

Information Alone is Not Enough

Social Science Lessons for Improving Risk Communication

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Risk Communication in the Post-Sandy Era webinar

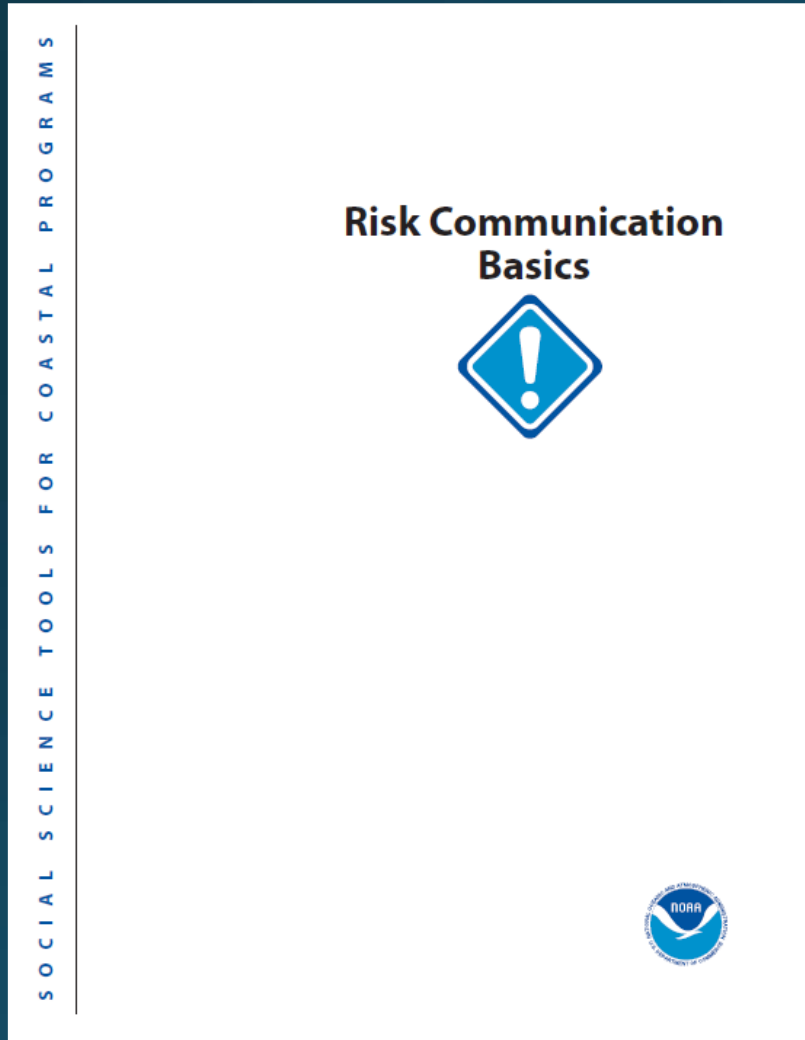
August 15, 2017

What is Risk Communication?

Short-Term or Crisis

Long-Term/Future Risks

Risk Communication Resources



- Discusses social science principles behind risk perception
- Provides key tips rooted in social science research for improving risk communication
- Provides sample conversations to see how these tips work with real conversations and people
- [Available on Digital Coast!](#)

First Communication Takeaway:

- More information without actionable steps won't change minds or behavior.
- **In fact, the more you give people facts about something, the more it confirms their existing beliefs.**

First Communication Takeaway:

What gradually helps people change their behavior is presenting information and offering realistic and appropriate solutions in a way that is consistent with how they view the world and what they already believe.

