

people in a cartoon is saying that the radiation, the way people are exposed actually is lesser than when they are having x-ray. So, this is how people have different perspective about the risk.

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Definition of Risk Communication

- Risk communication is defined as any purposeful exchange of information about health or environmental risks between interested parties.
- More specifically, risk communication is the act of conveying or transmitting information between parties about ?
(Covello, Solic and von Winterfeldt, 1986)

- **Levels** of (health /disaster / environmental) risks.
- **The significance** or meaning of risks.

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So, in case of risk communication, as I said, risk communication is a defined as any purposeful exchange of information about health or environmental risk between interested parties, more specifically it is the act of conveying, transmitting information between parties about what? One is, what is they will talk is the level okay, it's level of risk, what extent people will be affected and the significance and the meaning of risk is important content.

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Providing Risk Information is Enough ?

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But is it enough, if we only tell them the level of risk that what extent they are going to affected and what risk they are facing therein what risk is imminent, is this enough

information in risk communications? No, basically no. Why no, when we are saying that okay we have risk analysis and risk perceptions, there is another question is looking into risk management.

So, look into this, that first maybe some scientific aspect doing that risk analysis part but people have their own perceptions as I gave the example that how people interpret different risk in different ways.

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But also, that if you simply putting your ear that can help you to reduce this risk exposure okay, so these are important information. So, when we are talking about people that you are at risk, suppose we are telling them that there is an earthquake but a risk communication, only they tell about this risk or hazard, this is not enough. We should also tell them that what they can do, what measures, actions, preparedness they can take to protect themselves.

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So, if there is an earthquake, they can go under desk or furniture to protect themselves. So, this is just one simple example that how they can do it and this message should be given to the people. Like if there is a Tsunami, we tell people that okay, Tsunami is coming but if this information is not enough, it is incomplete information. We should also tell them that if they can evacuate to a higher place like these people is showing that okay, you can go to a higher place to protect yourself okay.

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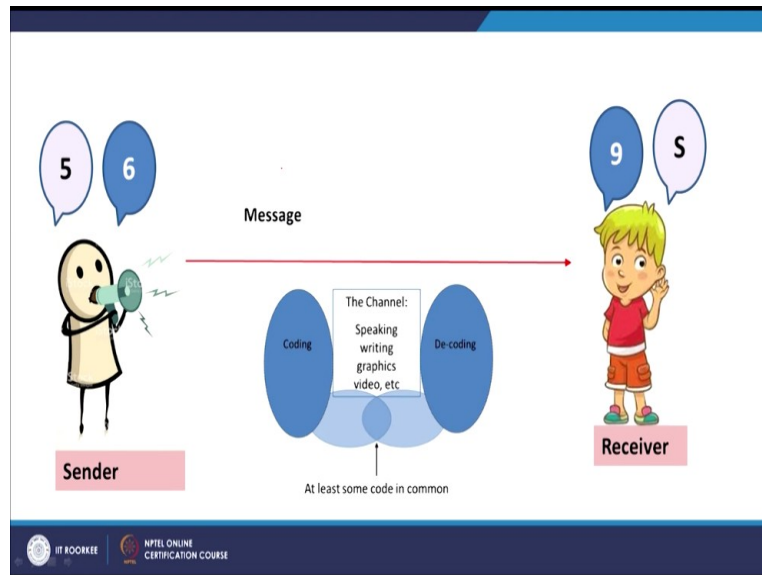
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(Covello, Schick and von Winterfeldt, 1986)
 - **Levels** of (health /disaster / environmental) risks.
 - **The significance** or meaning of risks.
 - **Decisions, actions, or policies** aimed at managing or **controlling** health/ disaster/ environmental risks.

So, risk communications is the content between two parties about discussing one is the level of the risk, okay and the significance and the meaning of risk and also it is about the decisions, actions and policies aimed at managing and controlling the risk. So, these 3 components are important aspect of risk communications. Now, we are discussing about the risk communication definitions and core ideas.

Let us look what are the objectives of risk communications, what we really want to achieve from risk communication, where here is so we have sender and the receiver.

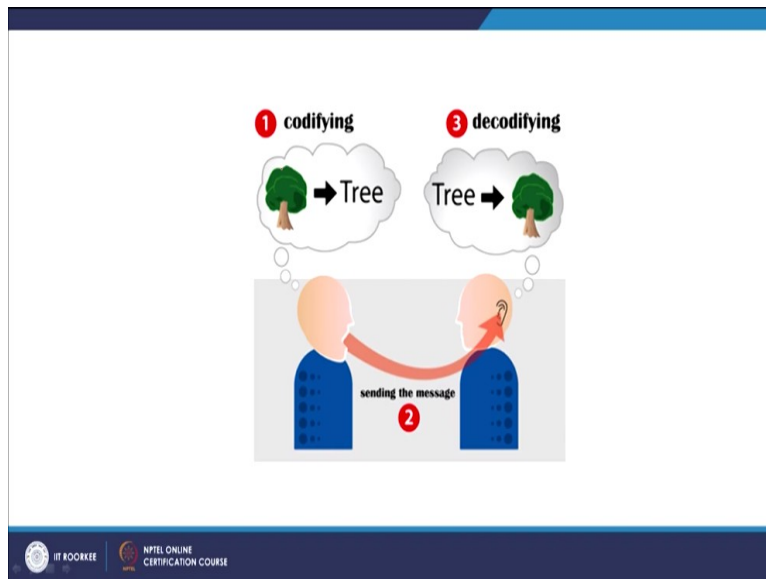
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And sender wants to send message to the receiver right, so it can be sent through coding and decoding. We can discuss this aspect, in later on another lecture but it should be sent through speaking, writing, graphics, videos through different channels right at least one and in this process there is a involvement of coding and decoding. Anyways, the important is that when the sender wants to say that okay I want to communicate with you.

