



Risk Communication Product Catalog 2014



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NMCPHC Risk Communications Product Catalog

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www.nmcphc.med.navy.mil

TABLE OF CONTENTS

RISK COMMUNICATION OVERVIEW	1
RISK COMMUNICATION PRIMER	2
POSTERS	4-5
Common Installation Restoration Concepts	4
Common Chemicals at Navy/Marine Corps Installation Restoration Sites	4
VIDEOS	6-7
Media Training: How to Stay on Message.....	6
Understanding Bioaccumulation: A Guide to General Concepts and Principles	6
Understanding Vapor Intrusion: A Guide to Key Concepts and Principles and A Step-by-Step Guide to the Site Investigation Process	7
TRAINING	8-13
Training Flyer.....	8
Guide to Public Meetings.....	9
Public Availability Session	10
Traditional Town Hall Meeting Format.....	11
A Guide to Writing an Effective Executive Summary.....	12
Communicating with Stakeholders About the Risk Assessment Process and Results	13
ADDITIONAL PRODUCTS AND RESOURCES	14-17
Risk Communication Flash Cards.....	14
Risk Communication Bookmark.....	15
Navy Command Social Media Handbook.....	16
Risk Communication Case Study - Naples Public Health Evaluation	17

NOTE: The Risk Communication Product Catalog contains links to official NMCPHC products and resources. For convenience and ease of use, these products can also be accessed via shortened URLs provided through go.USA.gov, the trusted source for URL shortening within the US government.



NMCPHC is the recognized center of excellence for risk communication support to our Navy/Marine Corps environmental, health and safety customers around the globe.

RISK COMMUNICATION OVERVIEW

Purpose

The Navy and Marine Corps Public Health Center (NMCPHC) Environmental Programs Department is the recognized center of excellence for risk communication, providing worldwide risk communication support for more than 20 years to the Navy and the Marine Corps. The Environmental Programs Department is uniquely staffed by risk communicators with backgrounds in chemistry, biology, industrial hygiene, public health and engineering who work side-by-side with other health professionals. Our site- and topic-specific experience ensures that timely, cost-effective risk communication support services are provided to Navy and Marine Corps environmental, health and safety customers around the globe. NMCPHC developed this Product Catalog to support stakeholders and feature all risk communication products and services offered by the Environmental Programs Department in one centralized location.

Key Risk Communication Services

- ▶ Risk communication training tailored to specific Navy/Marine Corps projects and project teams
- ▶ Two-day Public Health Risk Communication Workshop, one-day media workshop, and executive briefings for BUMED activities
- ▶ Stakeholder identification, including stakeholder surveys, interviews, and engagement strategies
- ▶ Development of anticipated questions and top-level key messages/supporting facts
- ▶ Development/review of project fact sheets, press releases, correspondence, posters and websites
- ▶ Preparation for high visibility public meetings (including planning and executing mock public meetings)
- ▶ Identification and evaluation of appropriate communication channels
- ▶ Risk communication and/or community involvement plans
- ▶ Overall fast-track planning for execution and evaluation of selected risk communication strategies for mission-essential projects



RISK COMMUNICATION PRIMER

Description

Navy and Marine Corps leadership, as well as other spokespersons, should clearly and effectively communicate on a daily basis with stakeholders on any issue that could potentially affect the mission or operations.

NMCPHC developed the Risk Communication Primer for civilian and military personnel to use as reference guide for building an effective Navy and Marine Corps risk communication strategy that ensures consistency and minimizes potential negative impacts to the military mission, manpower or budget, thus enabling the continued success of the Navy and Marine Corps mission and core values.

Download the Risk Communication Primer at:

<http://go.usa.gov/mM7A> OR http://www.med.navy.mil/sites/nmcpHC/Documents/environmental-programs/risk-communication/NMCPHC_RiskCommunicationPrimer.pdf (5.11 MB).

Purpose

The Risk Communication Primer:

