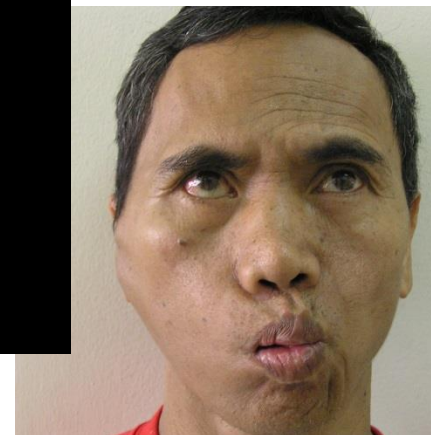




Communicating health and environment
risks, PNHRS Forum, Aug 11 2016

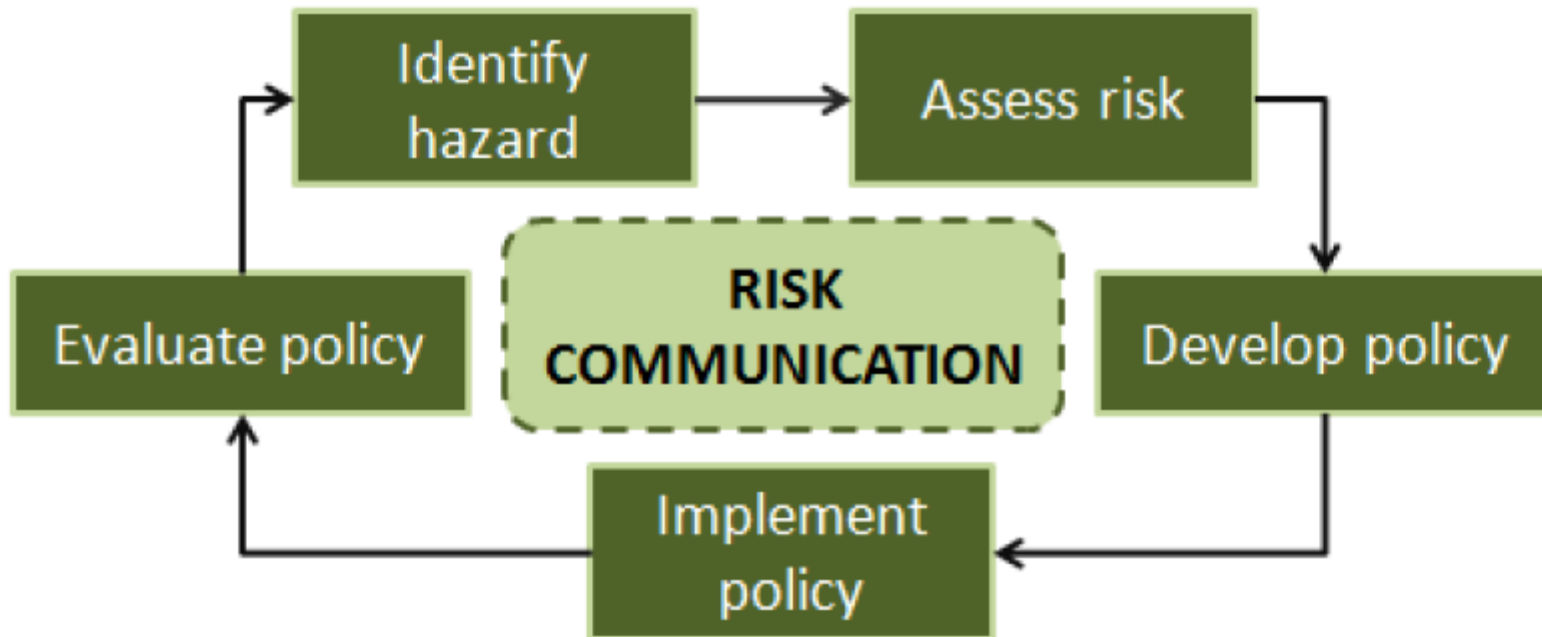


Outline of talk

- Risk and risk management
- Why communicate risks
- The anatomy of risk communication
- Risk perception
- Challenges

