

## **Effective Strategies for Communicating Risk**

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We live in a world today where communication travels immediately and can significantly impact the outcome of a situation, goal, or common interest positively or negatively. People process information differently especially during low–stress or high–stress situations or when they feel they are being supported or threatened. Choice of words, delivery, tone, body language, gestures, competence, memory, and messaging all interact dynamically and can alter the outcome of an intended message especially when the topic involves risk communication. Risk communication matures and is ongoing. This presentation explores research and techniques developed by the Center for Risk Communication with several case studies involving flood plain management and climate change.