

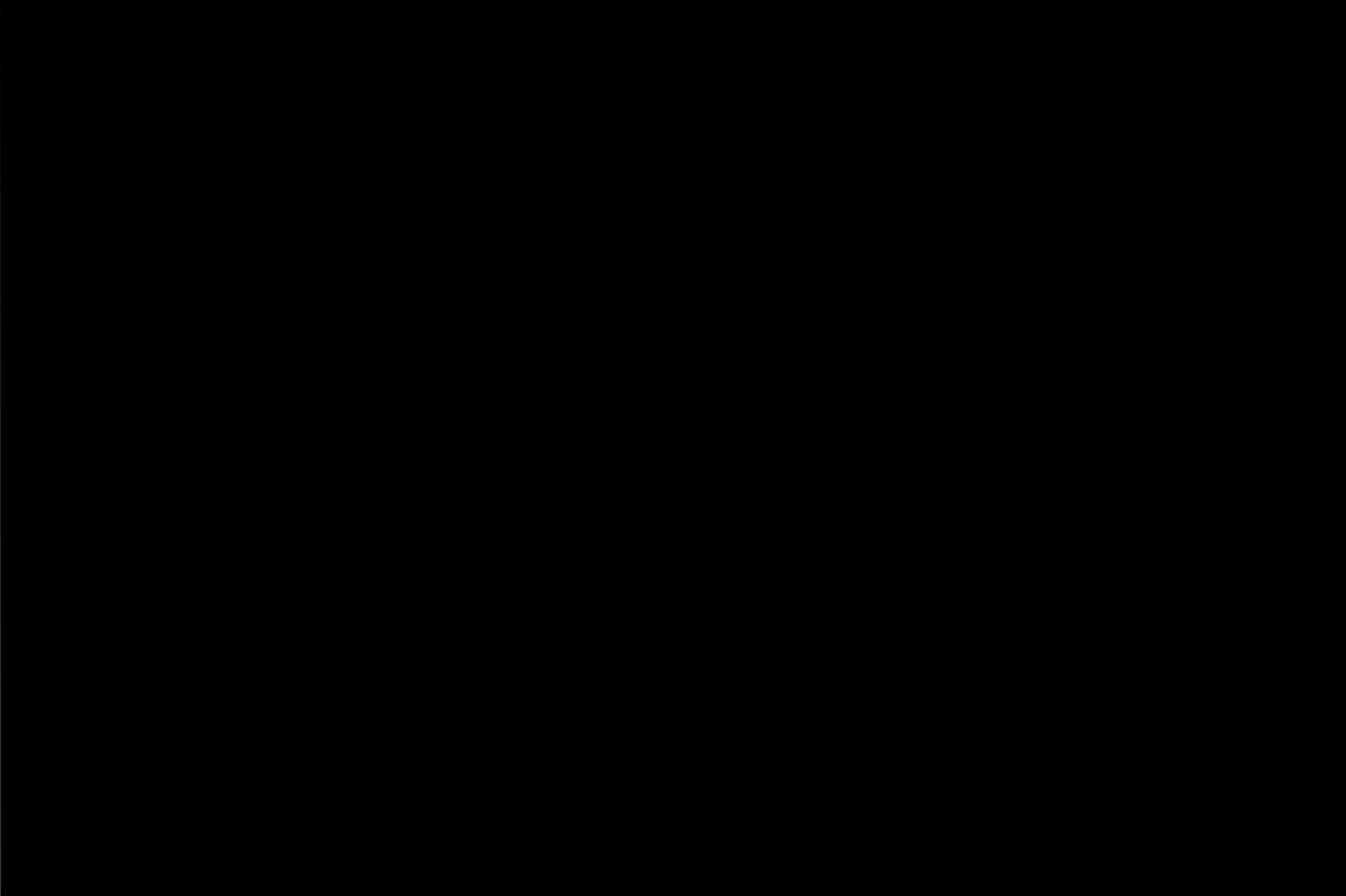
# Risk Communication

## Helping Your Community Cope

*Jane Praeger*







# 7 Strategies for

*Effective*

# Media & Public Interactions



# #1

# Prepare Messages



**Strong Messages  
Encourage Listeners to:**

**THINK**

or

**ACT**

**differently**



**Patients who are experiencing symptoms of depression or anxiety, should contact their health care professionals who have been trained to diagnose and treat stress disorders and make appropriate referrals.**

**Vs.**

**If you are feeling overwhelmed, scared or depressed by the recent attack, call your health care professional. He or she has been trained to help.**



