



**Developing Respectful  
Community-Academic  
Relationships Fosters  
More Effective Risk (and  
Science)  
Communication**

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# Presentation Content (and disclaimer)

- This is not a presentation on risk communication research
- This is a presentation on our experiences and approaches in communicating risk and research findings from our environmental health (EH) research
  - Context for purposes of this talk include ...
    - EH in southeast Louisiana and the Gulf south
    - Deepwater Horizon Accident



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# Keys to Effective Communication in Practice

- Take time to build relationships and build trust
- Listen and hear, speak less
- Be responsive to community and participant requests and needs
- Be clear about one's expertise
- Understand and respect the expertise of your community partners



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# Keys (cont.)

- Clear, succinct, transparent messaging
  - What is this?
  - It is tailored and customized to each experience
  - Vet your material through your communities
- Avoid scientific and philosophical debating (especially among researchers)
  - “We are not measuring everything so we may never know whether or not something is actually safe”
- The distinction, if there is one, between communities and researchers should be discussed
- Timeliness

# Keys (cont.)

- Individuals are individuals
  - Each person wants to know ...
    - Am I going to get sick? With what? When?
    - Is my child or are my children going to get sick?
- Avoid communicating in “nebulous” probabilities without careful explanation
- Flip the meeting

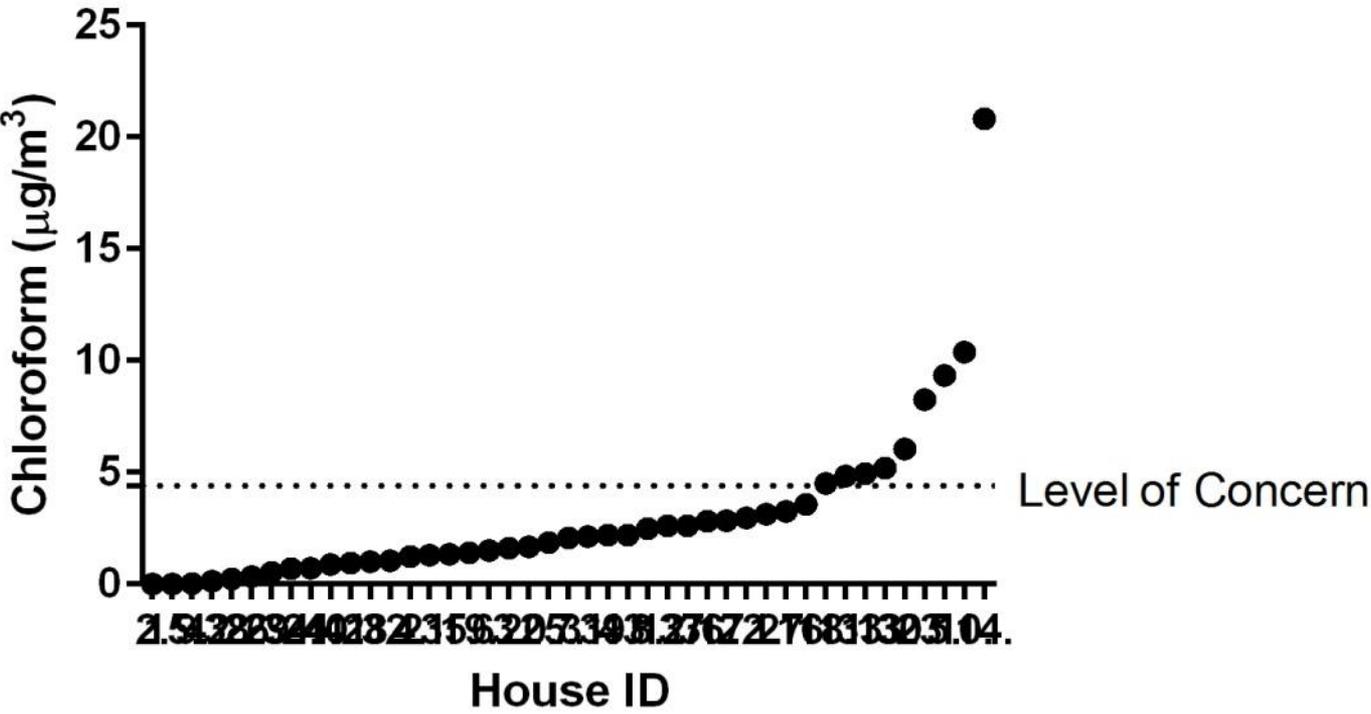


Now a few examples



# Data Presentation

## Chloroform in Indoor Air



# Data Presentation

On 7/21/2010, 7 Oyster samples were taken. 7 samples had detectable levels of compounds. The following is the first of 7 sample(s). To see the rest of the samples from this day, download the test results at the link below.

