

Training course on risk communication & development of communication tools

Fee: 25 euro, VAT not included | 30,25 euro, VAT included

Date: 1st of September, 2020 | 9.00 – 13.00

Participants will receive a certificate of attendance

Whether you are dealing with radiation protection or any application of ionising radiation, it is crucial to be able to communicate effectively with both the public and media about risks, benefits of ionising radiation or protection measures against radiation. This course will provide: a) concise scientific findings from health communication and from radiological risk communication; b) skills needed to design effective radiological risks communication strategy that help to improve outcomes, c) advice on how key stakeholders can make informed decisions, increase trust among themselves and cope with public anxiety. Good and bad communication examples, state-of-the-art ideas and ways to use them in practice will be introduced.

Communication needs to be evidence-based (e.g. based on the qualitative and quantitative empirical data, surveys, experiments), theory-based (e.g. drawing from empirically-supported theories of health behaviour, behaviour, information processing, risk perception and risk communication) and strategic (e.g. based on formats and methods that have been proven to reach its preconceived objectives). Moreover, the communication tools should be developed and tested before large scale application.

As a participant of this course, you will:

- get familiarised with evidence, theories and strategies related to radiological risk communication from the chosen topic (e.g. radon, NORM, waste, decommissioning, nuclear medicine ...);
- understand the individual, psychological, interpersonal and societal factors that influence communication of radiological risk information;
- learn 5 steps in risk communication strategy design and apply these steps to your own communication strategy;
- find out the most appropriate communication tools for your radiological subject and draft one communication tool to take home.

The course will be given by SHARE members with expertise in the chosen field and guided by dr. Tanja Perko, risk communication and risk perception expert.