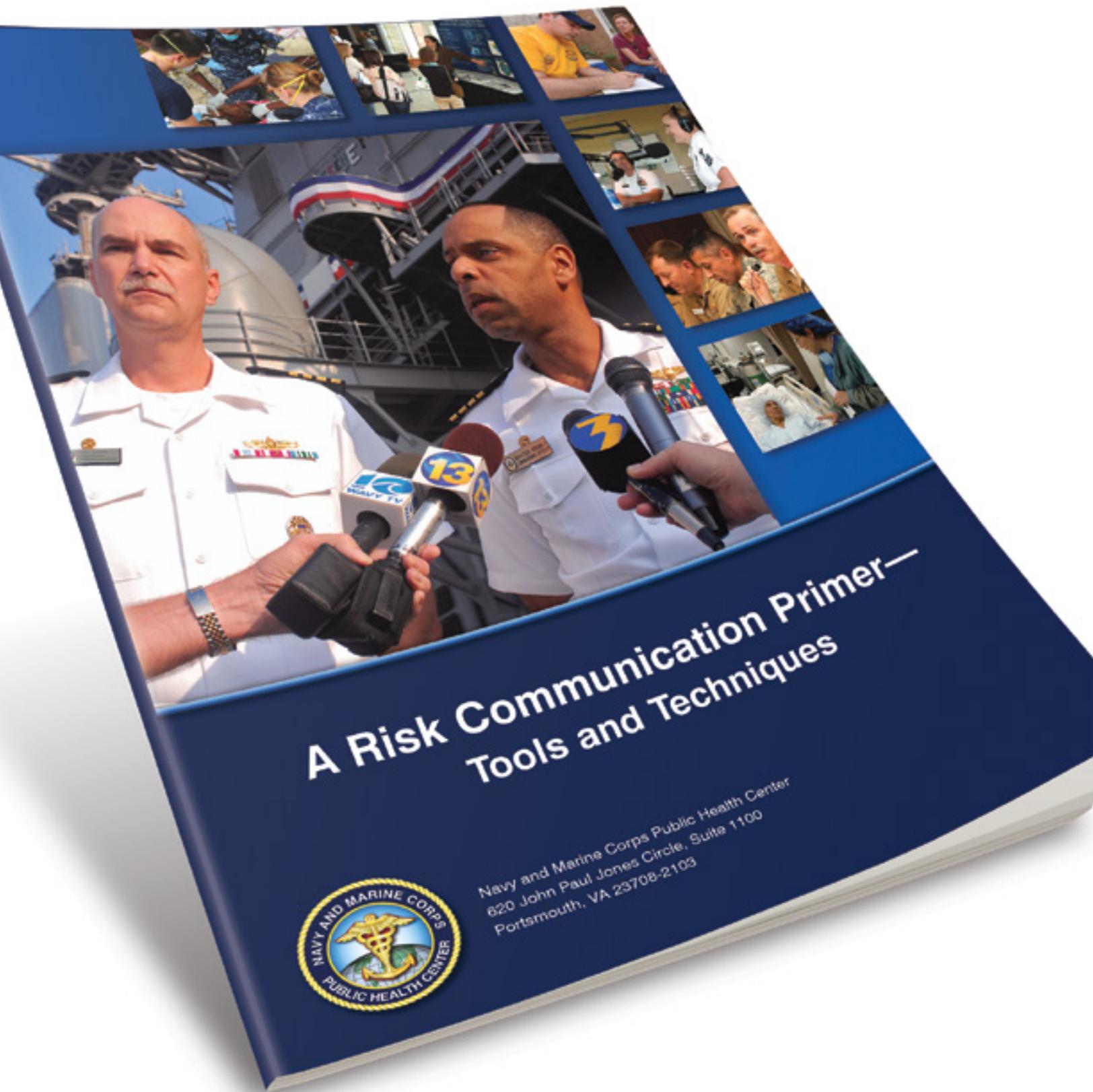
- ▶ Provides an executive summary of proven risk communication tools and techniques to assist military and civilian leadership in effectively communicating with internal and external stakeholders
- ▶ Serves as a reference guide with a consistent framework for explaining environmental, health and safety risks to key stakeholders
- ▶ Enables stakeholders to successfully apply the basic principles of risk communication to increase stakeholder knowledge and understanding, build and maintain trust and credibility, resolve conflict and ensure long-term success

Risk Communication Primer Appendices

The Risk Communication Primer also contains a series of appendices, which offer a variety of products and resources to help you develop an effective risk communication strategy to effectively communicate environmental, health and safety risks to internal and external stakeholders.

- ▶ Appendix A - Navy Risk Communication Training Resources (183 KB)
- ▶ Appendix B - Cultural Considerations in Risk Communication (394 KB)
- ▶ Appendix C - The Three Arenas of Risk Communication.pdf (173 KB)
- ▶ Appendix D - Examples of Communication Channels (1.31 MB)
- ▶ Appendix E - A Guide to Writing an Effective Executive Summary (6.49 MB)
- ▶ Appendix F - Navy Command Social Media Handbook.pdf (4.70 MB)
- ▶ Appendix G - NMCPHC Guide to Public Meetings (4.06 MB)
- ▶ Appendix H - Templates for Responding to Difficult Questions (839 KB)
- ▶ Appendix I - Perception of Risk (186 KB)
- ▶ Appendix J - Communicating with Stakeholders about the Risk Assessment Process and Results (3.64 MB)
- ▶ Appendix K - 103 Most Frequently Asked Questions at Environmental Cleanup and Hazardous Waste Sites (192 KB)
- ▶ Appendix L - Examples of Bridging Statements (184 KB)
- ▶ Appendix M - Additional Risk Communication References (166 KB)

The Risk Communication Primer appendices can be accessed at: <http://go.usa.gov/mMsH> OR <http://www.med.navy.mil/sites/nmcpHC/environmental-programs/Pages/risk-communication.aspx>



A Risk Communication Primer— Tools and Techniques



Navy and Marine Corps Public Health Center
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POSTERS

Common Concepts and Chemicals at Navy and Marine Corps Installation Restoration Sites

Description

The Installation Restoration Program is designed to identify, investigate and cleanup contamination associated with past Navy and Marine Corps activities at active Navy and Marine Corps installations.

In support of this program, NMCPHC created posters detailing common installation restoration concepts and common chemicals found at Navy and Marine Corps Installation Restoration sites. The posters provide information on what the chemical is, its properties and uses, how it gets in the environment, what happens to the chemical in the environment, how people are exposed and the health effects of the chemical.

Posters of Common Concepts

- ▶ Dense Non-Aqueous Phase Liquids (DNAPLs)
- ▶ Depleted Uranium
- ▶ Exposure Pathways
- ▶ Groundwater
- ▶ Installation Restoration
- ▶ Radon
- ▶ Restoration Advisory Board
- ▶ Risk Assessment
- ▶ The Agency for Toxic Substances and Disease Registry

Posters of Common Chemicals

- ▶ Arsenic
- ▶ Asbestos
- ▶ Benzene
- ▶ Dioxin
- ▶ Methyl Tertiary Butyl Ether (MTBE)
- ▶ Polychlorinated Biphenyls (PCBs)
- ▶ Polycyclic Aromatic Hydrocarbons (PAHs)
- ▶ Perchloroethylene
- ▶ Tetrachloroethene
- ▶ Trichloroethylene

Download the posters at: <http://go.usa.gov/mMsh> OR <http://www.med.navy.mil/sites/nmcpHC/environmental-programs/Pages/risk-communication.aspx>

VIDEO

Media Training: How to Stay on Message



Description

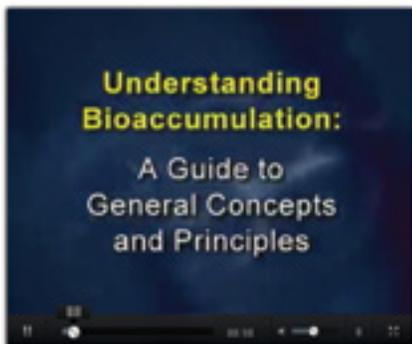
NMCPHC developed the “How to Stay on Message” video for Navy Public Health and Environmental Professionals engaged on issues at the installation or Navy-wide level. The video provides tips, comments and recommendations on how to conduct an effective media interview. Please note that this video is available upon request. Please contact Ms. Wendy Bridges at Wendy.Bridges@med.navy.mil or 757-953-0939 for more information.

