Wildfire Smoke and Health Risk Communication: Community Engagement

Wildfire Smoke and Health Risk Communication Workshop
September 22–23, 2016
Department of Forestry and Environmental Resources
North Carolina State University
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Short Roadmap

- How do agencies and stakeholders coordinate?
- Community Engagement
  - Risk Communication perspective
  - Risk Governance perspective
  - Social Trust

Developmental Stages in Risk Management*

- All we have to do is get the numbers right
- All we have to do is tell them the numbers
- All we have to do is explain what we mean by the numbers
- All we have to do is show them that they've accepted similar risks
- All we have to do is show them that it's a good deal for them
- All we have to do is treat them nice
- All we have to do is make them partners
- All of the above

*Thanks B. Fischoff

Risk Governance*

*From O. Renn voluminous work

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Risk Governance

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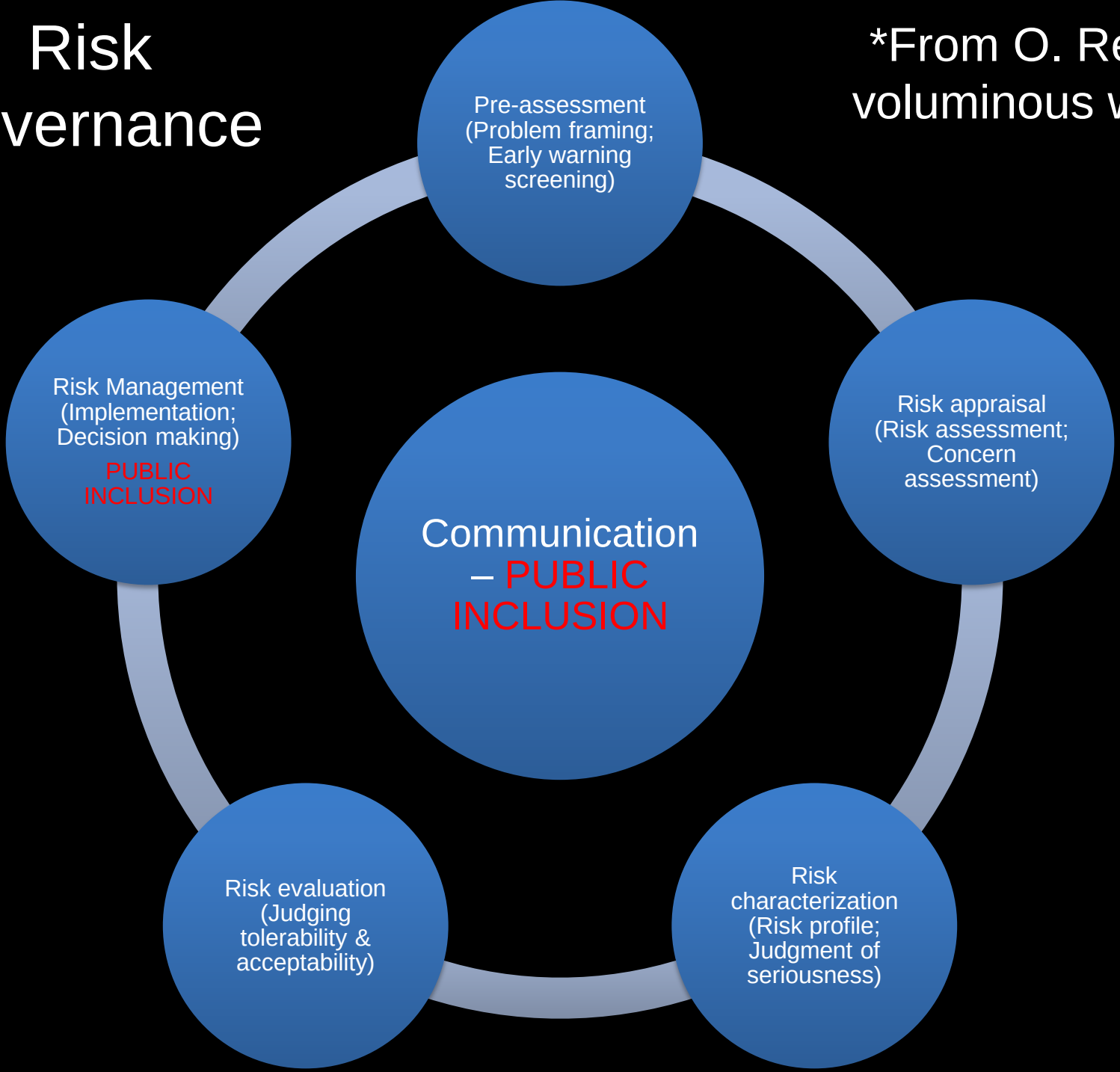