Second Communication Takeaway:

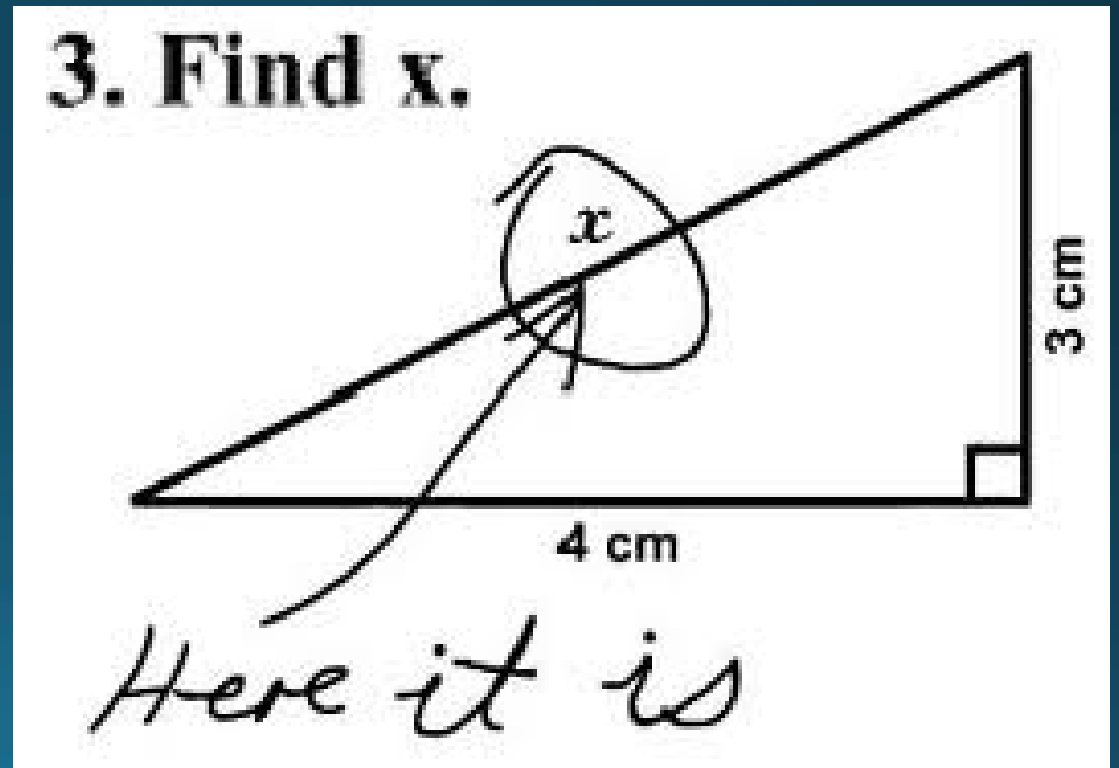
- Scaring people does not motivate them to change
- Scaring or making people feel anxious causes people to walk away from the conversation.

How we think:

Thinking Fast: Emotion or Experience



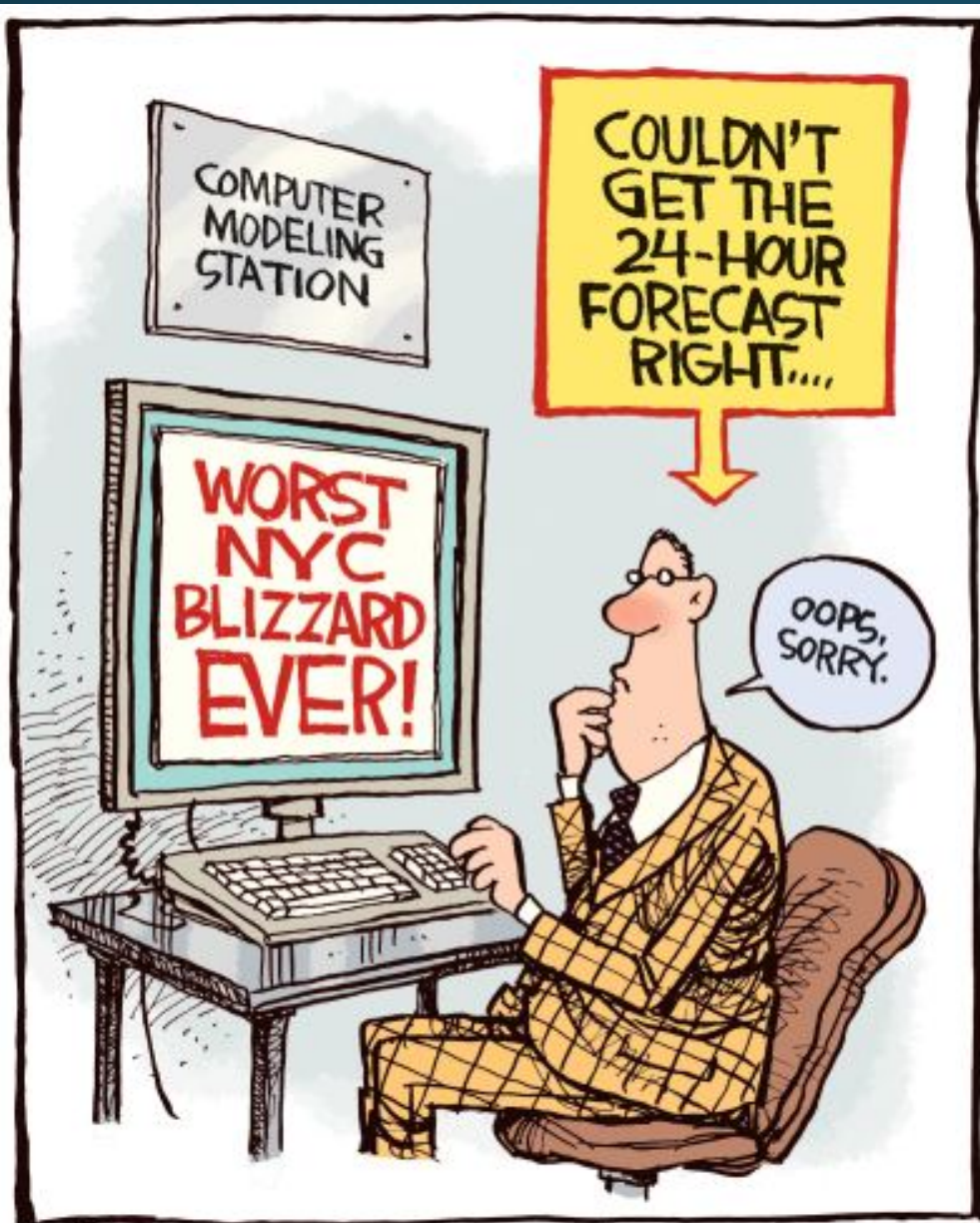
Thinking Slow: Analytical



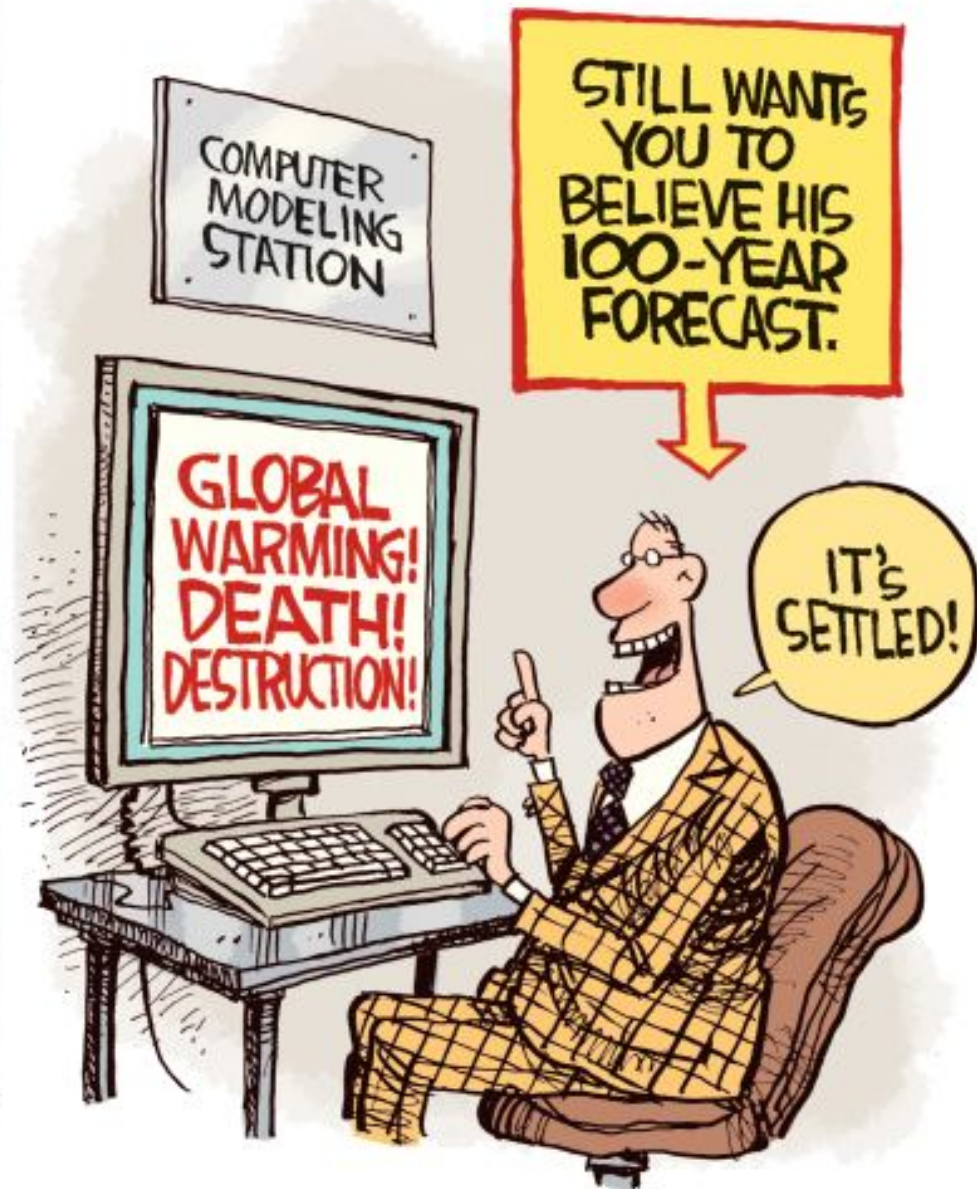


Finite Pool of Worry