Purpose

The “How to Stay on Message” video:

- ▶ Provides information on getting your message, facts and story out to the public
- ▶ Offers tips and techniques on how to stay on point and provide only the information pertinent to the issue
- ▶ Helps prepare for a media interview

Understanding Bioaccumulation: A Guide to General Concepts and Principles



Description

Bioaccumulation is the gradual build up over time of a chemical in a living organism. This occurs either because the chemical is absorbed faster than it can be used, or because the chemical cannot be broken down for use by the organism (that is, the chemical cannot be metabolized). NMCPHC developed this video for Navy technical staff to use at public meetings and other public venues to help explain the concept of bioaccumulation to the general public.

Purpose

The video:

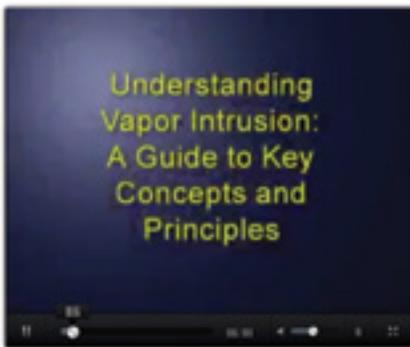
- ▶ Discusses bioaccumulation and how it occurs
- ▶ Discusses the possible chemicals that bioaccumulate
- ▶ Provides information about fish and how to make good choices when eating fish

Watch the video at: <http://go.usa.gov/mMAB> OR http://www.med.navy.mil/sites/nmcpHC/Documents/environmental-programs/risk-communication/videos/understanding_bioaccumulation.mp4 (21.6 MB).

Understanding Vapor Intrusion

Description

Vapor intrusion generally occurs when there is a migration of volatile chemicals from contaminated groundwater or soil into an overlying building. Volatile chemicals can emit vapors that may migrate through subsurface soils and into indoor air spaces of overlying buildings. Volatile chemicals may include volatile organic compounds, select semivolatile organic compounds, and some inorganic analytes. NMCPHC developed two videos for Navy Public Health and Environmental Professionals, and concerned stakeholders at sites where vapor intrusion is an issue.



A Guide to Key Concepts and Principles

Purpose

This video:

- ▶ Provides key concepts of vapor intrusion
- ▶ Discusses the principles of vapor intrusion

Watch the video at: <http://go.usa.gov/mMAw> OR <http://www.med.navy.mil/sites/nmcphc/Documents/environmental-programs/risk-communication/videos/Vi-final-7-07%20Md-1.mp4> (11.8 MB).



A Step-by-Step Guide to the Site Investigation Process

Purpose

This video:

- ▶ Provides a step-by-step guide into the investigation process
- ▶ Discusses screening level evaluations, site-specific evaluations and evaluating corrective actions

Watch the video at: <http://go.usa.gov/mMs5> OR http://www.med.navy.mil/sites/nmcphc/Documents/environmental-programs/risk-communication/videos/Vapor_Intrusion_1.mp4 (16.8 MB).

TRAINING

Training Flyer

Description

Effective communication is critical in both day to day and public health emergency response situations such as pandemics, disastrous weather events, chemical releases, terrorist attacks, fires and earthquakes. It is vital to sustaining the mission in situations that have economic, social, cultural, environmental, political, and public health consequences. NMCPHC developed the Training Flyer to describe how to plan and conduct communications with stakeholders on these issues.

Download the flyer at: <http://go.usa.gov/mMsh> OR <http://www.med.navy.mil/sites/nmcpbc/Documents/environmental-programs/risk-communication/public-health-emergency-risk-communication-training-flyer.pdf> (3.36 MB).

Purpose

The Training Flyer:

- ▶ Instructs on how to communicate with stakeholders in any situation that could impact the successful conduct and sustainment of operations
- ▶ Details planning skills such as identifying and prioritizing stakeholders, and developing an action plan
- ▶ Describes the skills necessary for interacting with stakeholders including supporters, straddlers and opponents
- ▶ Demonstrates how to develop a risk communication strategy and plan for any issue affecting internal and/or external stakeholders
- ▶ Describes how to plan and conduct challenging meetings for both public and internal audiences
- ▶ Provides communication tools for responding to challenging issues