Role of risk communication in the risk management process

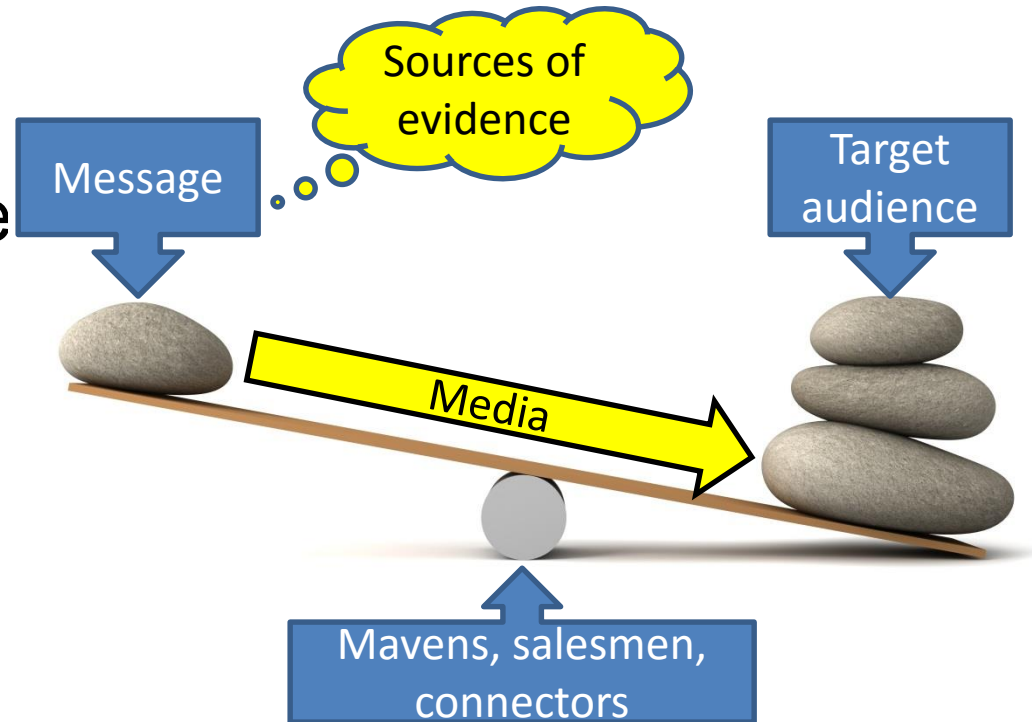
Figure 1. The role of risk communication in the risk management cycle, adapted from (6,25)



Infanti J, Sixsmith J, Barry MM, Núñez-Córdoba J, Oroviogicoechea-Ortega C, Guillén-Grima F. A literature review on effective risk communication for the prevention and control of communicable diseases in Europe. Stockholm: ECDC; 2013.

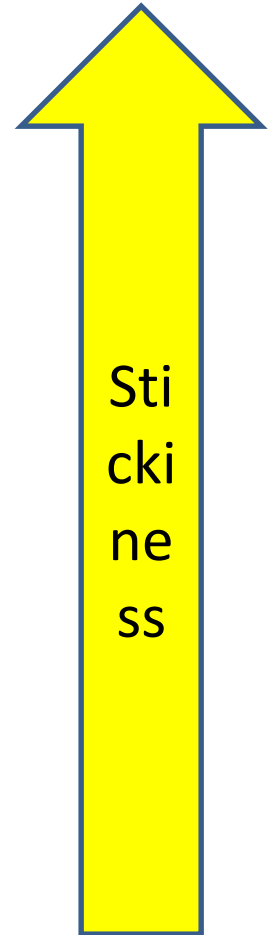
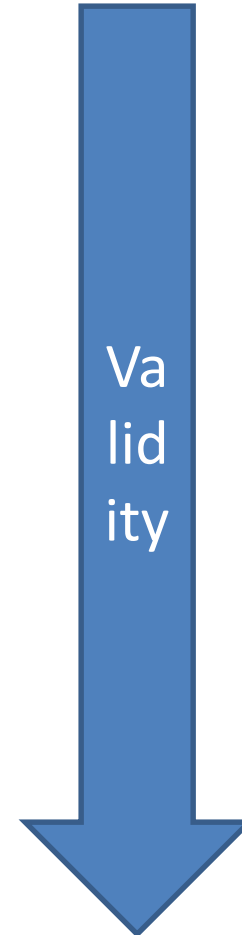
Risk communication components

- The source
 - Quality of evidence
 - Validity
 - Timeliness
 - Reliability
- The message
 - Stickiness
 - Credibility
 - Just in time



Sources of evidence for risk assessment

- Case reports
- Surveillance
- Epidemiological studies
- Toxicological studies; physico-chemical analysis; pharmacokinetic studies, PBT tests (persistence, bioaccumulation and toxicity)