R. M. H. E. © 2015 THE AUGUSTA CHRONICLE 1/30
caglecartoons.com



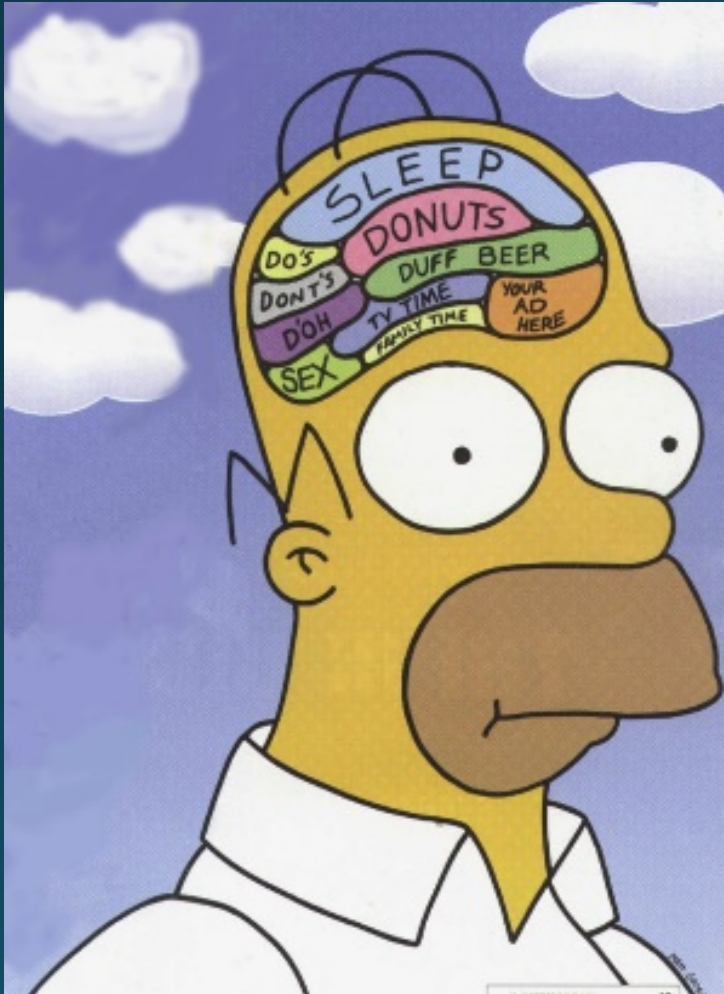


Single Action Bias

Optimism

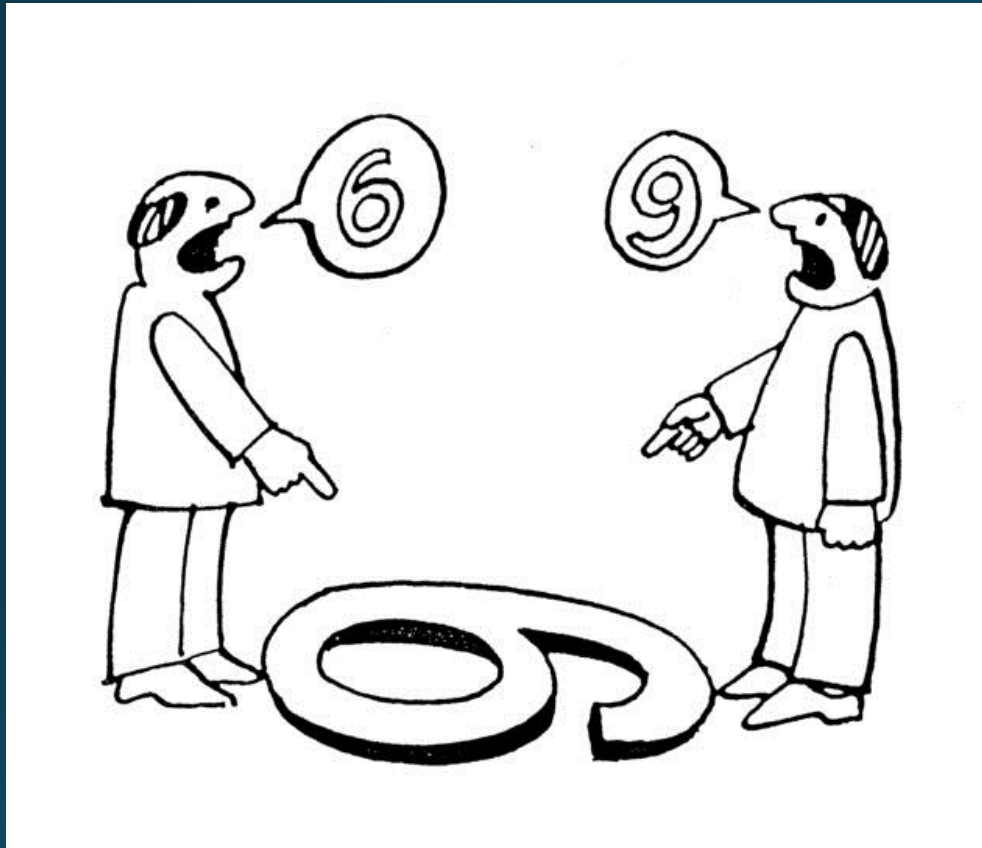


Worldview



- How you think society should function
- What the social environment was like when you grew up
- What your social network thinks
- Putting on someone else's worldview shoes is extremely difficult and does not come naturally.