Guide to Public Meetings

Description

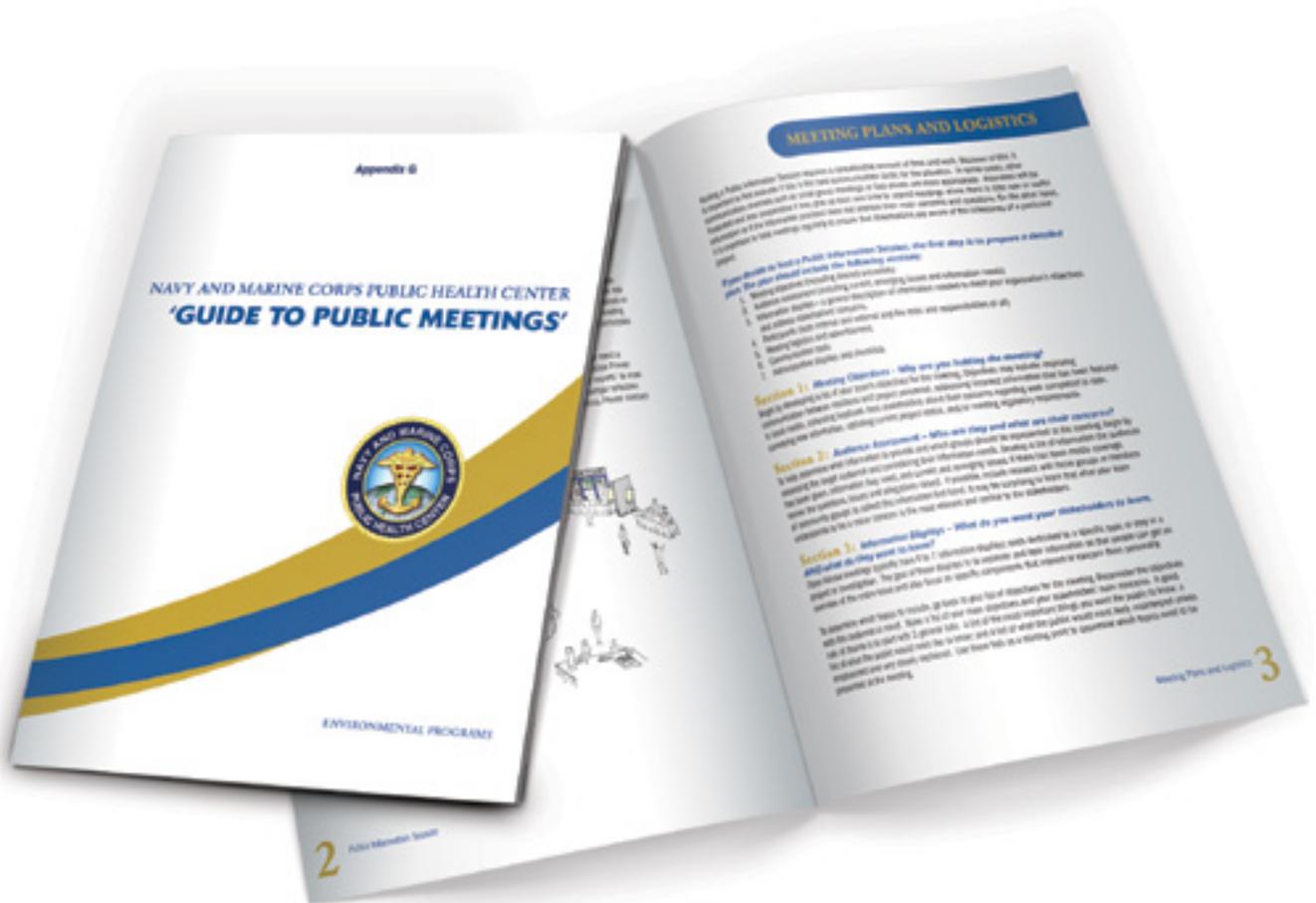
When the level of interest or concern among the public is high and/or there is a large amount of information to share, the public meeting format is an excellent way to communicate. There are several different types of public meetings, including a town hall meeting and public availability session. The types of meetings differ primarily in their format, but the basic premise is consistent: to open up lines of communication in order to increase knowledge and understanding, enhance trust and credibility, and resolve conflict. NMCPHC developed the Guide to Public Meetings to help stakeholders plan and execute effective public meetings. Please note this is also part of the Risk Communication Primer (Appendix G).

Purpose

The Guide to Public Meetings:

- ▶ Describes different public meeting formats
- ▶ Helps stakeholders develop meeting plans and understand logistics to develop detailed timelines of action items
- ▶ Outlines the communication tools and tactics to ensure consistent messaging with participants, effective communication with session attendees and ensure meeting objectives are met

Download the Guide to Public Meetings at: <http://go.usa.gov/mMFA> OR http://www.med.navy.mil/sites/nmcpHC/Documents/environmental-programs/risk-communication/Appendix_G_NMCPHCGuidetoPublicMeetings.pdf (4.06 MB).



TRAINING

Public Availability Session

Description

A public availability session, or an “open house” style meeting, is the format most often recommended by NMCPHC to communicate information when the level of interest or concern is high and/or there is a large amount of information to be shared. It is a more informal format than a town hall meeting or public hearing. Topic-specific stations are set up around the room, with poster displays or multimedia visual aids manned by subject matter experts. This format provides easy access to a variety of information to meet different information needs as attendees may move around the room at their leisure and converse with the subject matter experts. The public availability session format also easily accommodates multiple options for participants to submit oral or verbal comments. NMCPHC developed the Public Availability Session overview to serve as a guide for planning and executing this type of meeting.

Purpose

The Public Availability Session overview:

- ▶ Discusses the pros and cons of public availability sessions
- ▶ Provides logistics for holding an “open house” meeting
- ▶ Describes and illustrates how the room should be prepared
- ▶ Provides a tools checklist for ensuring the meeting is effective

Download the overview at: <http://go.usa.gov/mMMQ> OR <http://www.med.navy.mil/sites/nmcphc/Documents/environmental-programs/risk-communication/nmcphc-public-availability-session-overview-2012-11-19.pdf> (1.23 MB).



Traditional Town Hall Meeting Format

Description

A town hall meeting can also be used to communicate information when the level of interest or concern is high. It is more formal than an open house public meeting and less formal than a public hearing. Participants are usually seated in rows facing the facilitator and presenter(s), who are at the front of the room. Typically, the meeting starts with a brief presentation followed by a question/comment and response session. NMCPHC typically does not recommend holding a traditional town hall meeting when there is a large amount of information to be shared or when the information is highly complex because the format limits the amount of time each person can spend either presenting information or asking questions, making it very difficult to meet the information needs of a large, varied group of people in a reasonable amount of time. NMCPHC developed the Town Hall Meeting Format informational sheet to serve as a guide for planning and hosting town hall meetings.

Purpose

The Town Hall Meeting informational sheet:

- ▶ Discusses the pros and cons of town hall meetings
- ▶ Discusses logistics for holding a town hall meeting
- ▶ Describes and illustrates how the room should be prepared
- ▶ Provides a tools checklist for ensuring the meeting is effective

Download the fact sheet at: <http://go.usa.gov/mMeV> OR <http://www.med.navy.mil/sites/nmcphc/Documents/environmental-programs/risk-communication/nmcphc-town-hall-meeting-overview-2012-11-19.pdf> (1.2 MB).



