



# Selected Tips for Developing and Disseminating Risk Information

## **MAKE IT PERSONAL**

Reflect on local identities, priorities, concerns and weave them into your messaging.

## **AVOID COMPLEX TERMS AND JARGON**

Remove acronyms and other sector specific knowledge. It may be familiar to you, but not to others.

## **HELP PEOPLE UNDERSTAND WHAT THEY CAN DO**

Consider potential barriers (physical, financial, etc.) to the actions you recommend and revise as necessary. Explaining the risk is only the beginning. What should people do about it.

## **USE WORDS AND GRAPHICS TO CONVEY INFORMATION**

Include images and graphics to help people understand the messaging.

## **PRIORITIZE ACCESSIBILITY**

Make risk information accessible to as many people as possible. Review Section 508 for guidance.

## **USE TRUSTED AND VARIED SOURCES**

Develop relationships to better understand who is trusted. Make sure risk messaging is consistent across sources.

## **DEVELOP ENGAGING AND CULTURALLY APPROPRIATE CONTENT**

Seek out people who can provide review and feedback to pre-test messages and materials.

## **PROVIDE OPPORTUNITIES FOR CONNECTION WITH COMMUNITIES**

Find ways to listen to community members about their information needs. Risk communication should be two-way.

## **PLAN AHEAD**

Allot time for building connections, so you are ready when you need to communicate risk quickly. Inclusive risk communication takes time.

Suggested Citation: MacPherson-Krutsky, Carson. 2023. Selected Tips for Developing and Disseminating Risk Information. Boulder, CO: Natural Hazards Center, University of Colorado Boulder.

