

The Four Stages of Risk Communication

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- 1. Stonewall Stage**
No communication – Ignore the public.
 - 2. Missionary Stage**
One-way communication – Show the public why you're right and they're wrong.
 - 3. Dialogue Stage**
Two-way communication – Learn from the public the ways in which they're right and you're wrong.
 - 4. Organizational Stage**
Internal communication – Become the sort of organization that finds dialogue possible, even natural.
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For more about my take on this issue, see:

- Addressing Skepticism about Responsible Care (Nov 1990) – www.psandman.com/articles/cma-care.htm
- Risk Communication: Evolution and Revolution (2001) – www.psandman.com/articles/covello.htm

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