

Risk Communication and Public Negotiations

Introductions

- *Alvin Chun*
- *Dedicated to Bringing Out The Best in People*
- *Trainer, Mediator, Negotiator, Advisor*
- *30 Years Service at EPA*
- *10 Years Private Practice*

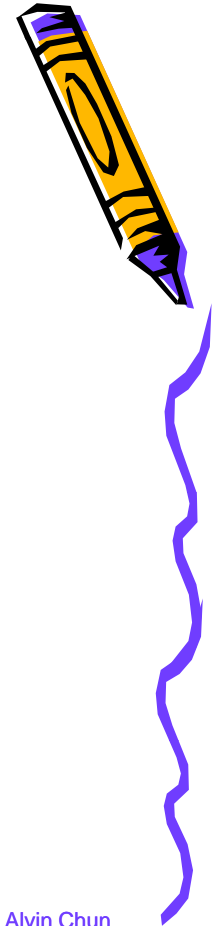


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Goal of Involvement?

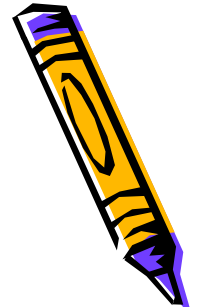
- To Inform?
- To Placate?
- To Complete My Task?
- To Go Through The Motions?



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Expected Results?

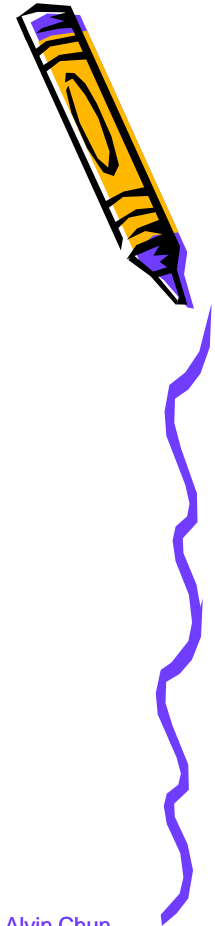


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Goal of Involvement?

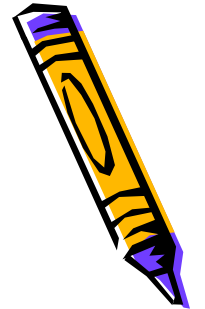
- ***To Persuade?***
- ***To Be Believed?***
- ***To Be Understood?***
- ***To Get Agreement?***



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Expected Results?

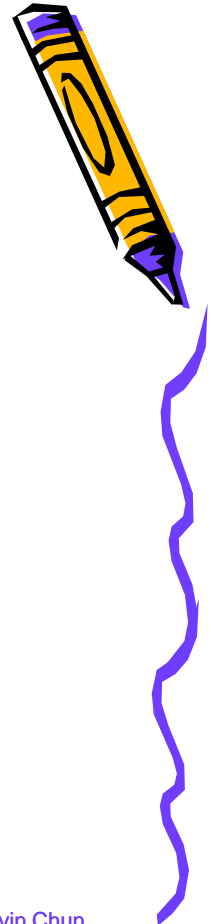


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How Best To Proceed?

- *Involve?*
- *Negotiate?*

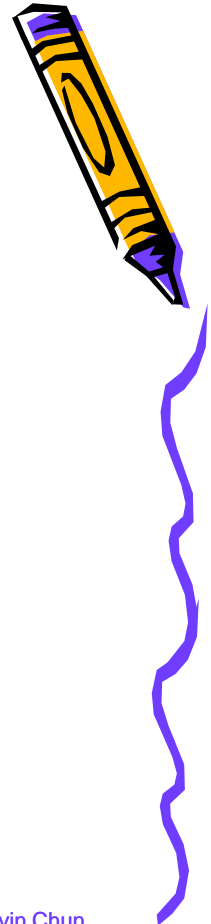


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A Framework

- A - Assumptions, Attitudes
- B - Behaviors
- C - Consequences

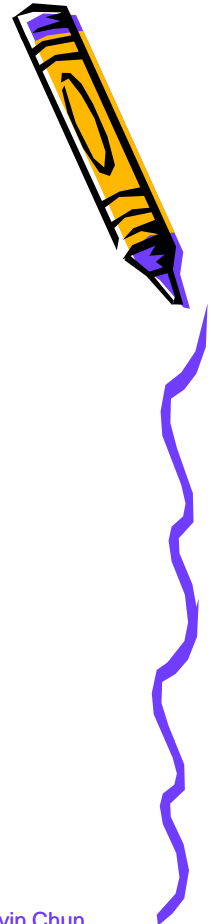


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Elements of Negotiations

- ***Build Trust***
- ***Acknowledge Concerns***
- ***Be Transparent***
- ***Propose Options***