So, if the sender is saying 6 and receiver perceives as 9 is different right. Let 's say sender is sending 5, want to say that okay this is 5 some code and receiver decoded it as S. So, what I mean, what I mean by the sender and what I understand is important in risk communications. If I am sending 6 and if you are considering it as 9, if I am sending 5 and if you are considering it as S then it would not work right, it would not work.

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So, when we are codifying, if I want to say you tree, you should understand after the coding is as tree, okay. So, sending the message from sender to receiver after coding and decoding should be same meaning, what I want to mean and what I understand should be same.

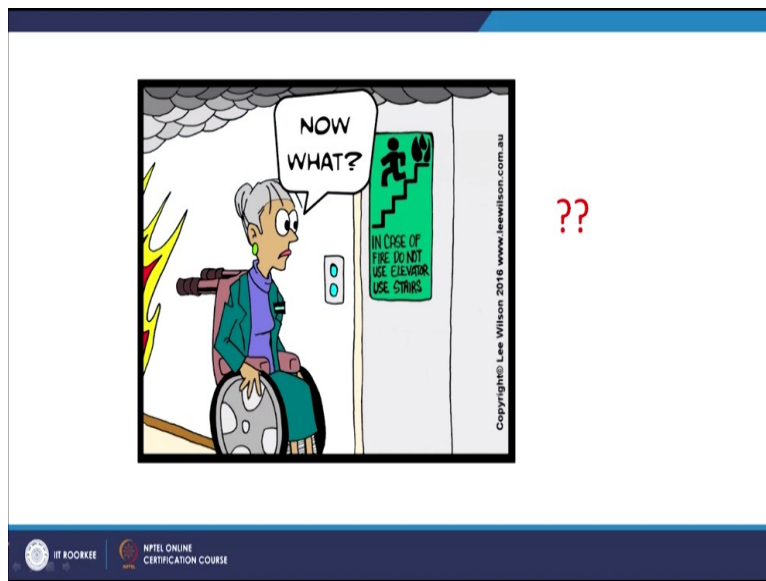
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An effective risk communication should have this component. Like here, you look into this very interesting cartoon is saying this lady is asking this person that why you have only 40% of your umbrella is covered? This person is answering because I receive an early warning today and is saying that there is a chance of rain 40% and that's why only 40% of my umbrella is covered.

So, this is so interesting, so what the sender wants to do and what the receiver is interpreting is completely different, although they are same right, they are same.

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Or if this lady having some challenges, physical challenges is at risk because there is a fire and now you are saying to him that don't use the staircase because it is in fire. Then, she wants to say what, should I commit suicide now.

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Objectives

1. To make sure that all receivers of the message are able and capable of **understanding and decoding** the meaning of the messages sent to them.
2. To persuade the receivers of the message to **change their attitudes or their behavior** with respect to a specific cause or class of risk .
3. To provide the conditions for a **rational discourse on risk issues** so that all affected parties can take part in an effective and democratic conflict-resolution process

So, in case of objectives of the risk communication; one of the critical objective is to make sure that all receivers, all receivers of the message are able and capable of understanding and decoding the meaning of message sent to them. So, when senders are sending message to the receiver, they should able to understand and decodify the meaning that sender sent okay.

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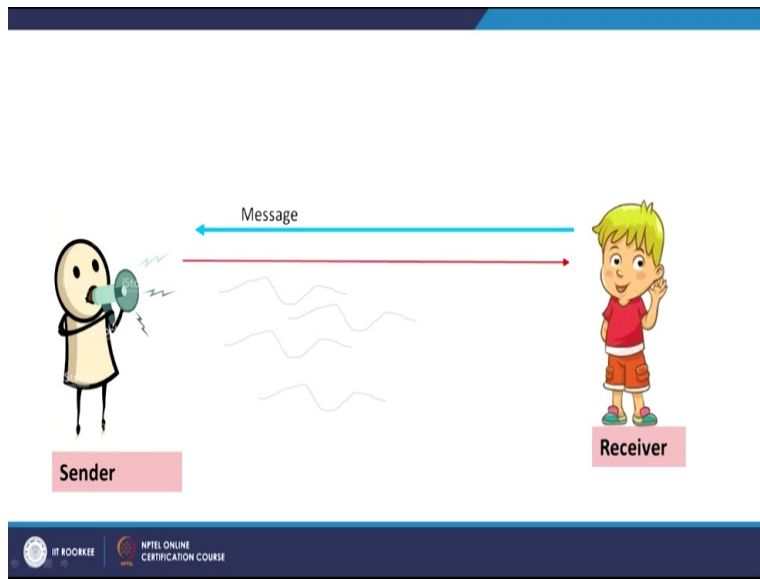
The message should be very clear and second objective is that when senders wants to send the receiver some message about a particular risk or a kind of some preparedness message.

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He wants to change the attitude of the person okay, is changing attitude is one of the critical component of risk communications. So, senders when sending the informations, he wants, he or she wants to change the mind of the receiver and changing their attitude to persuade the receivers of the message to change their attitude and their behaviour with respect to specific cause or class of a risk.

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Another important aspect, when sender is sending informations to receiver, receiver will be same time able to feedback what they understand, what are the questions, concerns they have to the senders.

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So, it should be in a more democratic reciprocal process, like we can share our concerns in a summit or maybe in just in a village meeting. So, one of the key component, objective of risk communication, disaster risk communication is to provide a condition of rational discourse on risk issues, so that all affected parties okay they can take part in an effective and democratic manner for conflict resolutions.

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Understanding Risk Message



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If you have different opinions, you can share and you can resolve this conflict and come into consensus or agreed decisions. So that's all for today's lecture, this lecture, so thank you very much.