

# **Implementing Risk Communication: Overcoming the Barriers**

Many understand the principles of effective risk communication, but three sets of barriers often make these principles difficult to implement. This presentation identifies major barriers preventing companies and agencies from implementing risk communication programs, and proposes strategies to overcome or circumvent each barrier.

### ***Learning Outcomes:***

- Identify the principles of effective risk communication: openness, dialogue, accountability.
- Note the three barriers of risk communication which make risk communication difficult to implement: cognitive barriers, organizational barriers, and psychological barriers.
- Recognize the major barriers preventing the implementation of risk communication programs.
- Develop strategies to overcome or circumvent each barrier.

### ***Who will Benefit:***

- Industrial Hygienists
- Public Relations Directors
- Occupational Safety and Regulatory Officials
- Occupational and Environmental Health and Safety Professionals
- CEOs
- Communication Specialists
- Engineers and Scientists

**Instructor:** Peter M. Sandman, PhD, the nation's leading risk communication expert.

**CM Points:** A Supplemental Testing Module is available for purchase (\$35.00). You can receive 0.5 CM point, 0.2 COC and 0.2 CEU if the exam is submitted and meets the score criteria by the deadline (more information will be provided at the presentation).

**Thursday, July 30, 2009**

**11:30 AM — 12:00 PM: Check-in + Light LUNCH (included) & Refreshments (included)**

**12:00 PM — 1:30 PM: Presentation (Duration of presentation is 75 minutes)**

**Location: Clean Islands Council, Sand Island Access Road** See parking information sheet.

**Registration Fee: \$15.00 for Members  
\$20.00 for Non-Members**

**Please register no later than COB July 28, 2009 by email to Tavia Shiroma at [tavias@hawaii.edu](mailto:tavias@hawaii.edu).**

Payment can be made by check or cash and paid in person during check-in; please make checks payable to AIHA Hawaii Section. Credit cards and POs cannot be processed at this time.



**HAWAII SECTION**

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