TRAINING

A Guide to Writing an Effective Executive Summary

Description

The purpose of an executive summary is to consolidate the principal points of a document in one place. It is a tool to give readers an overview of a document, its purpose and main conclusion. An executive summary should be written so that any reader, regardless of their technical knowledge, can understand the contents of the report and the relevance of the findings and recommendations.

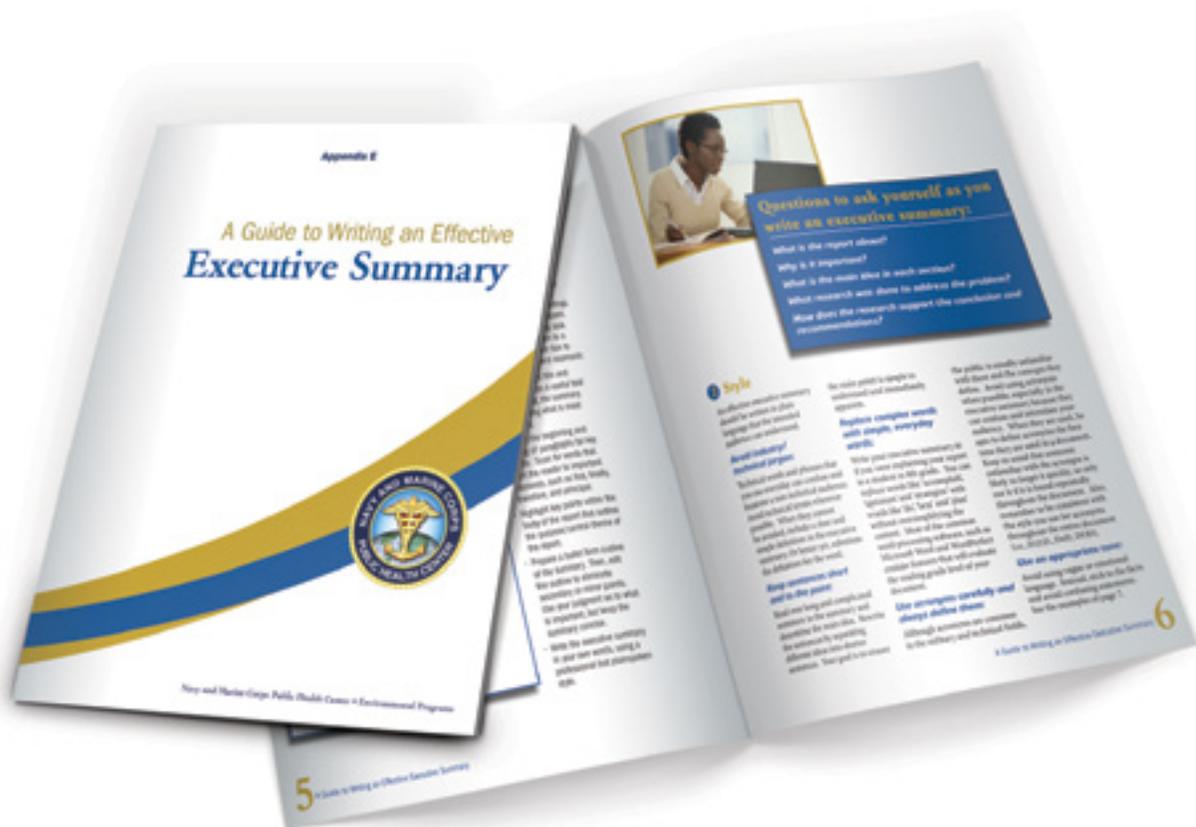
NMCPHC developed the Guide to Writing an Effective Meeting Summary to help Navy scientists and engineers communicate effectively with non-technical audiences. Please note this guide is also part of the Risk Communication Primer (Appendix E).

Purpose

The Guide to Writing an Effective Meeting Summary:

- ▶ Provides logistics and step-by-step processes for writing an effective and succinct executive summary
- ▶ Defines what an executive summary is and when/why it is needed
- ▶ Details the style and format of an executive summary and provides illustrations
- ▶ Provides guidance on how to review and finalize an executive summary

Download the guide at: <http://go.usa.gov/mMHG> OR http://www.med.navy.mil/sites/nmcphc/Documents/environmental-programs/risk-communication/Appendix_E_AGuideToWritingAnEffectiveExecutiveSummary.pdf (6.49 MB).



Communicating with Stakeholders About the Risk Assessment Process and Results

Description

Risk assessments are complex studies that use scientific and mathematical approaches that are not familiar to most members of the general public. This lack of understanding can be a significant barrier when discussing environmental or health issues, and cause the public to be distrustful of you and your organization's study plans or results. To increase the public's adoption of the risk assessment, it's important that stakeholders understand the risk assessment process.

