3 common mistakes in designing risk communication

Lisa Robinson
Mistake #1: Skimp on audience research
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Mistake #2: Create a snazzy product without a strategy for change...
Mistake #2: Snazzy product, no strategy

- Wash your hands
- Exercise more
- Save for retirement
- Wear sunscreen
- Change your password
- Eat less sugar
- Renew your contract
- Use less salt
- Eat more vegetables
- Grow your own vegetables
- Eat more fruit
- Visit lonely nan
- Recycle
- Sleep more
- Go to the dentist
- Bake
- Fix that odd noise
- Back up files
- Buy…

- Eat less meat
- Check on mom
- Get a colonoscopy
- Play with kids
- Drink less alcohol
- Meditate
- Drink more water
- Get mammogram
- Donate
- Vote
- Lower your carbon footprint
- Write a will
- Be yourself
- Fit in
- De-clutter
- Floss
- Be more connected
- Use screens less often
- Get an eye test
- Find the keys
- Relax
Mistake #2: Snazzy product, no strategy
Mistake #2: Snazzy product, no strategy

22.5 million people reached

78% felt Amrai Pari improved their understanding of how to prepare for extreme weather

47% said they took action after watching the programme
Mistake #3: Avoid conversation

“Brad, we’ve got to talk.”
Mistake #3: Avoid conversation

5.8 million people reached: a third of adults in Nepal

Increased civic knowledge, political engagement and action
Mistake #3: Avoid conversation
Let’s work together to communicate risk reduction for action.