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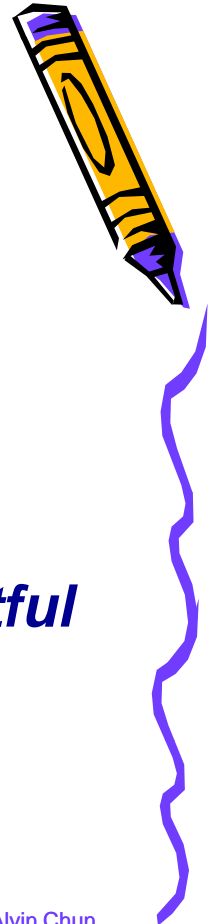
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Key Rules

- ***Expect Surprises***
- ***Test The Waters***
- ***Be Curious, Honest and Respectful***



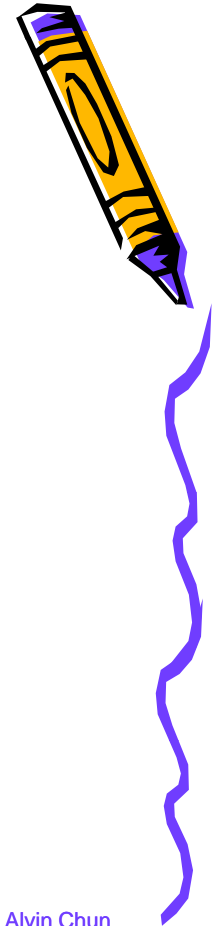
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Expect Surprises!

- ***Distrust***
- ***Emotions***
- ***Power***
- ***Disinterest***
- ***Inconsistency***

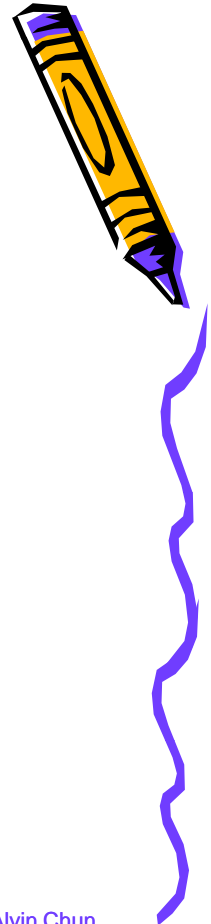


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Remember

- ***Reach Out When You Are Unsure***
- ***Be Patient with Yourself & Others***



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The Challenge For You & Your Organization