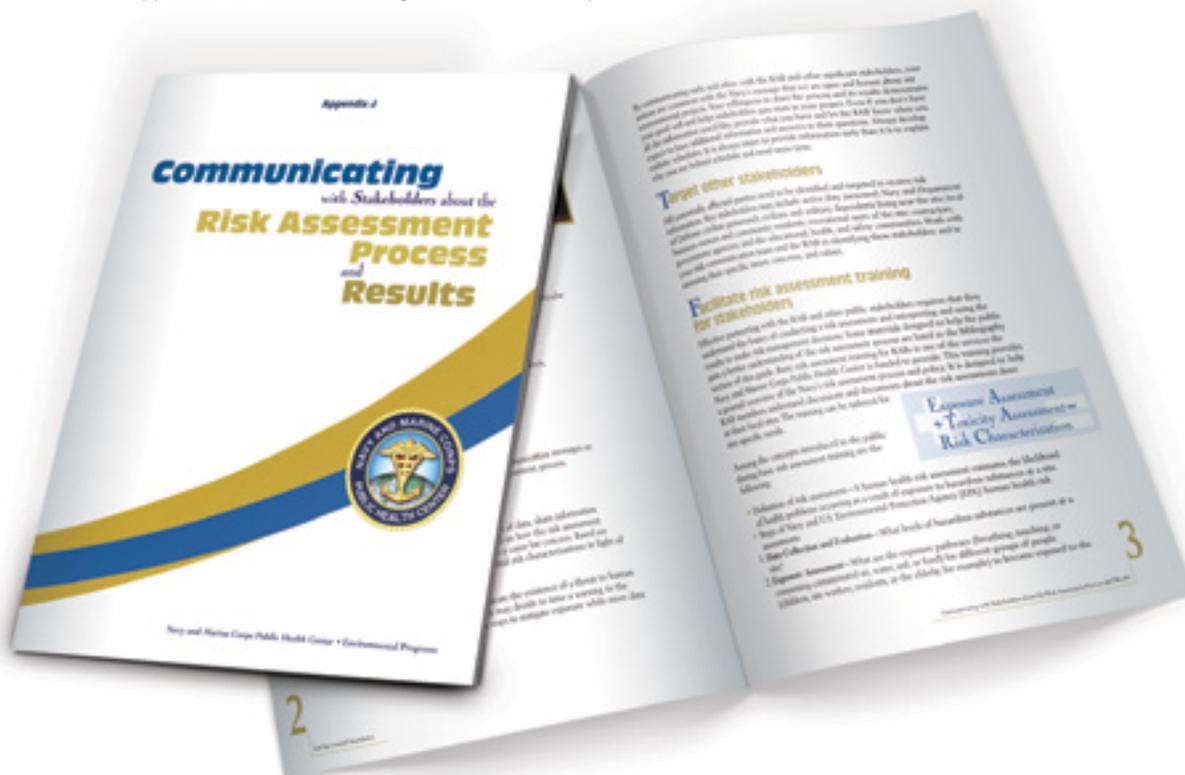
NMCPHC developed the Communicating with Stakeholders About the Risk Assessment Process and Results document for Navy remedial project managers, local installation restoration managers, cleanup contractors, health professionals and legal and public affairs officers working as part of a team with regulators on risk assessment projects. Please note this document is also part of the Risk Communication Primer (Appendix J).

Purpose

The Communicating with Stakeholders about the Risk Assessment Process and Results document:

- ▶ Provides recommendations for partnering with stakeholders to promote meaningful two-way communication about conducting risk assessments and sharing risk assessment results
- ▶ Helps to overcome challenges and encourage productive public participation in risk assessment projects
- ▶ Provides a framework of risk communication principles and associated tools to use when explaining risk assessments to the public

Download the document at: <http://go.usa.gov/mM6C> OR http://www.med.navy.mil/sites/nmcphc/Documents/environmental-programs/risk-communication/Appendix_J_CommunicatingwithStakeholders.pdf (3.64 MB).



ADDITIONAL PRODUCTS AND RESOURCES

Risk Communication Flash Cards

Description

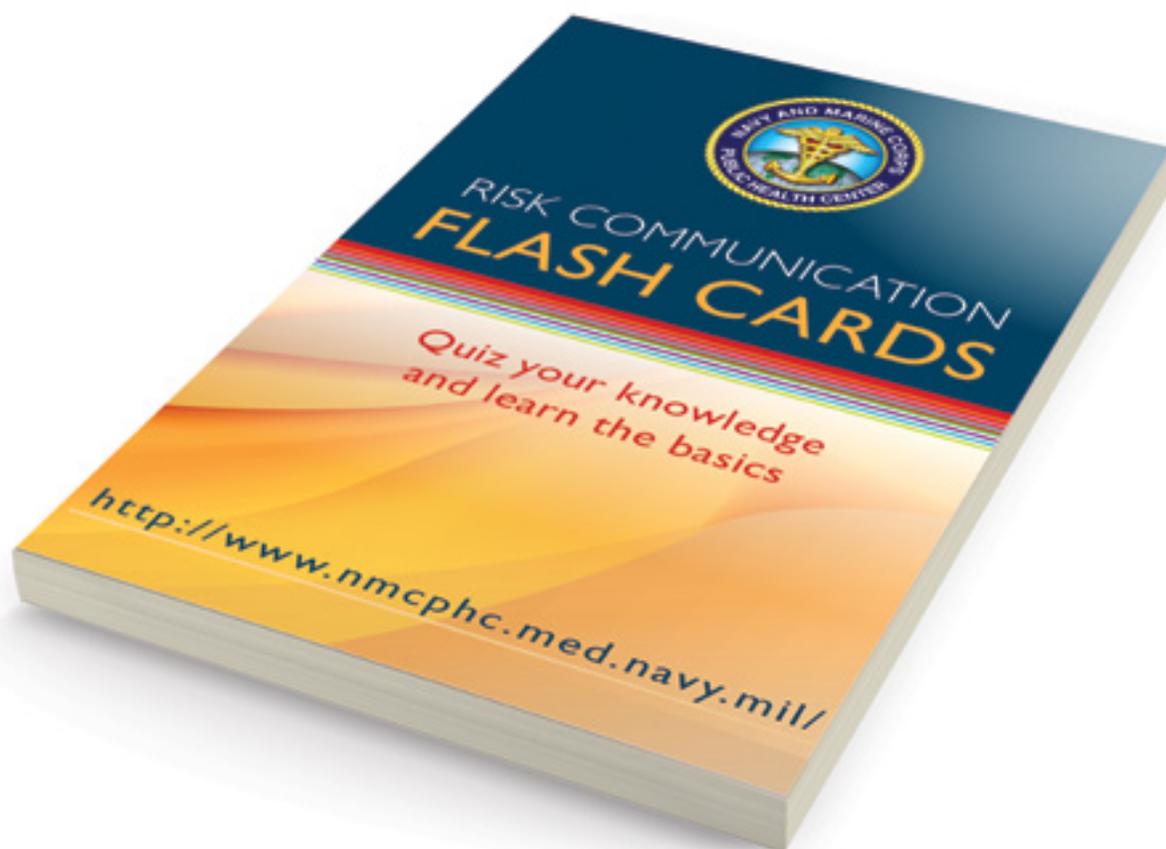
NMCPHC developed Risk Communication Flash Cards, which can be used to learn basic risk communication vocabulary, tips and techniques and quiz your knowledge of risk communication.

