To apply, visit <http://www.hsph.harvard.edu/cyprus>

Hotel Accommodations

A special hotel rate is being negotiated for program participants. Details will be provided when you register.

REGISTER ONLINE TODAY!

<http://www.hsph.harvard.edu/cyprus>

