



The prerequisite to innovations in Climate Resilience? Transforming our perceptions of risk!

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How are we
wired?





Would you
watch the
movie?



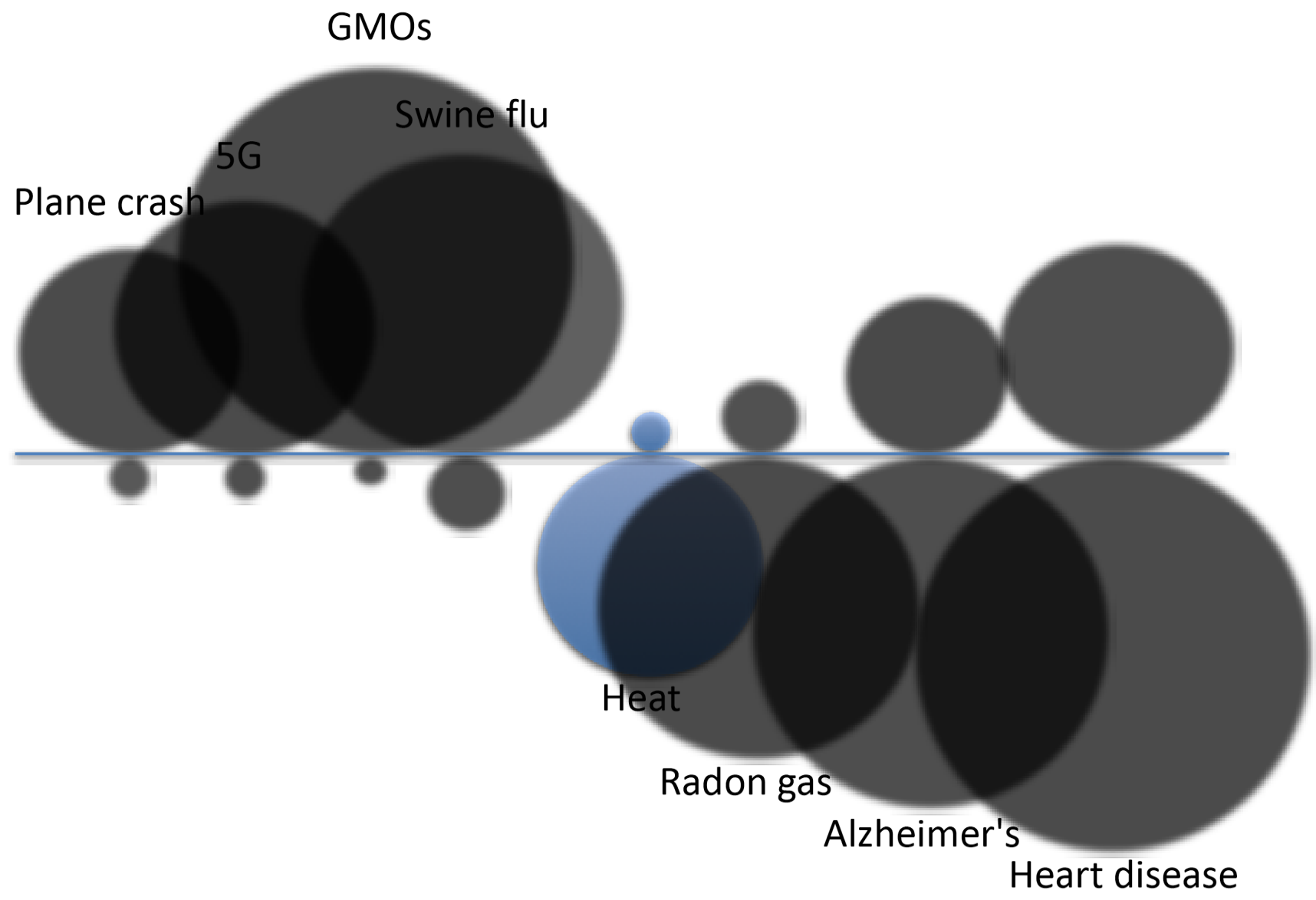




**What is more likely to kill
you, Pesticides or Radon
Gas?**

PUBLIC OUTRAGE

ACTUAL RISK





PUBLIC OUTRAGE

Factor	Increase Risk Perception	Decrease Risk Perception
Naturalness	Unnatural/manmade	Natural
Controllability	Uncontrollable	Personally controllable
Scientific knowledge	Risks known	Risks unknown
Familiarity	New risk	Familiar risk
Voluntariness of exposure	Involuntarily exposed	Choice to be exposed
Catastrophic potential	Many affected at the same time	People affected over longer period of time
Severity of consequences	Severe consequence (regardless of probability of occurrence)	Non-severe consequence
Immediacy of consequences	Consequences immediate	Consequences delayed
Who is affected	Vulnerable people (children, elderly, pregnant women)	Not vulnerable
Equitability	Unequal distribution of risks and benefits	Equal distribution of risks and benefits

ACTUAL RISK

*This is a visual illustration of risk perception versus actual risk and does not exactly portray the relative proportions of annual deaths in America listed



GM Salmon





Targeting Audience Needs is at Heart of Successful Interventions

1. What does the target audience understand about the risk in question?
2. What misconceptions do they have?
3. What does the target audience want to know about the risk? Do they consider the risk to be high or low?
4. What are the target audience's specific concerns and perceptions? (e.g., whom does it perceive to be most vulnerable to the risk?)
5. How does the target audience prefer to receive information about risks? Is it through scientists, NGOs, the media, or from an authoritative government official or spokesperson?
6. What sources of information does the target audience trust? Is it the media, scientists, FEMA communicators or NGOs?
7. Are the information sources and channels that are planned to be used accessible to the target audience?



THANK YOU!



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