

How to Assess the Effectiveness of Risk Communications



PR News Measurement Conference
April 17, 2019

About Paine Publishing

- ▶ We help organizations define success and design measurement programs that demonstrate communication's value to the bottom-line.
- ▶ We provide the training and materials that organizations need to navigate the journey to high-quality, accurate communication's measurement.
- ▶ Visit us online: www.PainePublishing.com
- ▶ Want to learn more about measurement? Join us for our annual [*Measurement Base Camp*](#) or The [*Summit on the Future of Measurement*](#) -- at Shankhassick Farm in Durham, NH.



The Difference Between Risk and Crisis

Goals for Crisis Communications

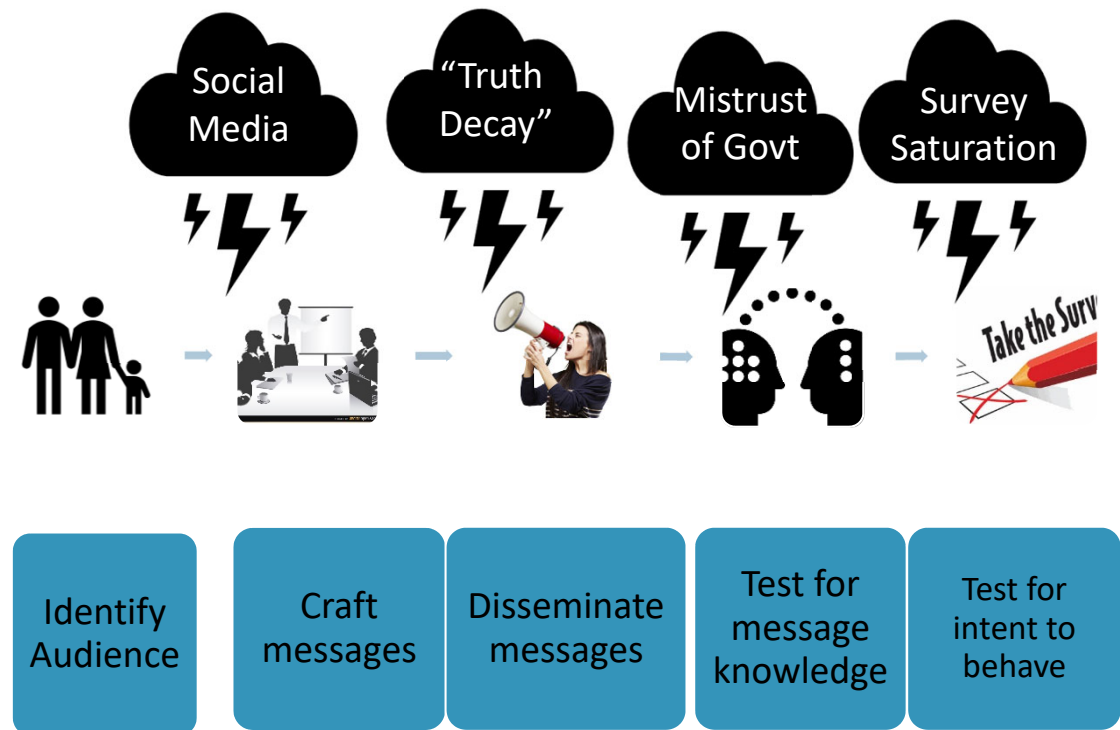
- ▶ Make bad news go away as quickly as possible
- ▶ **Minimize damage to brand reputation**
- ▶ Minimize damage to stock price and shareholder value

Goals for Risk Communications

- ▶ Disclose information about hazards to those potentially impacted
- ▶ Modify attitudes and improve the acceptance of a specific risk source
- ▶ Enhancing the trust in the competence and fairness of the organization
- ▶ Encourage desired behavior or supportive actions
- ▶ Prepare for upcoming crisis

Why Your Messages don't break through

- ▶ Changing relevancy of and trust in information sources
- ▶ Your audience has no motivation to pay attention.
- ▶ Gap between when you provide information and when people need it
- ▶ Gap between what they know and what you are telling them
- ▶ Lack of consistent two-way dialog
- ▶ They prefer to retain the idea of a world being a safe place to live.



4 Truths About Risk Communications

- ▶ Without information *seeking* there is no exposure.
- ▶ Without exposure there is no impact on awareness, prevention or response.
- ▶ Individuals only absorb information when they think they need it and it will benefit them in some way.
- ▶ Unless individuals believe that there is a risk, they won't act to mitigate it.

Effective Risk Communications requires:

- ▶ A perceived need for information
- ▶ Awareness of the risk
- ▶ Interactive dialog between affected publics and organization
- ▶ Belief in one's ability to do something about the risk
- ▶ Trust in central authority giving advice
- ▶ Trust that the advice will work

Lessons Learned & Best Practices

- In order to break through your audience must:
 - Trust the source of the information
 - Believe that the risk is real
 - Trust that the remedy will make them safer
 - Trust their own ability to take the actions you recommend

‣ Best Practices

- Continuous two-way interaction
- Focuses on the receiver not the medium
- Focuses on the target population rather than on the broad population
- Is tailored to the cultural, geographic and psychographic needs of the target audience.
- Closes the gap between what they know and what you need them to know
- Incorporates measurement at multiple time points
- Measures cognitive outcomes as well as behavior

Thank You!

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