

77th CIPHI National Education Conference
Post Conference Workshop
Risk Communication
June 30, 2011

Presented by:

Welcome to our one day workshop!



National Collaborating Centre
for Environmental Health
Centre de collaboration nationale
en santé environnementale

CAPE BRETON
UNIVERSITY



Our best technical decisions and assessments can fail if communication with the public is not effective. Does your job involve communicating about environmental health risks? Do you want to hear examples and applications of risk communication taken right from the environmental and public health field?

Starting with an overview on how people perceive risk, we cover the principles of effective risk communication and ways to get the dialogue working, all the time using examples from the environmental and public health fields. We will explore 'best practices' and share tips from planning the communication ahead of time to holding a town hall meeting. In the afternoon, participants will work through case scenarios with follow-up analysis of their approaches.

Outline:

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| 8:15-8:30 | Registration |
| 8:30-9:00 | Opening
Introduction to risk communication principles
<i>Helen Mersereau, Cape Breton University</i> |
| 9:00-9:30 | Media Perspectives
<i>Pauline Dakin, CBC</i> |
| 9:30-10:30 | Risk communication theories
<i>Helen Mersereau, Cape Breton University</i> |
| 10:30-10:45 | Refreshment break |
| 10:45-11:30 | Risk Communication Examples
<i>Helen Mersereau, Cape Breton University</i> |
| 11:30-12:30 | Risk communication in practice from one health department's perspective
<i>Nelson Fok, Alberta Health Services</i> |
| 12:30-1:30 | Networking lunch (provided) |
| 1:30-3:00 | Case scenarios
Closing |

Speakers and Bios



Helen Mersereau
Cape Breton University

Helen has 23 years experience in a variety of industries across Canada. She spent several years in manufacturing in Ontario, the oil industry in Alberta and an electrical utility in Nova Scotia. This experience has given her an interest in industry and its impact on health as well as how to communicate risk to both occupational groups and the general public.

She has been teaching at CBU since 1997 in the Public Health Program, while providing some consulting advice in occupational health and safety to local industries. She has conducted research efforts in the area of risk perception; “Health Risk Perceptions of Sydney Residents” and “Psychosocial Effects on Reproductive Health in Sydney Residents”. She has given workshops on health risk communication for various groups including Environment Nova Scotia, Agriculture Nova Scotia, Tar Ponds Action Group, Safety Services Nova Scotia, and Nova Scotia Environmental Industry Association among others.

Her recent research on Radon in Nova Scotia Workplaces (funded by WorksafeBC and NS WCB) and Radon in Cape Breton Residences has also initiated some discussion on how to communicate household risks to the general public so that action is taken.



Pauline Dakin
CBC

Pauline Dakin is the award-winning health and medical reporter for CBC National News and the host of Maritime Magazine, a weekly documentary program. Her work has been recognized with awards from the National Science Writers Association, the Canadian Association of Journalists, The Canadian Medical Association/Canadian Nurses Association, the Registered Nurses Association of Ontario, the international Investigative Reporters and Editors, the Radio-Television News Directors Association, the Atlantic Journalism Awards, and the Society of Obstetricians and Gynecologists of Canada. She was also nominated for Canada's top journalism prize, the Michener Awards for a collaborative series on adverse drug reactions in children.

Previously, Pauline has worked as a producer, on-air host, assignment editor and reporter in various media including film, television, radio and print.

Originally from North Vancouver, B.C., she has also lived in Manitoba, New Brunswick and is now based in Halifax, Nova Scotia.



Nelson Fok
Alberta Health Services

Nelson Fok is the Provincial Manager, Scientific Advisory Team, Environmental Public Health with Alberta Health Services in Alberta. He is a certified Public Health Inspector and obtained his graduate degree in Environmental Science from the Faculty of Civil Engineering, University of Alberta.

He has been appointed as Adjunct Professor at Concordia University College of Alberta and as Adjunct Assistant Professor, Faculty of Medicine, Department of Public Health Sciences at the University of Alberta. He has been teaching and practicing risk assessment and risk communication for more than fifteen years.