



**RISK COMMUNICATIONS
IN A PANDEMIC:
WHEN TRUST
MATTERS MORE
THAN SCIENCE**

PRESENTED BY
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Meet our Presenter:



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OBJECTIVES



1. Characterize the difference between Risk and Crisis in management and communications
2. Explain the role of Trust in risk communications
3. Identify methods for effective food safety risk communications

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Risk & Crisis

In Management & Communication

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CRISIS ≠ RISK

Crisis

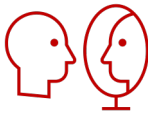
A specific, *unexpected*, and *nonroutine* event or series of events that create high levels of *uncertainty* and simultaneously present an organization with both *opportunities* for and *threats* to its *high-priority goals*

Risk

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A CRISIS...

- Challenges your primary goal(s)
- Causes you to divert attention, effort
- Leaves you, your business different than it was before
- Creates uncertainty



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CRISIS ≠ RISK

Crisis

A specific, *unexpected*, and *nonroutine* event or series of events that create high levels of *uncertainty* and simultaneously present an organization with both *opportunities* for and *threats* to its *high-priority goals*



Risk

- Perceptions – What do you see?
 - awareness or understanding of sensory information
 - detected by instinct or inference
- Hazard + Public Perceptions (*Slovic*)
- Hazard + Outrage (*Sandman*)
 - Emotional assessment

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INFLUENCERS OF PERCEIVED RISK

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- **Demographic**
 - Gender
 - Education
 - Presence of Children
- **Non-demographic**
 - Nature of the threat
 - Familiarity
 - Observable
 - Trust



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MANAGEMENT AND COMMUNICATION

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Management

- Decision making process
- Weighing and selecting options
- Implementing controls to assure appropriate level of protection
- Not just regulatory decision making

Communications

- Transmission/exchange of information
- Interactive process
- Social interaction
- Influenced by context

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Trust

In Risk Communications

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TRUST

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- Can be an expression of confidence between parties in an exchange transaction
- Either process/system- or outcome-based
- Built on 3 elements
 - Fairness – being impartial
 - Competence – ability to perform/make decision
 - Efficiency – use of money/resources



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FAIRNESS

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- Impartiality
- Consideration of all interests
- Unlikely to gain trust when missing
- Use deliberative mechanisms to gain trust



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COMPETENCE

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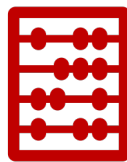
- Proficient in the process
- Necessary background, expertise

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EFFICIENCY

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- How resources are used
- Underdeveloped area
- Differing perspectives on “efficient”



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TRUST AND RISK PERCEPTIONS

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- **Major contributor to perceived risk**
 - Public trust inverse to perceived risk
 - ↓ public trust = ↑ perceived risk
 - ↑ public trust = ↓ perceived risk
 - Perceptions about regulator inverse to perceived risk
 - Weak regulator = ↑ perceived risk
 - Strong regulator = ↓ perceived risk



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TRUST

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- **Influences method of risk communication used**

- Higher trust: less need for deliberative process
 - Receptive to outcome without knowing process
- Lower trust: depends on reason for distrust
 - If impartiality, then deliberation increases fairness
 - Need to know or engage in process to accept outcome
- Effective risk communication: can increase trust
- Ineffective risk communication: can erode trust



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POLL QUESTION

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Of the three elements of Trust, which is the one you think you overlook the most?

- A. Fairness
- B. Competence
- C. Efficiency

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Risk Communications

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FOUR MAJOR FUNCTIONS OF RISK COMMUNICATIONS

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- **Education and enlightenment:**
To inform about risks and the handling of these risks.
- **Risk training and inducement of behavioral changes:**
To help people to cope with risks.
- **Confidence in institutions of risk assessment and risk management:**
To assure people that the existing governance structures are capable of handling risk in an effective, efficient, fair, and acceptable manner.
- **Involvement in risk-related decisions and conflict resolution:**
To give stakeholders and representatives of the public the opportunity to participate in the risk assessment and to be included in the resolution of conflicts about risks.

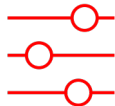
Hampel, J. 2006

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THREE LEVELS OF RISK COMMUNICATIONS

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1. Factual evidence and probabilities
2. Institutional performance, expertise, and experience
3. Conflicts about worldviews



Hampel, J. 2006

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POLL QUESTION

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Which of the three levels of risk communications do you see the most?

- A. Factual evidence and probabilities
- B. Institutional performance, expertise, and experience
- C. Conflicts about worldviews

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MENTAL MODELS APPROACH TO RISK COMMUNICATIONS

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- Develop a mental model of scientific understanding
- Develop a mental model of "audience" understanding
- Identify gaps, overlaps, and misunderstandings
- Orient communications to build on overlaps, fill in gaps
 - factual evidence and probabilities;
 - institutional performance, expertise, and experience;
 - conflicts about worldviews



(Fischhoff)

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CASE IN POINT: CITRUS GREENING

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- Consumers need to know about the problem before they can process the solution
- Messages that elicit positive personal experiences can result in assimilation
- Work needed to remove areas of distrust



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PARTING THOUGHTS

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*They don't care how much you know
until they know how much you care*

*Science doesn't matter – if they don't trust you,
they won't listen to your science.
And if they trust you, they don't care about your science.*

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QUESTIONS?

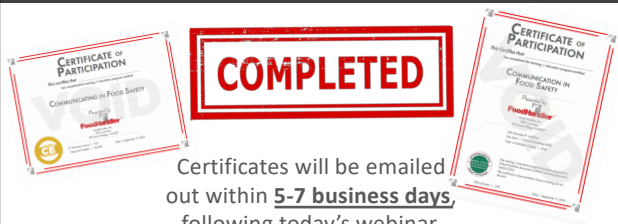
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WEBINAR RESOURCE

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← → ↻ foodhandler.com/education-training/ ☆



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FOODHANDLER FOOD SAFETY RESOURCES

Downloads

- Restaurant Re-Opening Guidelines
- Daily Temperature Logs
- Temperature Chart For Safe Food
- Refrigerator Storage Chart
- Food Safety Doesn't Happen By Accident

Videos

- Handwashing
- Why To Glove
- When To Glove
- How To Glove



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FOODHANDLER FOOD SAFETY RESOURCES

Past Blogs

- Emergency Preparedness
- Hand Hygiene
- Reopening Best Practices
- Allergies in Foodservices
- Identifying a Foodborne Illness
- Holiday Food Safety

Upcoming Blogs

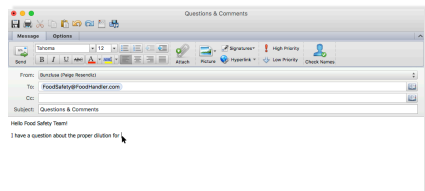
- Food Safety Considerations for the "New Way" of Dining



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FOODHANDLER FOOD SAFETY RESOURCES

Please send us your questions or comments at:
FoodSafety@foodhandler.com



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THANK YOU FOR JOINING US!



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