

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.

1. Understanding risk context/audience

- Review case study material
- Identify a vulnerable subgroup
- Develop audience profiles/personas

Expert presentations
Context

Three-step iterative process

2. Developing a risk communication strategy

- List possible communication outputs
- Check connections to audience/change
- Decide on output and develop material(s)

Expert feedback
Multidisciplinary

Expert feedback
Risk communication

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

Presentations

- Followed by judges' discussion
- (Followed by a good sleep)

Day after

Field trip to Iztapalapa & group feedback session