



Department of Environmental Protection

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Course Agenda: Principles of Risk Communication, Applied to PFAS Site Issues

- 11:00 – 11:15** **Introductions and Case Studies-** *Matt Hackman, Paul Locke, Ray Frigon*
- 11:15 – 12:00** **Overview of Risk Communication –** *Lisa McIntosh, Eric Wood, Paul Locke*
- a. What is risk? – *Lisa McIntosh*
 - Definition, types of risk etc.
 - b. Why risk communication is important? – *Lisa McIntosh*
 - When/how is it used?
 - Why it is difficult to communicate risk effectively?
 - c. Role of Risk Communication under the MCP – *Eric Wood, Paul Locke*
- 12:00-1:00** **Principles/Key Aspects of Risk Communication -** *Linda Dell, Lisa McIntosh*
- a. Stakeholder engagement and risk perception -know your audience (and yourself)
 - Environmental professionals - *Eric Wood*
 - State views - *Paul Locke, Ray Frigon*
 - b. Building trust with stakeholders
 - c. Conveyance of information
 - d. Explaining risks
- 1:00-1:25** **Lunch Break**
- 1:25- 1:30** **Announcement – Con-Test/Pace Analytical**
- 1:30-2:30** **Tools for Risk Communication -** *Lisa McIntosh, Linda Dell*
- a. Development of Risk Communication (RC) Plan
 - Major components, structure of the RC plan
 - Relationship to MCP Public Involvement Plans (*with Paul Locke, Eric Wood*)
 - SMART goals, message mapping etc.
 - Communication methods
 - b. Resources and tools for the practitioner (ATSDR, ITRC, EPA, etc.)
- 2:30- 3:00** **Takeaways – All Presenters**
- a. Key principles of Risk Communication, case study examples
 - b. Understanding your audience
 - c. Last thoughts on case studies - *Paul Locke, Eric Wood, Ray Frigon*
- 3:00 – 3:15** **Questions/Discussions – All presenters**
- Wrap-up –** *Matt Hackman*