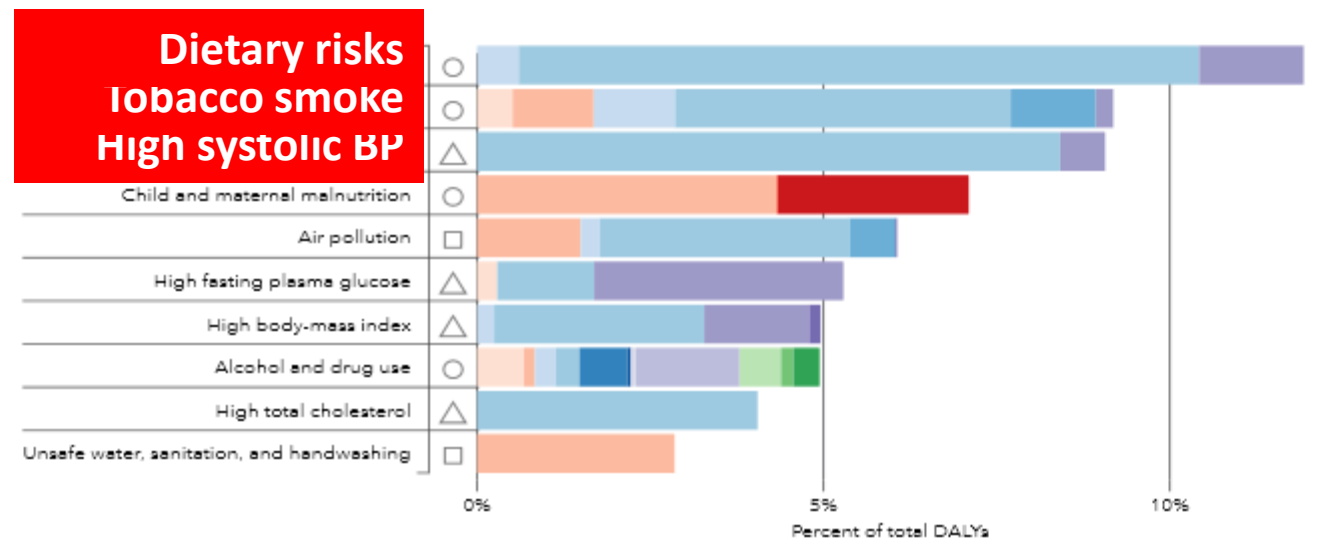


Which risk factor accounts for the highest burden of disease?

- ? High body mass index
- ? Dietary risks
- ? High total cholesterol
- ? Alcohol and drug intake
- ? Child and maternal malnutrition
- ? Tobacco smoking
- ? Air pollution
- ? High systolic BP
- ? Unsafe water sanitation and handwashing
- ? High fasting plasma glucose

BURDEN OF DISEASE ATTRIBUTABLE TO LEADING RISK FACTORS, 2013

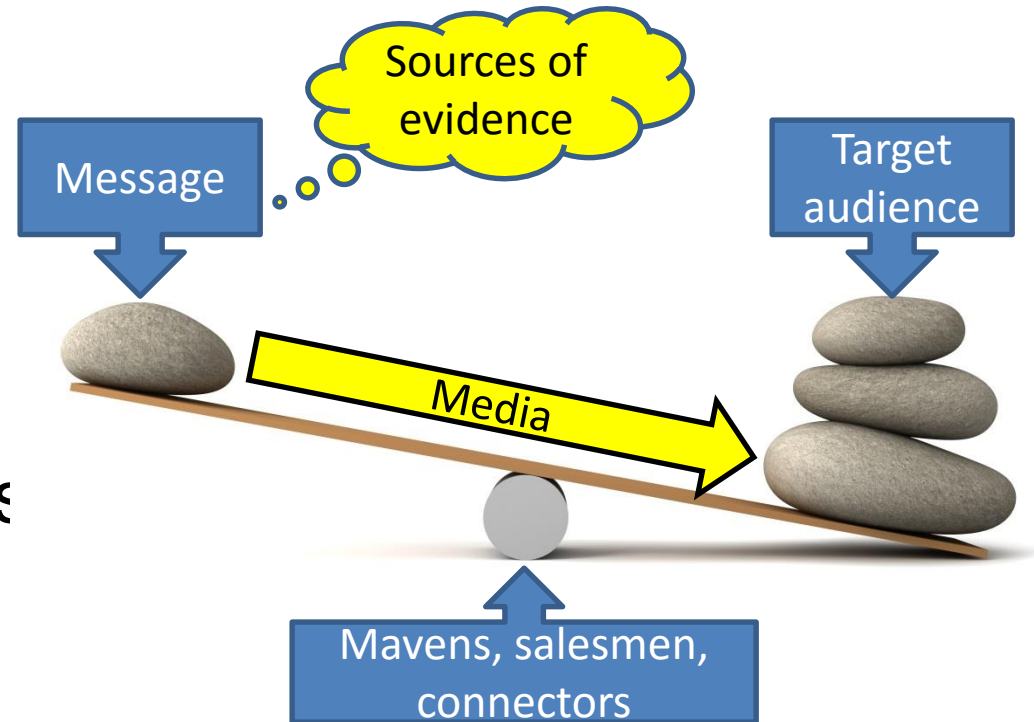
- △ Metabolic risks
- Environmental/occupational risks
- Behavioral risks



- | | | |
|---|--------------------------------------|---|
| ■ HIV/AIDS and tuberculosis | ■ nutritional diseases | ■ Diabetes, urogenital, blood, and endocrine diseases |
| ■ Diarrhea, lower respiratory, and other common infectious diseases | ■ Neoplasms | ■ Musculoskeletal disorders |
| ■ Neglected tropical diseases and malaria | ■ Cardiovascular diseases | ■ Other non-communicable diseases |
| ■ Maternal disorders | ■ Chronic respiratory diseases | ■ Transport injuries |
| ■ Neonatal disorders | ■ Cirrhosis | ■ Unintentional injuries |
| ■ Nutritional deficiencies | ■ Digestive diseases | ■ Self-harm and interpersonal violence |
| ■ Other communicable, maternal, neonatal, and | ■ Neurological disorders | ■ Forces of nature, war, and legal intervention |
| | ■ Mental and substance use disorders | |