Compound	Amount Detected	Level of Concern *
Acenaphthene	NONE DETECTED	100 mg/kg <a href="#">show highest level found &gt;</a>
Anthracene	NONE DETECTED	2000 mg/kg <a href="#">show highest level found &gt;</a>
Benzo(a)anthracene	NONE DETECTED	1.43 mg/kg <a href="#">show highest level found &gt;</a>
Benzo(a)pyrene	NONE DETECTED	0.143 mg/kg <a href="#">show highest level found &gt;</a>
Benzo(b)fluoranthene	NONE DETECTED	1.43 mg/kg <a href="#">show highest level found &gt;</a>
Benzo(ghi)perylene	NONE DETECTED	100 mg/kg <a href="#">show highest level found &gt;</a>
Benzo(k)fluoranthene	NONE DETECTED	14.3 mg/kg <a href="#">show highest level found &gt;</a>
Chrysene	0.0008	143 mg/kg <a href="#">show highest level found &gt;</a>
Dibenzo(a,h)anthracene	NONE DETECTED	0.143 mg/kg <a href="#">show highest level found &gt;</a>
DOSS (Dioctylsulfosuccinate)**	NONE DETECTED	0 mg/kg <a href="#">show highest level found &gt;</a>
Fluoranthene	0.0039	267 mg/kg <a href="#">show highest level found &gt;</a>
Fluorene	0.0056	267 mg/kg <a href="#">show highest level found &gt;</a>
Indeno(1,2,3-CD)pyrene	NONE DETECTED	1.43 mg/kg <a href="#">show highest level found &gt;</a>
Naphthalene	0.0006	133 mg/kg <a href="#">show highest level found &gt;</a>
Phenanthrene	0.0052	2000 mg/kg <a href="#">show highest level found &gt;</a>
Pyrene	0.0032	200 mg/kg <a href="#">show highest level found &gt;</a>

\*Level of concern determined by the FDA for seafood samples and the EPA for water and sediment samples.

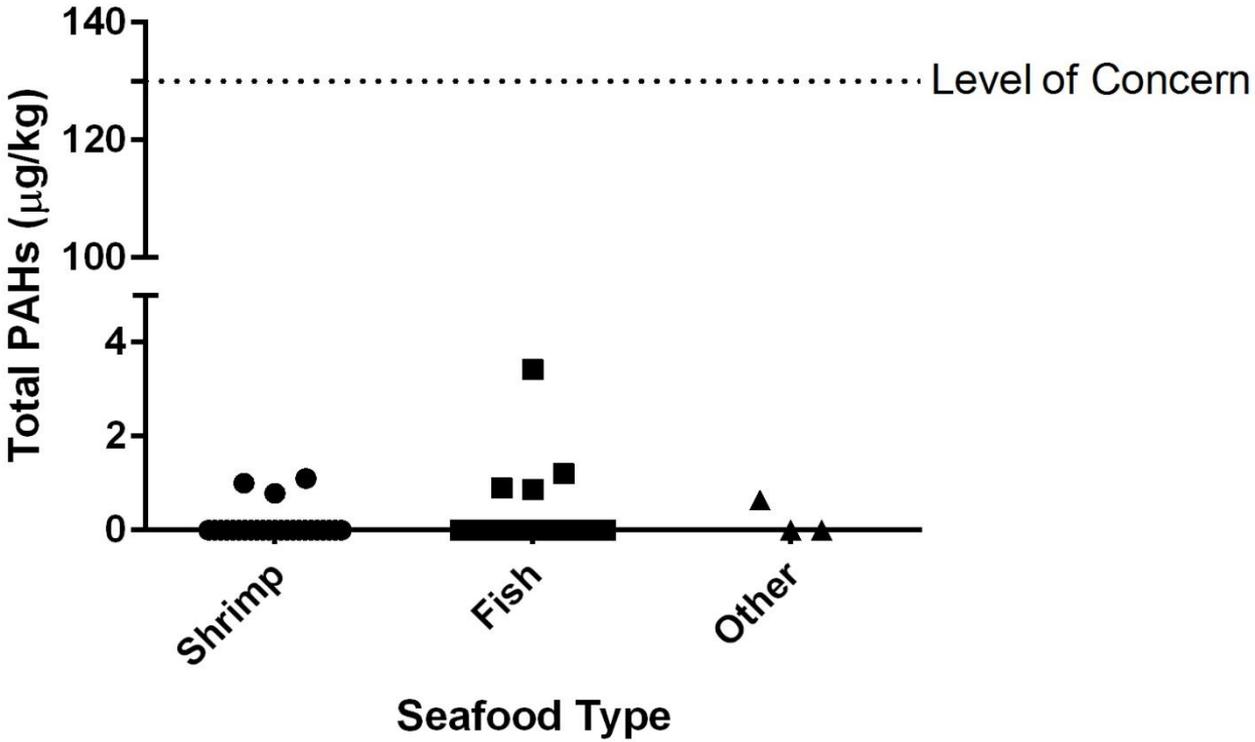


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# Data Presentation

## Carcinogenic PAHs in Seafood or Fish





# Oil vs. Dispersants

- Lack of knowledge
  - Old vs. New
  - Lack of control
  - Lack of equity (perhaps)
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- Exacerbated by anchoring, heuristics, social media, and selective reporting

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\*the views expressed herein are those of the presenter