



School of Public Health

THE RISK COMMUNICATION CHALLENGE

September 5 - 7, 2000 Brussels, BELGIUM

Course Directors:

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A combination of expert instruction, as well as real-world examples of successes and failures in risk communication, will provide you with a solid understanding of the many complex issues involved.

WHO SHOULD ATTEND

This course is designed for professionals within industry, medicine, government, and non-profit organizations who face risk communication challenges involving the lay public

The program is comprised of a 50/50 mix of formal lectures and case-method teaching. It treats "risk communication" as a complex challenge that requires a careful understanding of science, the mass media, stakeholder roles, ideologies, and lay conceptions of danger.

WHY YOU SHOULD ATTEND

If you are a scientist, engineer, lawyer, health specialist, or communications manager, you need a solid understanding of risk communication. Through real-world historical case studies of successes and failures in risk communication, you will not only gain a better understanding of the many issues involved, you will learn how to better manage risk communication in your organization.

UPON COMPLETION OF THIS COURSE YOU SHOULD BE ABLE TO

- gauge the likely reaction of stakeholders and the public to new scientific information about a technological or lifestyle risk
- identify subgroups of laypeople who are likely to be particularly outraged or tolerant about a potential hazard
- develop appropriate risk comparisons or visual aides that can help people develop a sense of perspective about the magnitude of a risk
- pinpoint strategies that are likely to enhance or weaken trust in risk management authorities in government and industry
- devise creative mechanisms to incorporate public participation and scientific analysis into decisions about risk

AGENDA TOPICS INCLUDE

- psychological findings about public perception of risk
- lay versus expert models of risk
- strategies of risk comparison
- mechanisms for public and stakeholder participation in decision-making
- mass media coverage of risk-related issues
- processes for integrating science and values into risk management

CONTINUING EDUCATION CREDIT

- 1.5 CEUs, Harvard School of Public Health
- 2.5 IH CM points, American Board of Industrial Hygiene



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Where theory informs practice and practice informs theory[®]

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Registration Form

PLEASE PRINT CLEARLY

PLEASE REGISTER ME FOR:

- THE RISK COMMUNICATION CHALLENGE
Brussels, BELGIUM
September 5 – 7, 2000 Fee: \$1,800

- Please send me information on future programs.

PAYMENT INFORMATION

- Check enclosed. (Participant name must be on check, made payable to: Harvard School of Public Health)

- Govt. training author. # _____
(Attach papers. Payment due at course completion.)

- Please charge my: Visa Mastercard AmEx

Card no. _____

Expiration date _____

Signature _____

Name on card _____

Name & Degree/Certification (as it should appear on the certificate)

First Name (for classroom use)

Title

Organization

Address

City

State

Zip

Country

Telephone

Fax

Email

CUSTOMER CODE: RISKB FLYER

HARVARD SCHOOL OF PUBLIC HEALTH



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David A. Shore, PhD, *Executive Director and
PricewaterhouseCoopers Director of Continuing
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Lynn Fitzgerald, *Assistant Director for Occupational
and Environmental Health Programs*

**4 WAYS
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*For questions, please call Jenny Abreu at:
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PAYMENT AND CONFIRMATION

Registrations must be submitted with full payment. Only government employees may submit a purchase order. You are not registered until payment or government purchase order is received. To ensure enrollment, we encourage you to register early. Written confirmation is mailed once the registration form has been submitted.

HARVARD SCHOOL OF PUBLIC HEALTH FALL 2000 PROGRAM CALENDAR

September 2000

- 5-7 The Risk Communication Challenge – Brussels, BELGIUM
5-8 Probabilistic Risk Analysis: Assessment, Management, and Communication
11-13 Certification Review for Occupational Health Nurses
14-15 Spirometry Testing in the Workplace
19-22 Ergonomic Human Factors: Applications in Occupational Safety and Health
26-29 Analyzing Risk: Science, Assessment, and Management

October 2000

- 2-4 The Risk Communication Challenge
11-13 Ergonomic Guidelines for Computer Use
15-27 Leadership Development for Physicians in Academic Health Centers
29-3 Advanced Leadership Strategies for Health Care Executives