

Quick Reference Tool for Generic Categories of Questions and Statements

When you are in the 3 Arenas of Risk Communication (Agendas, Emotions, Perception of Risk), all questions and statements can be categorized into 12 Generic Categories.

The attached reference tool shows you how to START your response to the question, and gives some common traps to avoid.

THE START IS CRITICAL!

A poor start can worsen or ruin a conversation.

An effective risk communicator prepares for questions from ALL of the generic categories, not just for the facts (Category #11).

Scroll to Continue



12 Generic Categories of Questions and Statements

1

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12

Select a category on the left



NAVY AND MARINE CORPS FORCE HEALTH PROTECTION COMMAND

IMPROVING READINESS THROUGH PUBLIC HEALTH ACTION