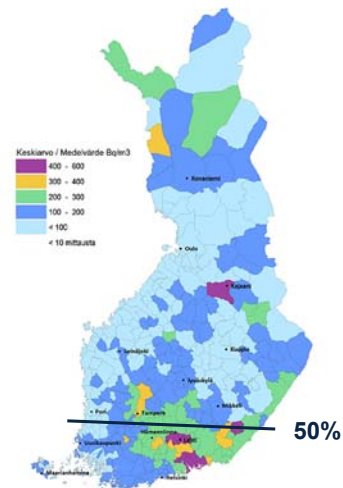


Target: people understand the risk of radiation

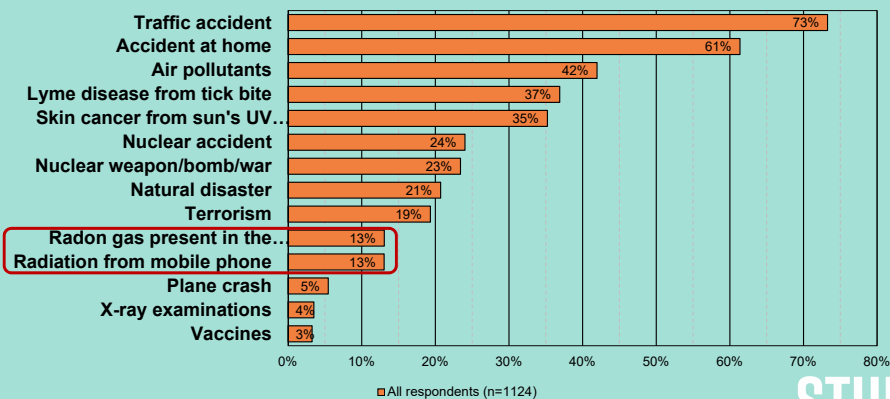
In Finland, radon creates a significant health risk – 300 lung cancers every year caused by radon.



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Radiation risk survey: missperception regarding radon risk

In your opinion, which of the following pose the highest risk to your and your family's health?



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How to address the situation with communication?


Service design approach for communication planning



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Good practices for audience-oriented communication planning

- Define goals and specify your target groups
 - Ask what they need: define the barriers and possibilities for communication
 - Involve them: approach them, make it easy and interesting for them
 - Go to where they are: use the channels and forms of communication they prefer
 - Learn to speak "their language": bring your messages into a context that is interesting for them
- 
- An orange square icon containing a white line-art illustration of two people's heads in profile, facing each other with speech bubbles above them, symbolizing communication.



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