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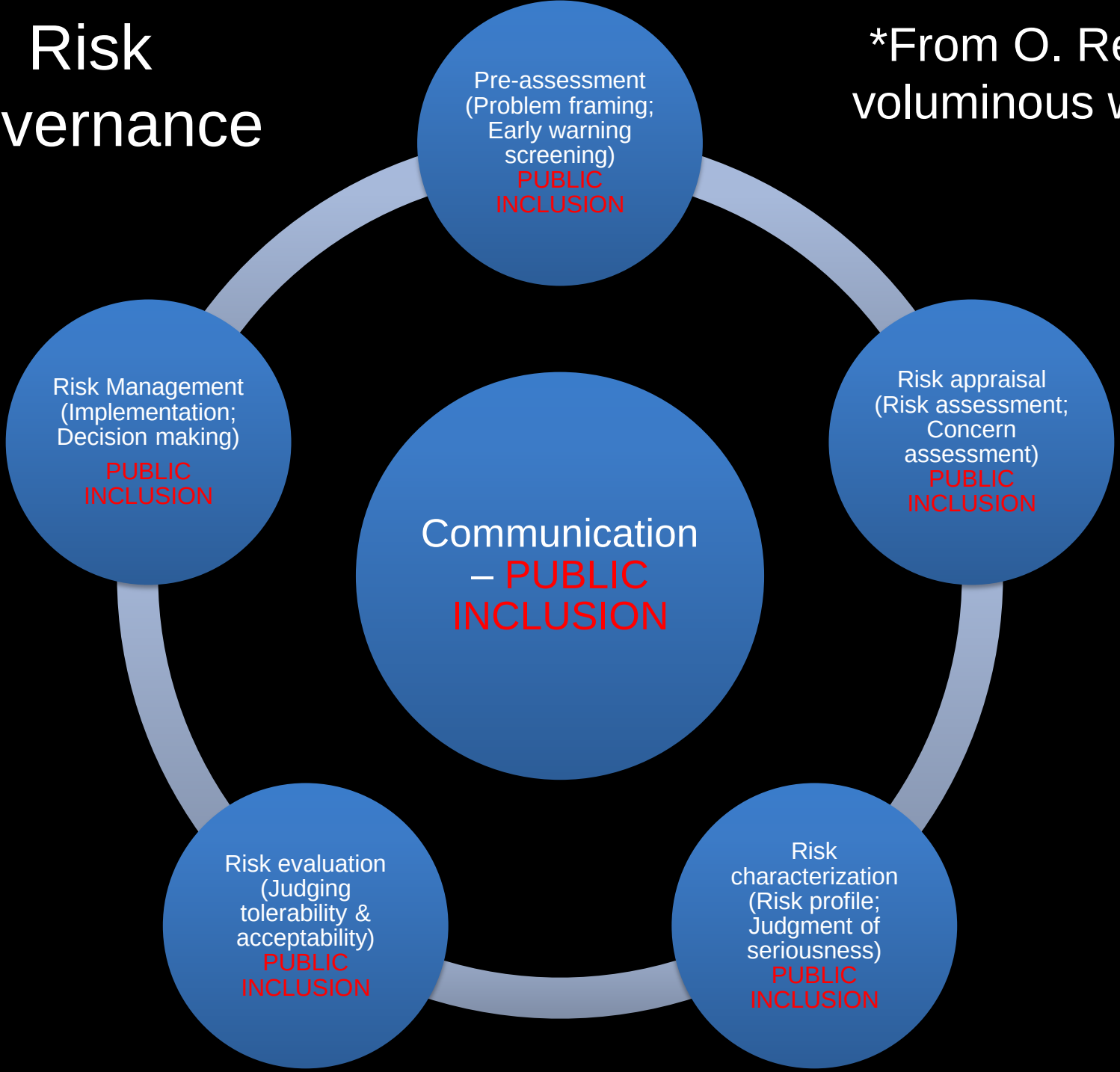

Social Trust*

- Social Trust
  - The willingness to rely on those who have the responsibility for making decisions and taking actions related to the management of technology, the environment, medicine, or other realms of public health and safety.
  - Government
  - Schools
  - Doctors

*Amazing work of Siegrist & Cvetkovich

Social Trust

- What supports social trust?
  - Shared similar values
    - Use similar rhetoric or language
    - Look like you
    - Perceived shared live experiences
    - Social connections
    - A history of trust

BAMA:
STOP THIS PIPELINE
OR THE PEOPLE WILL

Drown Out The
Right-Wing Noise
STOP THE SHUTOFFS!
Turn it on!
Water
a
man
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STOP THE SHUTOFFS!
WATER
is a
HUMAN RIGHT
DETROIT 2014
MORATORIUM-MI.org
Water
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NO DAPL
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NO DAPL

Community Engagement with Minority Communities

- Community engagement to to build trust/relationships
  - Tailored to that community
    - Not homogenous entities
  - Respectful
    - Treat the community as equals
    - Humility
  - Committed
    - Long term investment
  - Honest
    - Real access to power
  - Symmetrical trust
    - Partners

Structural Changes

- Develop relationships with multiple community leaders
- Diversity in agency
  - People from community
- Need to know the community history with government agencies
  - All government agencies

Resources

- Renn, Ortwin. "Stakeholder and public involvement in risk governance." International Journal of Disaster Risk Science 6.1 (2015): 8-20.
  - A good introduction to risk governance
- Siegrist, Michael, and George Cvetkovich. "Perception of hazards: The role of social trust and knowledge." Risk analysis 20.5 (2000): 713-720.
  - A good primer on social trust and risk perception
- Fischhoff, Baruch. "Risk perception and communication unplugged: twenty years of process." Risk analysis 15.2 (1995): 137-145.
  - Oldie but a goodie
- McCaffrey, Sarah, et al. "Social science research related to wildfire management: an overview of recent findings and future research needs." International Journal of Wildland Fire 22.1 (2013): 15-24.
  - Great review of social science research around fire
- Arvai, Joseph, et al. "Letdowns, wake-up calls, and constructed preferences: people's responses to fuel and wildfire risks." Journal of Forestry 104.4 (2006): 173-181.
  - Good exploration of risk and decisions around wildfire