Be and Do Your Best

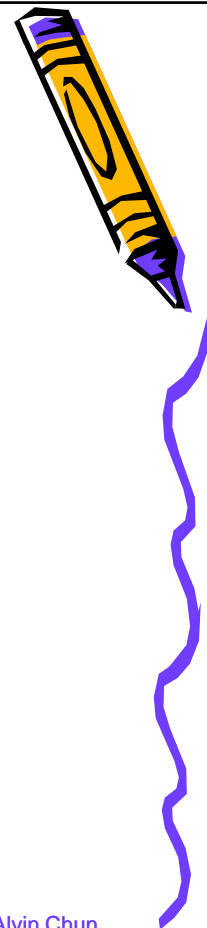


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Topics & Suggested Reading

- I. Relationship and Trust Building
 - Teaching Method: Interactive Demonstration/Discussion/Relatable Experiences
 - Readings:
 - a. Emotional Intelligence: Why It Can Matter More Than IQ by Daniel Goleman, 1995
 - b. Primal Leadership: Learning to Lead with Emotional Intelligence by Daniel Goleman, 2002
 - c. Good to Great by Jim Collins, 2001
 - d. On and Off the Record: Colosi on Negotiation by Thomas Colosi, 1993
 - e. One Small Step Can Change Your Life – The Kaizen Way by Robert Maurer
 - f. Principled-Centered Leadership by Stephen Covey, 1992
- II. Attitude Formation ... Basis for Verbal and Non-Verbal Communication
 - Teaching Method: Interactive Demonstration/Discussion/Relatable Experiences
 - Readings:
 - a. The Magic of Conflict: Turning a Life of Work into a Work of Art by Thomas Crum, 1988
 - b. You Are The Message by Roger Ailes, 1995
 - c. Influence by Robert Cialdini, 1993
- III. Goal Setting ... To Assure/Persuade
 - Teaching Method: Interactive Demonstration/Discussion/Relatable Experiences
 - Readings:
 - a. One Small Step Can Change Your Life: The Kaizen Way by Robert Maurer
 - b. On and Off the Record – Colosi on Negotiation by Thomas Colosi, 1993
- IV. Dealing with Fear, Anger, Conflicts
 - Teaching Method: Interactive Demonstration/Discussion/Video Case Studies/Relatable Experiences
 - Readings:
 - a. Getting to Yes: Negotiating Agreement Without Giving In by Roger Fisher, 1991
 - b. The Magic of Conflict: Turning a Life of Work into a Work of Art by Thomas Crum, 1988
 - c. On and Off the Record - Colosi on Negotiation by Thomas Colosi, 1993
 - d. Crucial Conversations: Tools for Talking When Stakes are High by Kerry Patterson, 2002
 - e. Leadership Effectiveness Training L.E.T.: The Proven People Skills for Today's Leaders Tomorrow by Thomas Gordon, 2002
 - f. "Risk Communication with Grieving Communities" by Melissa Finucane,

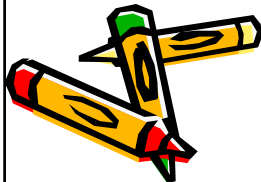


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Topics & Suggested Reading (Cont.)

- V. Verbal and Non-verbal Communication
- Teaching Method: Interactive Demonstration/Discussion/Relatable Experiences
- Readings:
 - a. You Are the Message by Roger Ailes, 1995
 - b. How to Read Someone Like a Book by Gerard Nierenberg, 1990
- VI. Strategic Planning: Understanding the Power of Potential Stakeholders and the social/political landscape
- Teaching Method: Interactive Demonstration/Discussion/Relatable Experiences
- Readings:
 - a. Winning Community Support for Land Use Projects (1992) and Making Meetings Work (1996) by Debra Stein
 - b. One Small Step Can Change Your Life: The Kaizen Way by Robert Maurer
 - c. "A Ladder of Citizen Participation" by Arnstein, S.R., 1969, American Institute of Planners Journal 35, 216-224
- VII. Risk Perception: Understanding How Risk is Perceived
- Readings:
 - a. "Trust, Emotion, Sex, Politics, and Science: Surveying the Risk-Assessment Battlefield" by Paul Slovic (from Psychological Perspectives to Environmental and Ethics in Management, San Francisco: Jossey-Bass)
 - b. "Facts and Fears: Understanding Perceived Risks," in Societal Risk Assessment: How Safe is Safe? by Paul Slovic, Baruch Fischhoff, and Sarah Lichtenstein, 1980
 - c. "Perception of Risk" by Paul Slovic, Science 236, 280-285
- VIII. Risk Communication:
- Teaching Method: Interactive Demonstration/Discussion/Relatable Experiences
- Readings:
 - a. "Explaining Environmental Risk" by Peter Sandman, 1986
 - b. "Informing and Educating the Public About Risk" by Paul Slovic, Decision Research Report 85-5, November 1984
 - c. "Communicating Scientific Information about Health and Environmental Risks: Problems and Opportunities from a Social and Behavioral Perspective" by Vincent Covello, Detlof von Winderfeldt and Paul Slovic
 - d. "Hazard versus Outrage in the Public Perception of Risk" by Peter Sandman, 1989
 - e. "Risk Communication: A Neglected Tool in Protecting Public Health," by David Ropeik and Paul Slovic, Risk In Perspective, Harvard Center for Risk Analysis, Vol. 11, Issue 2, June 2003



