Risk communication pressure cooker process

Day before
Creative networking what does risk communication mean to you?

Pressure cooker 09:00 LT

Briefing
• Mexico DRM/resilience overview
• Case studies and video interviews
• Challenges and coaches assigned.

Three-step iterative process

1. Understanding risk context/audience
   • Review case study material
   • Identify a vulnerable subgroup
   • Develop audience profiles/personas

2. Developing a risk communication strategy
   • List possible communication outputs
   • Check connections to audience/change
   • Decide on output and develop material(s)

3. Identifying expected outcomes/impacts
   • Long-term changes to influence
   • Small changes effecting long-term change
   • Knowledge/attitudes/practice changes

09:00 LT next morning

Expert feedback
Multidisciplinary

Expert feedback
Risk communication

Presentations
• Followed by judges’ discussion
• (Followed by a good sleep)

Day after
Field trip to Iztapalapa
& group feedback session