Download the flash cards at: <http://go.usa.gov/mMtk> OR <http://www.med.navy.mil/sites/nmcphc/Documents/environmental-programs/risk-communication/nmcphc-flash-cards-2012-11-19.pdf> (5.14 MB).

Purpose

The Risk Communication Flash Cards help stakeholders in the following areas:

- ▶ Planning strategically for risk communication
- ▶ Communicating with verbal and nonverbal cues
- ▶ Communicating with difficult people
- ▶ Training for media interaction
- ▶ Developing key messages
- ▶ Deciding which risk communication tool to use
- ▶ Evaluating your success



Risk Communication Bookmark

Description

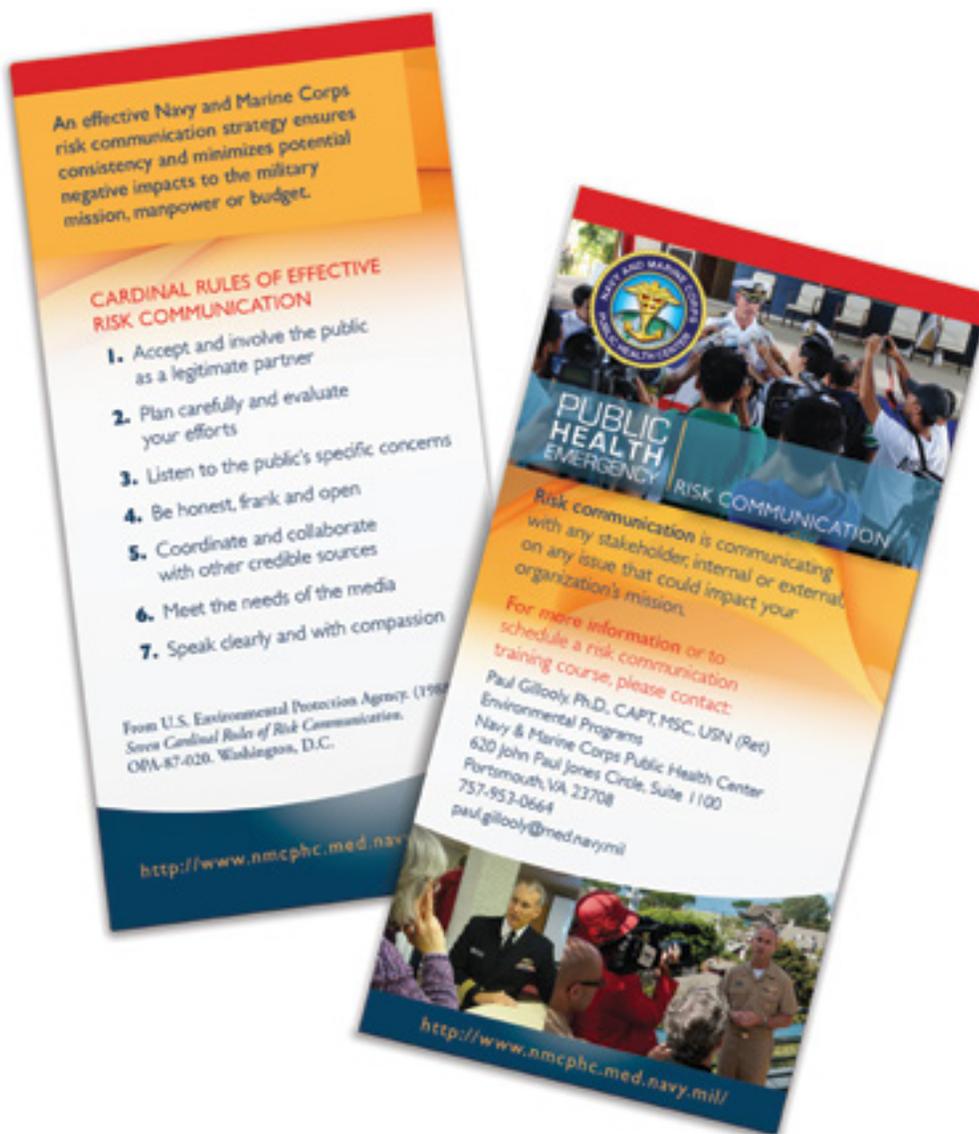
NMCPHC developed the Risk Communication Bookmark to serve as a visual reminder to promote and maintain awareness of risk communication. The bookmark can be distributed at events and training sessions to help reinforce the concepts and provide reminders throughout the day.

Purpose

The bookmark:

- ▶ Provides a visual reminder about risk communication
- ▶ Can be used as an incentive at events, training sessions, etc.
- ▶ Helps capture and reinforce key concepts at a high-level

Download the bookmark at: <http://go.usa.gov/mMzW> OR <http://www.med.navy.mil/sites/nmcphc/Documents/environmental-programs/risk-communication/nmcphc-risk-communications-bookmark-2012-11-19.pdf> (1.35 MB).



ADDITIONAL PRODUCTS AND RESOURCES

Navy Command Social Media Handbook

Description

This Navy Command Social Media Handbook was prepared by the Navy Chief of Information office and is intended to provide the information needed to more safely and effectively use social media. Although this handbook is not intended to be a comprehensive guide on command use of social media or take the place of official policy, it serves a useful guide for navigating a dynamic communication environment.