Risk communication components

- The messenger
 - Trustworthiness
 - Empathy
- The media
 - Generation issues

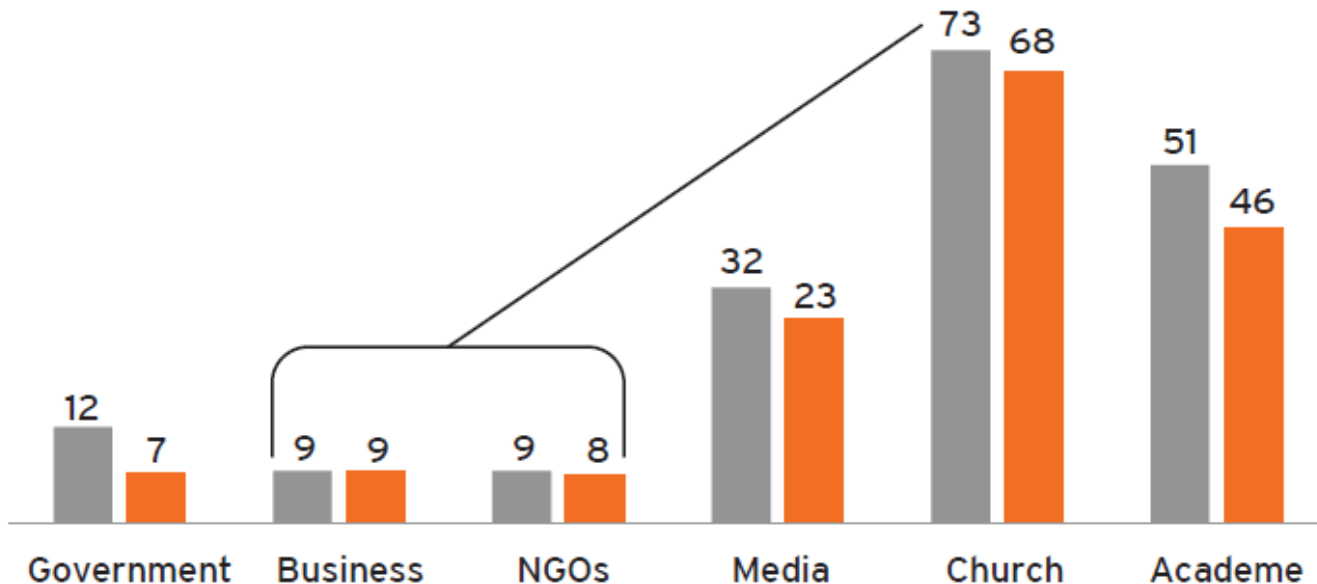


Whom do Filipinos trust?

Philippine Trust Index 2015

THE STATE OF TRUST IN INSTITUTIONS

■ General Public ■ Informed Public



While the informed public generally trusts institutions less than the general public, the most trust gap between the two publics is experienced by the Media.

Who has the most social media followers?

PROPERTY OF EON, INC.

