

Overcoming Organizational Barriers to Risk Communication

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1. Describe the change as a change.
 2. Send signals through the system that you mean it (job descriptions, planning documents, performance appraisals, budgets and schedules).
 3. Make sure the rewards and punishments in the system match your new goals.
 4. Don't blindside anyone.
 5. Provide help with risk communication skills-building.
 6. Assess the internal communication climate.
 7. Collect evidence that risk communication works.
 8. Start with small pilot projects.
 9. Institutionalize the skeptics.
 10. Pay attention to your own skepticism.
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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
- Lawyers and Outrage Management (Jul 2002) – www.psandman.com/col/lawyers.htm
- Public Health Outrage and Smallpox Vaccination: An Afterthought (Jan 2003) – www.psandman.com/col/smallpx2.htm
- “Fear Is Spreading Faster than SARS” – And So It Should! (Apr 2003) -- www.psandman.com/col/SARS-1.htm
- The Boss's Outrage (Part II): Talking with Top Management about Risk Communication (May 2007) – www.psandman.com/col/bossoutrage.htm
- The Boss's Outrage (Part III): Managing Management's Outrage at Outrage Management (May 2007) – www.psandman.com/col/bossoutrage.htm#part3

Peter M. Sandman, Ph.D.

59 Ridgeview Road
Princeton NJ 08540-7601

Email: peter@psandman.com
Web: www.psandman.com

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

Consulting, Training, and Research in Risk Communication