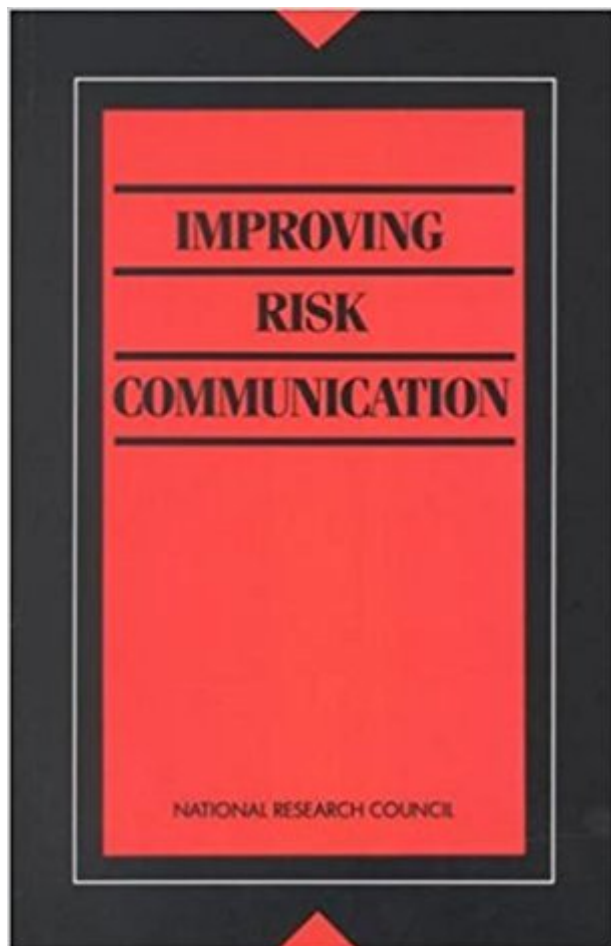


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Improving Risk Communication P



Synopsis

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 consumer's guide to risk. Appendixes provide additional details.

Book Information

Hardcover: 332 pages

Publisher: Routledge; 1 edition (June 1, 1989)

Language: English

ISBN-10: 0309039436

ISBN-13: 978-0309039437

Product Dimensions: 1 x 6.2 x 9 inches

Shipping Weight: 1.1 pounds

Average Customer Review: 4.0 out of 5 stars 1 customer review

Best Sellers Rank: #676,359 in Books (See Top 100 in Books) #74 in Books > Textbooks >

Medicine & Health Sciences > Administration & Policy > Health Risk Assessment #115 in Books

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in Books > Health, Fitness & Dieting > Safety & First Aid

Customer Reviews

Committee on Risk Perception and Communication, Commission on Physical Sciences, Mathematics, and Resources, National Research Council --This text refers to the Paperback edition.

Risk communication used to mean one way messages from experts to non-experts. But today's issues are not only technically complex, they are politically charged. Experts are often seen as advocates for a particular position, eroding credibility. There is a better way. This book is the result of the National Research Council's report on "Risk Assessment in the Federal Government: Managing the Process."

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