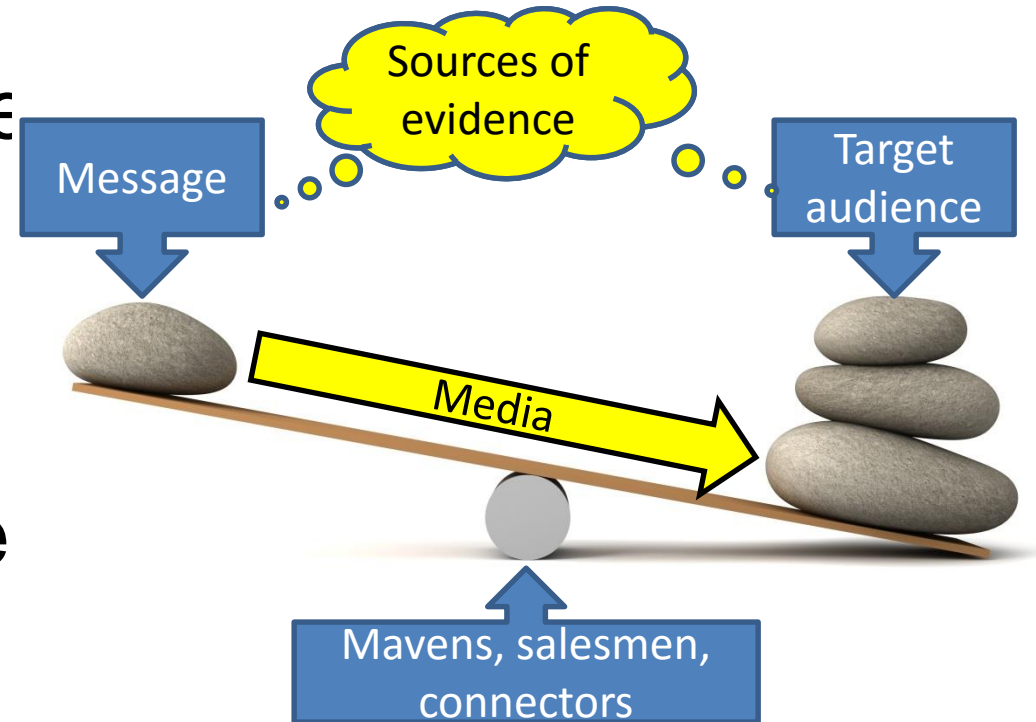


2,860,948

Risk communication components

The target audience

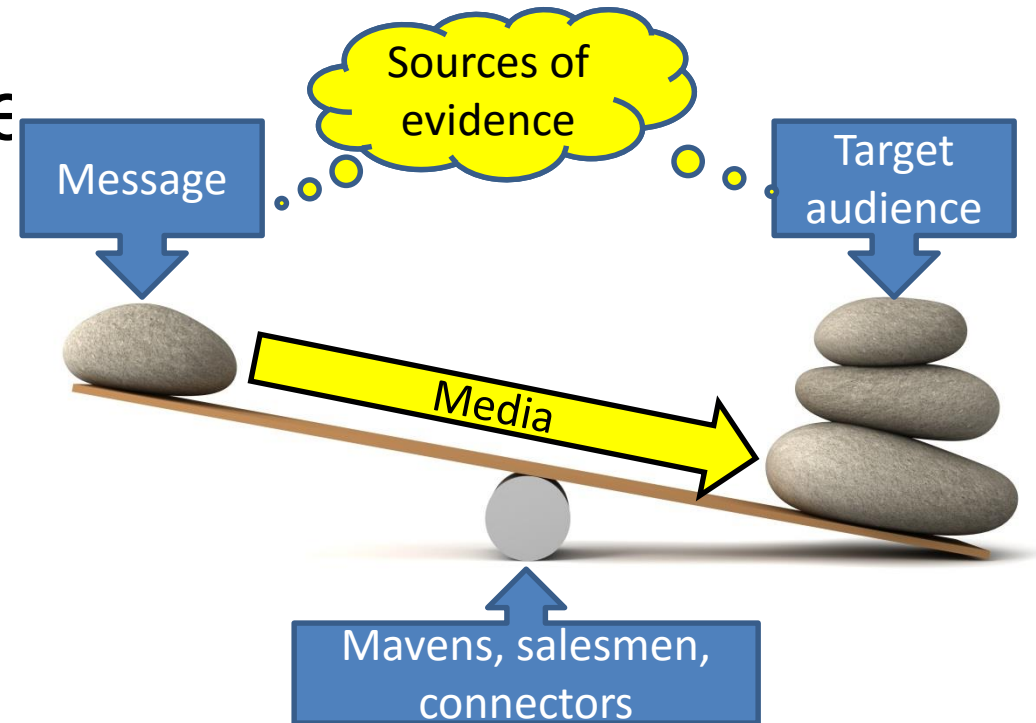
- Stakeholders
 - Mavens
 - Salesmen
 - Connectors
- Multiple audience
 - Responsible
 - Accountable
 - Consulted
 - Informed