Shaping Our Risk Perception



- Personal values.
- Emotions.
- What our friends think.
- Are solutions realistic for me?
- Do I **agree** with the solution?
- Have I experienced something?
- Do you trust the messenger?

Key Takeaways

- More information does not change minds or behaviors.
- When talking about risks, include ways to take action to manage risk
- Speak to their values, motivations, and feelings, not yours.
- Avoid fear and anxiety unless you also discuss ways to take action

Key Takeaways

- You can't force people to change. The more you try, the more they retreat into their beliefs.
- You can, however, help inspire them to want to change.
- People will be more likely to change their minds and behavior the more they hear better answers from people they trust.



Learn to communicate weather and climate hazards effectively. No previous experience necessary.

Join us on Thursday, September 28 at 1 p.m. Eastern time for an interactive webinar on the seven best practices for risk communication. Hear how peers have applied these techniques in the real world. Leave feeling confident.

Seven Best Practices for Risk Communication

coast.noaa.gov/digitalcoast/training/risk-communication.html

Risk Communication Resources

ARE YOU FLOOD READY?

In a flood zone, a house has a one in four chance of being flooded over the life of a 30-year mortgage.



Make your home flood-ready.

**Sewer**
Install backflow valves to protect home from sewage backup.

**Pumps**
Ensure sump pump works and battery is fully charged.

**Utilities**
Raise electrical and heating and cooling systems.

**Elevation**
Raise your home to avoid floodwater.

**Outside Equipment**
Anchor fuel tanks and other equipment.

**Landscaping**
Slope away from foundation, minimize paved areas, and use native plants.


Save money on repairs and flood insurance premiums.





BE FLOOD-READY.

Take steps to prepare before a flood happens. Understand your flood risk. Take steps to lower your risk. Have a plan to protect your family.

Take time to investigate.

Flood zones. Input your address and this website will provide the location of the applicable flood zone boundaries.

region2coastal.com/view-flood-maps-data/what-is-my-bfe-address-lookup-tool

Home elevation. Visit the local building official or hire a surveyor to find this important measurement. A home's lowest floor should be above the base flood elevation, which is how high water is expected to rise in a 100-year flood as depicted on Federal Emergency Management Agency (FEMA) flood maps. Flood insurance premiums are determined using this information.

Risk reduction tips. This website offers good advice.
disastersafety.org/flood/reduce-flood-damage-to-homes

Look beyond FEMA flood maps. More than two-thirds of flood losses occur outside of FEMA flood zones. Use this tool, the New Jersey Coastal Hazard Profiler, to learn more. njfloodmapper.org/profiler

Buy flood insurance. Homeowners insurance does not cover flood damage.

Take time to prepare.

Make a family emergency plan. Don't forget the pets! Know what is required if going to a shelter or hotel. For more information, visit redcross.org/prepare/location/home-family/plan.

Evacuate when told. Follow the advice of local officials. Even if your house is safe, nearby properties may be at risk. Emergency vehicles may not be able to reach you.

Map the route. Know where to go when the call to evacuate comes.

Office for Coastal Management

TALKING ABOUT **OUR** FLOODING PROBLEM:

HOW WE CAN BE MORE RESILIENT TO COASTAL FLOODS NOW AND IN THE FUTURE



This presentation [template](#) was created through a partnership with NOAA's Office for Coastal Management, the Jacques Cousteau NERR, and the N.J. Coastal Program.

Questions?

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