# #2

# Be Brief



# #3

# Be Clear



# #4

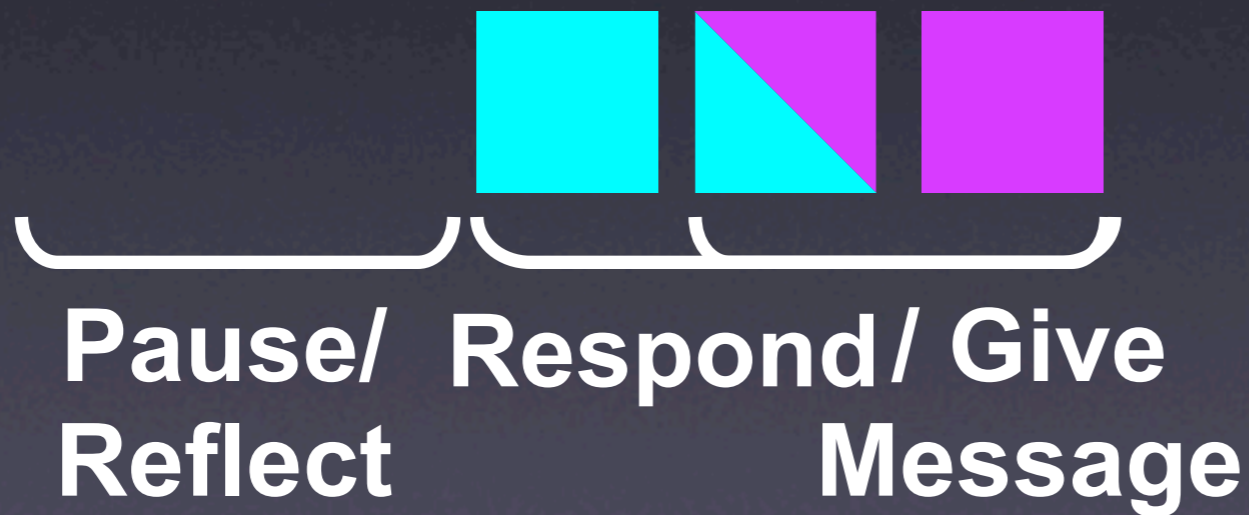
# Take Time to Think



**No**



**Yes**



$$Q = A + M$$

**Q = Question**

**A = Answer**

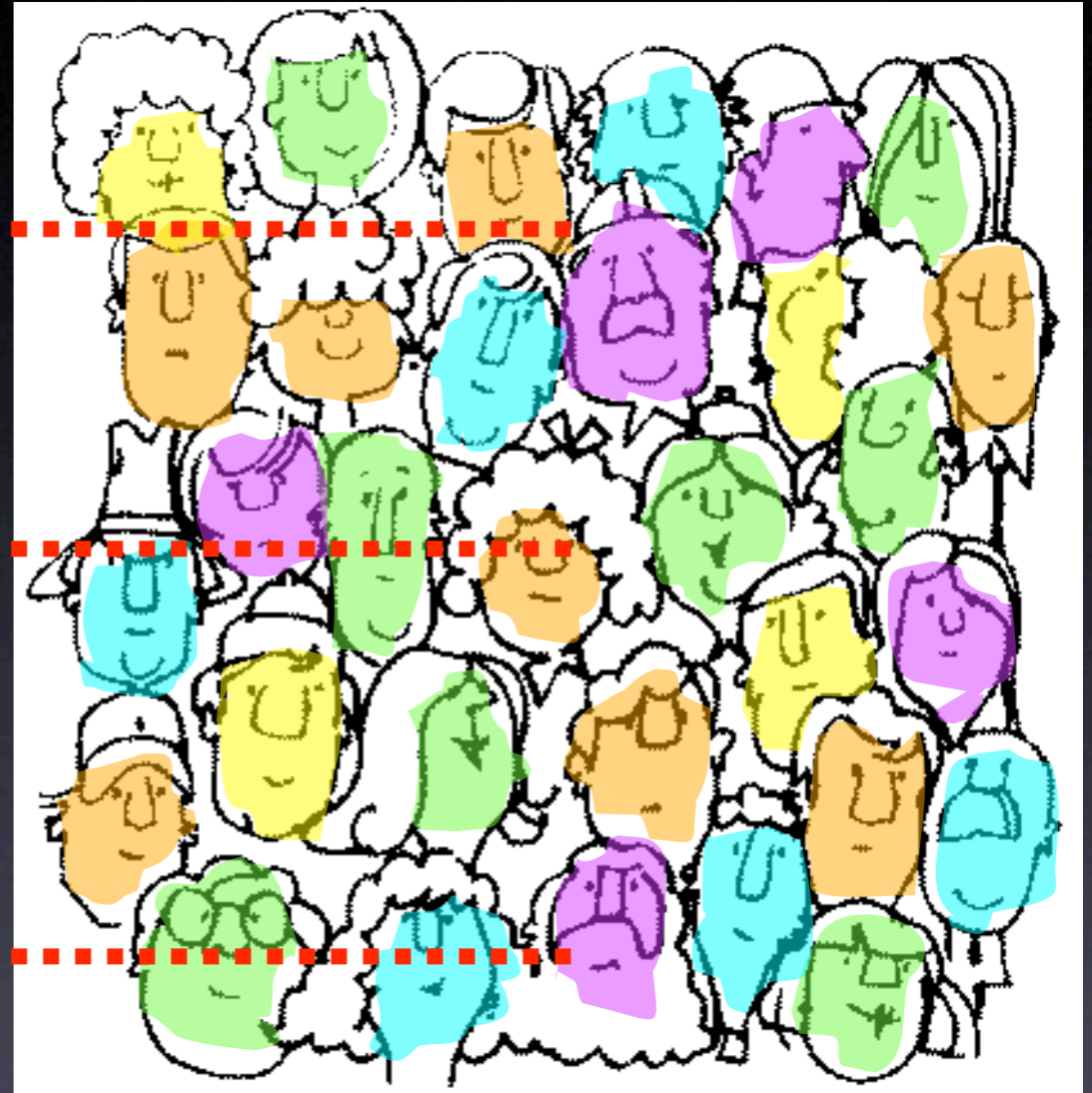
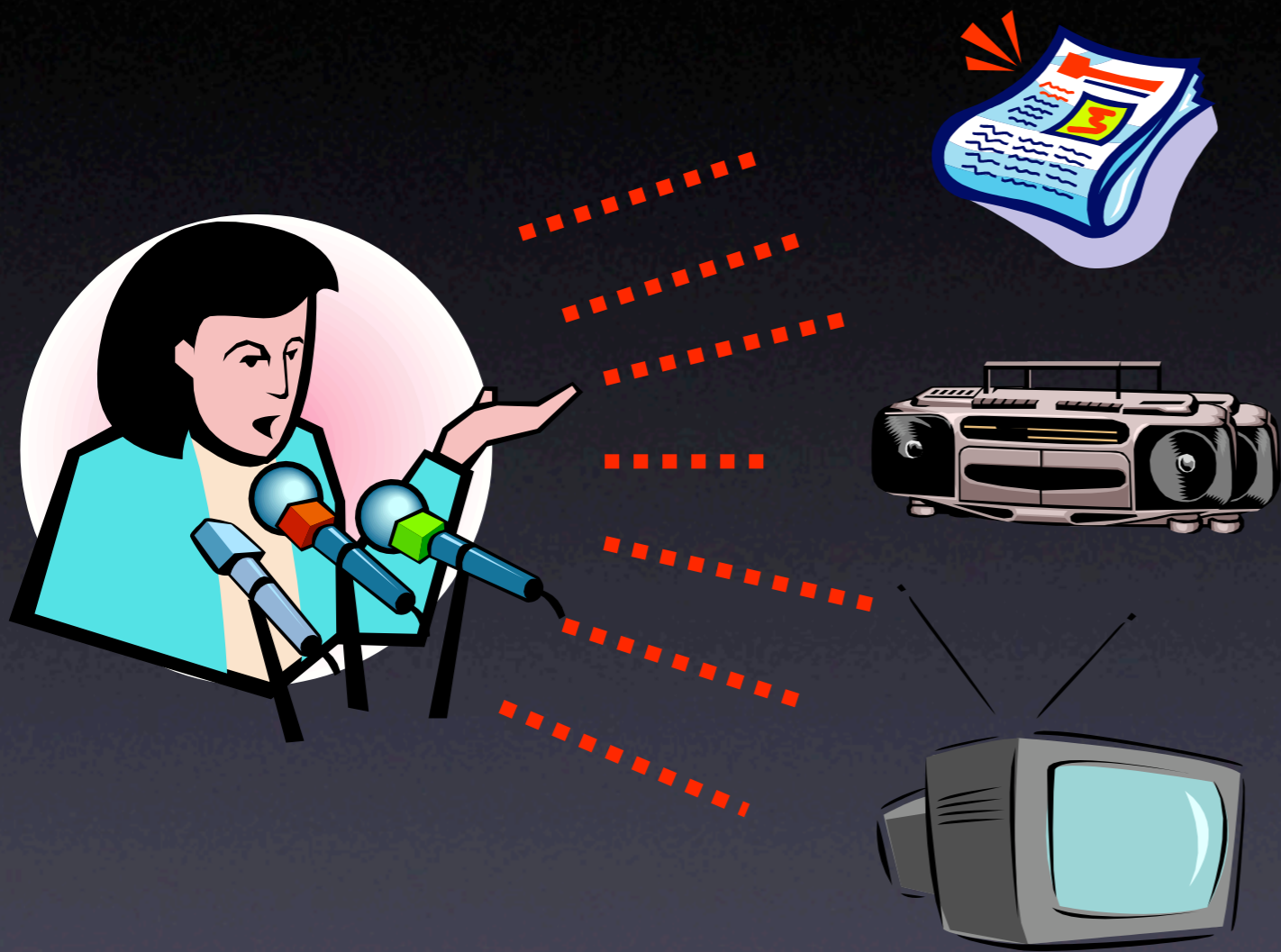
**M = Message**



# #5

# Be Personal





# #6

# Respond to Underlying Needs



# #7

# Express Empathy







# Town Meeting Exercise

Setting: York, 2 weeks post-attack

Message Developers	Question Developers
<p><b>Create 3 key mental health messages</b></p> <p><b>Prep your representative for the town meeting</b></p>	<p><b>Create 3 key questions of concern to your group:</b></p> <ul style="list-style-type: none"><li>– senior citizens</li><li>– parents</li><li>– people w/ stress disorders</li><li>– bereaved</li><li>– worried well</li><li>– recent immigrants</li><li>– angry citizens</li><li>– news media</li></ul>