Risk communication components

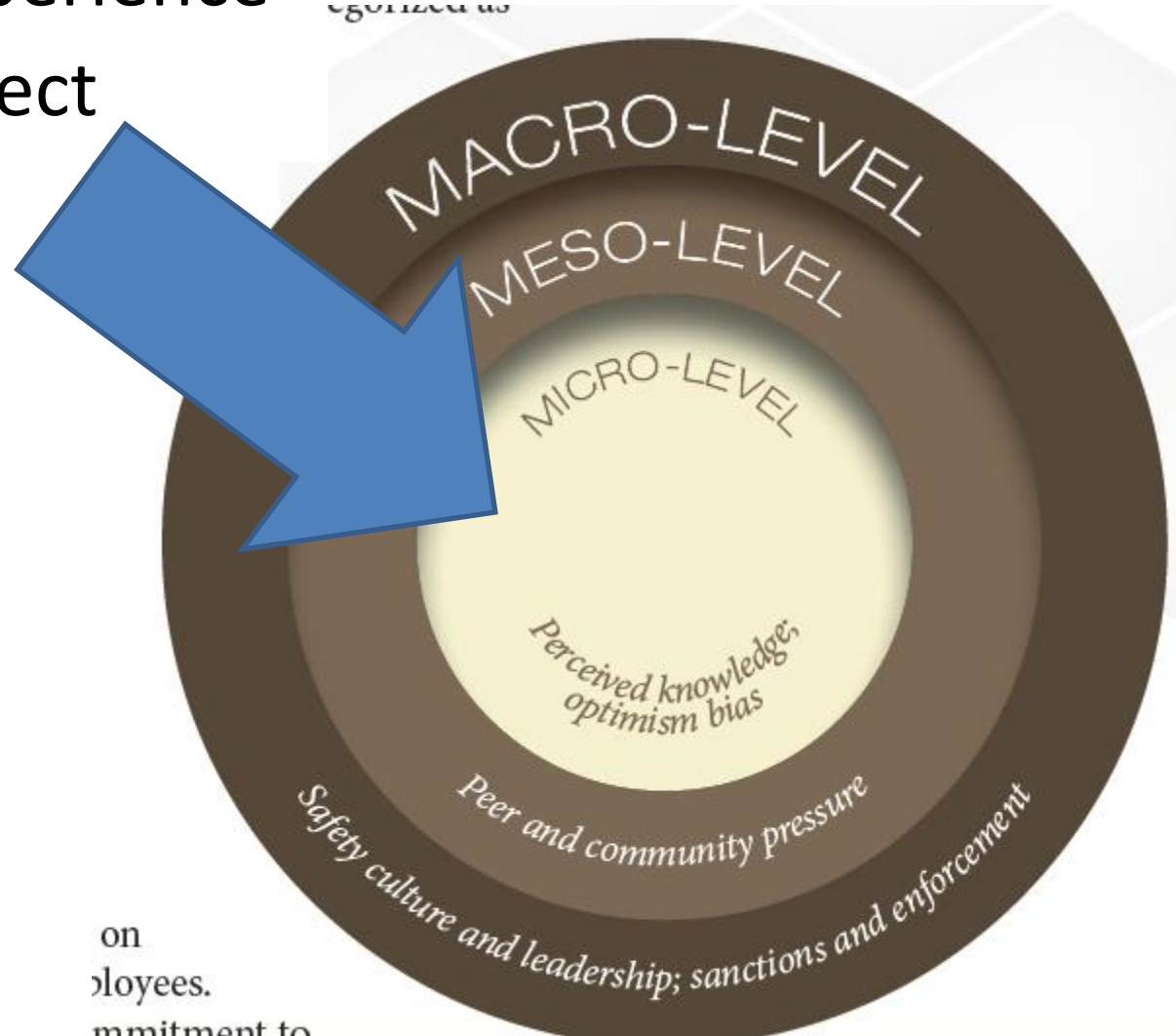
The target audience

- Behavioral outcomes
 - Aware
 - Agree
 - Adopt
 - Adhere
- Idiot proofing
- Push pull factor
- Risk perception



Risk perception

- Personal experience
- Negative affect



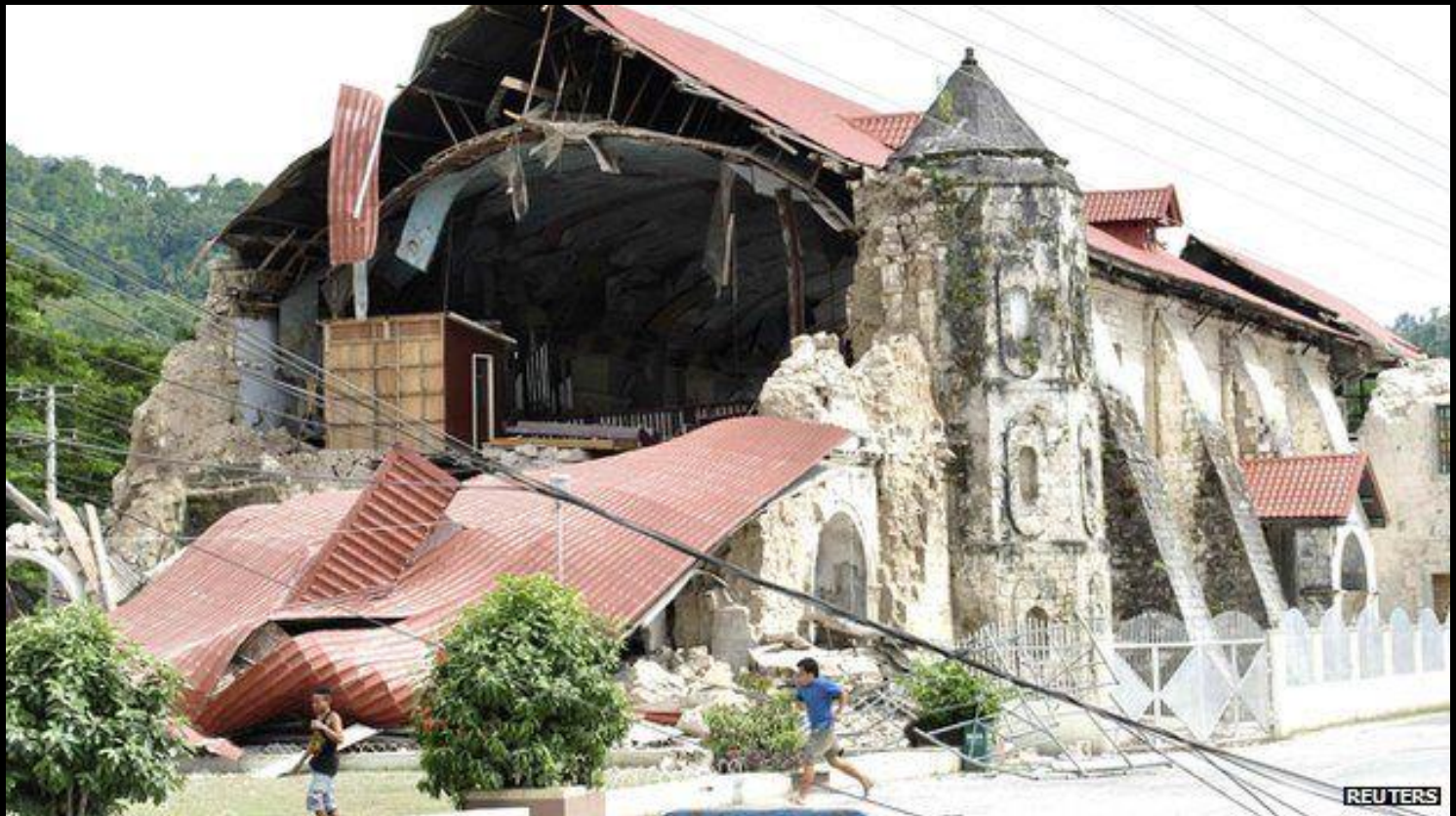
on
employees.
commitment to

What affects people's perception of risk?