Purpose

The Navy Command Social Media Handbook:

- ▶ Provides guidelines for the establishment and sustainment of command social media
- ▶ Details guidelines for Sailors and Navy personnel, and professional standards/conduct for command leadership
- ▶ Provides a checklist for establishing a command social media presence and a checklist for operations security
- ▶ Describes crisis communication as it relates to social media

Download the guide at: <http://go.usa.gov/memJ> OR [http://www.imagery.navy.mil/documents/Navy Social Media Handbook Fall 2012.pdf](http://www.imagery.navy.mil/documents/Navy_Social_Media_Handbook_Fall_2012.pdf) (4.10 MB).



Risk Communication Case Study - Naples Public Health Evaluation

Description

For nearly 30 years, the Campania region of southern Italy experienced numerous challenges associated with widespread illegal dumping of waste. In response to health concerns expressed by U.S. Navy personnel in Naples, NMCPHC was selected to conduct a comprehensive Public Health Evaluation (PHE) to assess the potential health risks for U.S. personnel living in the Naples area. The intent was to address what chemicals had been released into the environment, how much of the chemicals were present and at what locations, and how U.S. personnel and their families might come into contact with chemicals in the environment.

Communication was an integral and critical part of the Naples PHE from its inception. The communication program served to proactively inform stakeholders about project activities and findings, communicate potential health risks and mitigation actions, and provide opportunities for stakeholder involvement. Moreover, the communication program built community trust in the study's results and helped U.S. Navy personnel and their families become active partners in their own health protection.

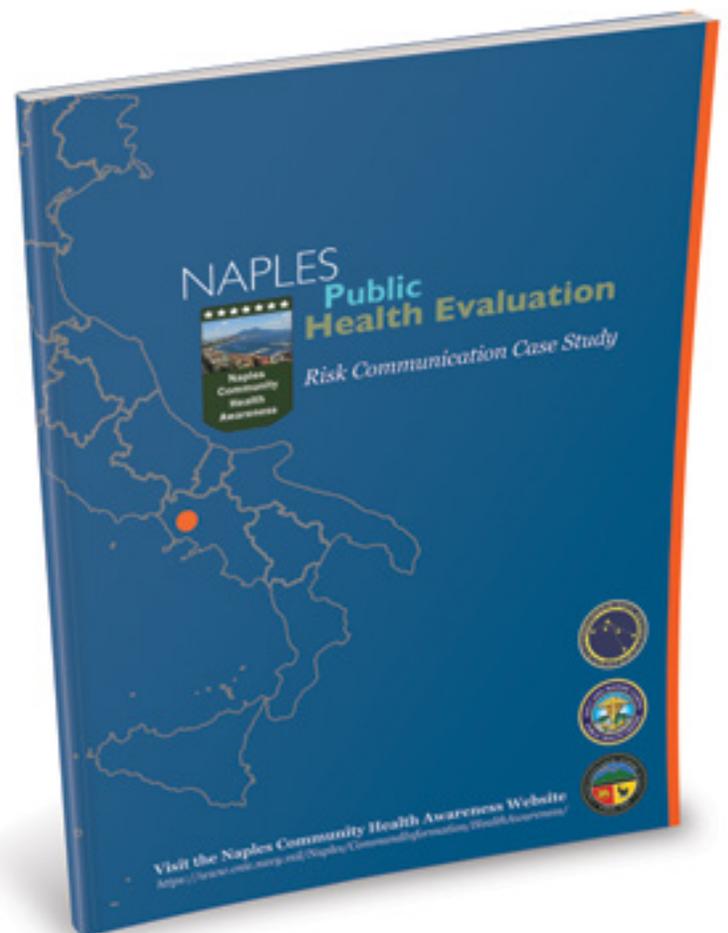
NMCPHC conducted the case study to provide an overview of risk communication and public outreach activities that occurred to support the Naples PHE, from the initiation of the project to its completion (2008 – 2011).

Download the study at: <http://go.usa.gov/mMzF> OR <http://www.med.navy.mil/sites/nmcphc/Documents/environmental-programs/risk-communication/Naples-Public-Health-Evaluation-Case-Study-May-2013.pdf> (7.52 MB)

Purpose

The case study:

- ▶ Provides an overview of the risk communication approach and activities
- ▶ Provides an overview of the lessons learned and approach that can be used as a model for other projects where health and environmental risk communication are instrumental to a successful project outcome



TESTIMONIALS



“As an expert in radiation safety and protection I often have to field questions about exposure that come from fear of the unknown or fear based from movies and the media, which 99 percent is unfounded and incorrect. My goal for the class was to learn different techniques for dealing with those issues.”

*Lt. Jessie Puryear, NHB Radiology Division Officer,
Radiation/Laser Safety Officer and Radiation Health Officer*



“A great class to prepare you to be a better communicator. It is geared toward high risk or crisis situations, but teaches skills that can be useful in dealing with any difficult person or situation. I found it very useful.”

*Sharon Otani, Occupational Health Nurse,
Naval Health Clinic Hawaii*

“As a hospital clinician and administrator I would recommend this course to anyone who interacts with patients or customers. We learn the fundamentals of communicating in a way to earn trust of our audience, showing empathy and developing relationships through transparency, sharing information and ensuring action(s) will be taken. All employees will encounter a person who may be emotional or worried about a situation giving them the building blocks of conflict resolution, disclosing information and customer services will benefit the organization and the customer. It really is about effective, honest and empathetic communication. All professionals can benefit from this type of training.”

CDR Karla Lepore, Director, Clinical Support Services, Naval Hospital Camp Pendleton

“I was very impressed with the course because it dealt with relevant issues. How to handle them and how not to. The networking aspect was invaluable. Recommend this course to anyone who deals with risk.”

*Allan Hammar, Industrial Hygienist,
Navy Medical Center San Diego*

“This class is a must for anyone who may need to communicate with stakeholders on controversial public health issues such as lead in drinking water. Practicing real life scenarios in the classroom is an invaluable tool for bringing the concepts to life.”

*Susan Van Winkle, Assistant Environmental Management Officer,
MCAS Miramar*





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