

# 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

Expert presentations  
Context

### 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)

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