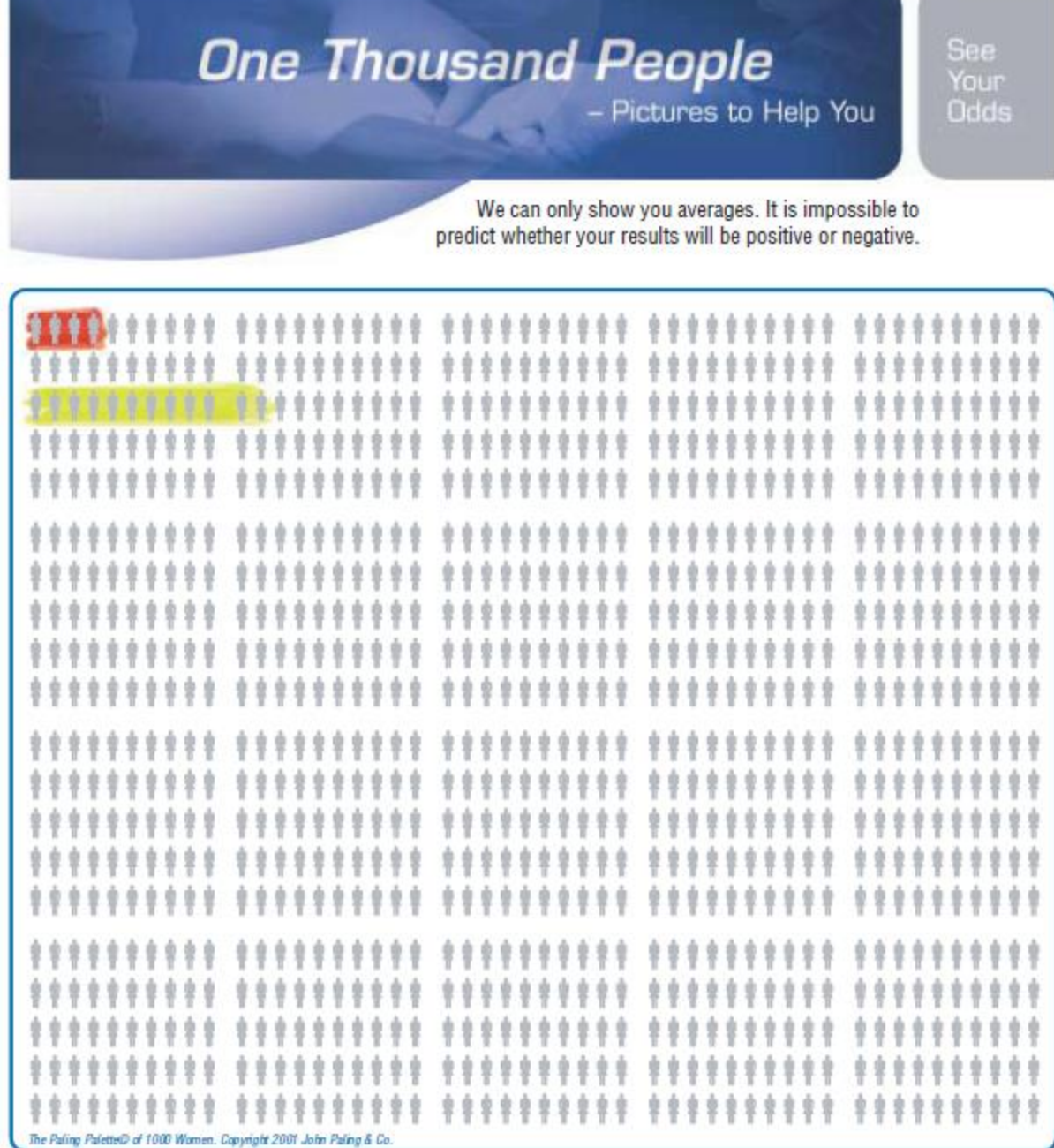
- Dread
- Control
- Choice
- Children
- Natural
- New
- Trust
- Risk : benefit tradeoff
- Can it happen to me?

Why do people take risks anyway?

- To protect themselves when they anticipate feared negative consequences
- To compensate for heightened security
- To get something done in a particular situation. People take risks based on a rational justification based on the specific situation they are in
- Because nothing bad happened in the past despite taking risks
- Because of peer pressure or a general community perception that an activity is low risk.



