

# 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](http://www.psandman.com/articles/cma-care.htm)
- Risk Communication: Evolution and Revolution (2001) -- [www.psandman.com/articles/covello.htm](http://www.psandman.com/articles/covello.htm)

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Peter M. Sandman, Ph.D.

59 Ridgeview Road  
Princeton NJ 08540-7601

Email: [peter@psandman.com](mailto:peter@psandman.com)  
Web: [www.psandman.com](http://www.psandman.com)

Phone: 1-609-683-4073  
Fax: 1-609-683-0566

Consulting, Training, and Research in Risk Communication