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**BIOGRAPHICAL SKETCH FOR
ALVIN CHUN
MOTIVATIONAL TRAINER AND CONSULTANT IN
RISK COMMUNICATION AND PUBLIC NEGOTIATION**

- Alvin Chun is a San Francisco native who provides training and consultation worldwide on risk communication and public negotiations. "Bringing out the best in people," has been the theme of his 40 year career. His work is intended to help managers, staff, and their organizations better understand how they can work and communicate to achieve vital results which may have been overlooked. One result that is often not discussed is the need to improve an organization's ability to manage communication and negotiations to build a stronger reputation for securing public support. Alvin has provided workshops and consultation to a host of organizations including State Environmental Departments, the US Navy, the USEPA, the Department of Homeland Security, the Army Corps of Engineers, Native American Tribes, the American Bar Association, the British Columbia Ministry for the Environment, China SEPA, the New Zealand Ministry for the Environment, South Australian EPA, and the South Australian Centre for Public Health.
- Alvin is the former Director of USEPA's National Center for Risk Communication and Public Involvement and served as USEPA's risk communication and public involvement expert. At the Center he mentored trainers and provided workshops to government agencies involved with controversial environmental issues. Captain Chun is also a retired U.S. Public Health Service Officer. While on active duty, he held a variety of technical and managerial positions in the U.S. Environmental Agency and the National Institute for Occupational Safety and Health. His last tour of duty was at the USEPA where he served as their Senior Environmental Health Policy Advisor. At USEPA, Captain Chun provided consultation and facilitated workshops and motivational seminars around the world to help organizations improve their reputation and gain public support to accomplish their work. He has helped to negotiate constructive relationships and solutions between USEPA and its States, and between different agencies and the public.
- His clients included organizations within the U.S. and abroad. Among these organizations are health and environmental agencies dealing with issues such as environmental risks and health outbreaks, emergency management agencies, corporations, professional organizations and the U.S. military. In the environmental field, Captain Chun has worked with a range of government agencies including Federal, State and local environmental protection and health agencies, Departments of Interior, Health and Human Services, Agriculture, Transportation, Defense, and Homeland Security.
- Because of his expertise and engaging conversational presentations, Captain Chun was invited by then USEPA Administrator Christine Whitman to give a special session on risk communication as it applied to environmental issues and events like the 9/11 terrorists attacks on the World Trade Center. He has been a featured speaker at numerous conferences such as the Washington Mutual Bank National Executive Conference where he spoke on, "Bringing Out the Best in People." Captain Chun's mediation and organizational development expertise have been sought after by organizations to help plan transitions or to resolve difficult conflicts. Some of the controversial communication issues Captain Chun has worked on include Bovine Spongiform Encephalopathy (BSE or "Mad Cow Disease") in Switzerland, genetically modified organisms (GMO) in Australia and New Zealand, land development in the U.S., Australia and Germany, disease outbreaks in China, environmental clean ups in Taiwan, Mexico and at U.S. Superfund sites such as the General Electric Company located on the Hudson River, and at the Army's Rocky Mountain Arsenal in Colorado. In addition he has worked extensively on communication and organizational issues related to the Department of Interior's off shore oil development program in California, drinking water issues in Hawaii, and asbestos clean up at Libby, Montana.
- Alvin is Adjunct Professor at the U.S. Navy's Civil Engineer Corps Officers School, where he has taught Environmental Negotiations and Leadership to all branches of the military and environmental agencies. He was also a workshop leader at the U.S. Coast Guard Training Center, and currently teaches at Flinders University in Adelaide, Australia. At Flinders University he works with health and environmental professionals in Australia and Pacific Rim countries. He has also provided guest lectures at the University of California Medical School in San Francisco, University of California, Davis Extension Program, and does guest presentations at various professional organizations.
- Alvin received his B.S., in engineering at the University of California, Berkeley, and M.S., in engineering at Stanford University. He can be contacted at (415) 385-7276 or by email at: riskcom1@yahoo.com