Risk communication tools for patients



Odds for a 39 year old woman of producing a child with Downs Syndrome or other chromosome abnormality 12 out of 1000

Odds of a woman having a miscarriage as a result of amniocentesis (4 out of 1,000)



Manila Air Pollution: Real-time Air Quality Index

CENTER

PASAY

MANDALUYONG

PATEROS

TAGUIG

MARIKINA

LOCATE THE NEAREST CITY

Center AQI: Center Real-time Air Quality Index (AQI).



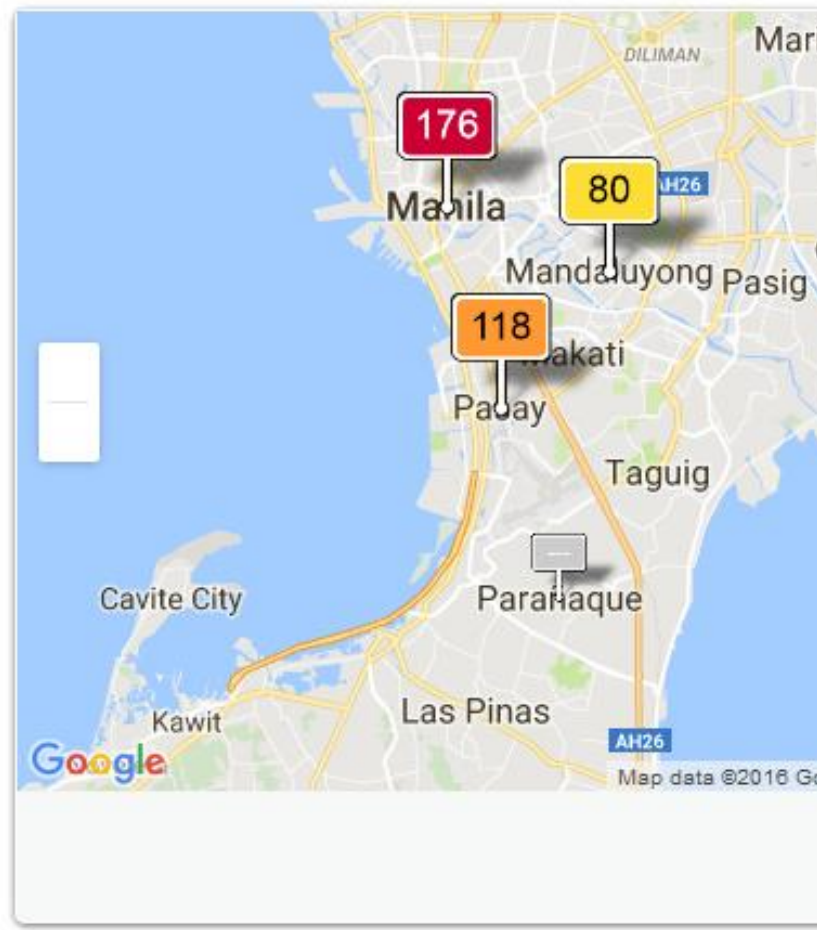
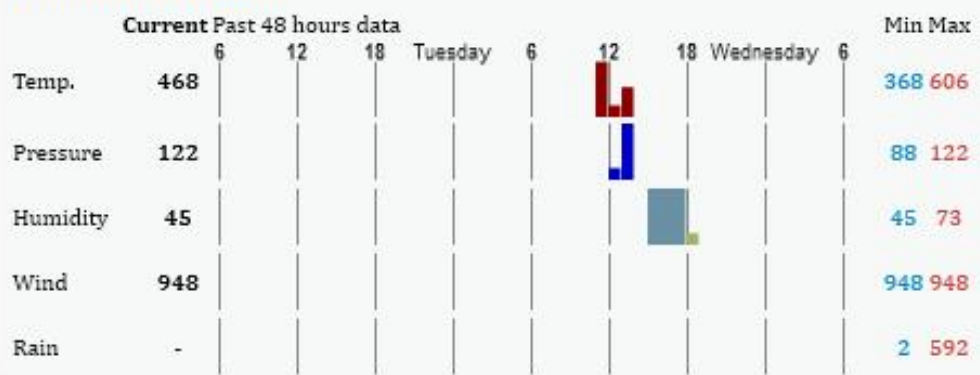
176

Unhealthy

Updated on Wed. 8:00
Temp.: 468°C



Weather Information



Effective risk communication

- **Accessible**
- **Accurate**
- **Action – oriented**
- **Appropriate**
- **Credible**
- **Consistent**
- **Regular**
- **Responsive**
- **Rumour – sensitive**
- **Media – savvy**
- **Partnerships**
- **Planning**
- **Timely**
- **Transparent**
- **Trustworthy**

GUIDE QUESTIONS

1. Sources of evidence for communicating health and/or environment risks
2. Technical challenges and adaptive challenges
3. Strategies to effectively address these technical and adaptive challenges
4. Roles of stakeholders in effectively communicating health and environment risks
5. Role of the Philippine National Health Research System in generating evidence on health and environment risks, communicating these risks and managing the effects of risk communication on health and health systems