

Risk Communication . . .

. . . has two major problems:

1. In “peace time”, no one is really interested in **risk communication**, neither population nor responsible bodies nor journalists, but . . .

. . . after an incident, when risk communication turns to **crisis communication**, everybody wants immediate answers for everything!

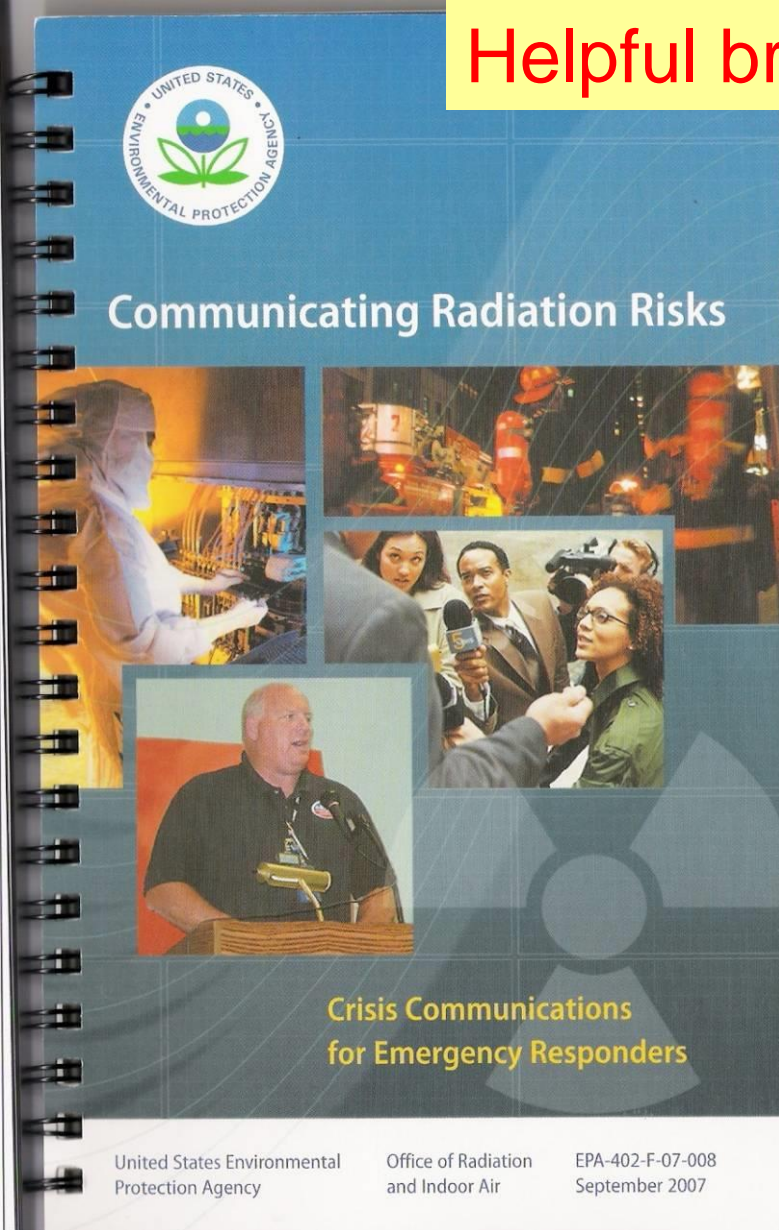
2. Media search for **discrepancies in public statements**,
so these should be coordinated.

But, as some national exercises in Germany have shown,
the coordination between responsible agencies is very
difficult and time consuming.

My personal advice for the way out is:

Everybody only reports out of his own area of responsibility;
then, the risk for contradicting statements is minimized.

Helpful brochures:



radiation.information@epa.gov



Krisenkommunikation für Verantwortliche im Katastrophenschutz

Umweltschutzagentur der Vereinigten Staaten, Abteilung für Strahlung und Innenraumluft, EPA-402-F-07-008 Sept. 2007

Deutsche Fassung herausgegeben vom Bundesamt für Bevölkerungsschutz und Katastrophenhilfe, Bonn 2008

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pdf-version available from