

Workshop Tasks

Group 1 – What are the differences in the two alternative explanations Rogers (1998) proposed for the acceptance of risky technologies in a community?

Group 2 – What research methods did Rogers (1998) use to examine the factors that constrain perceived and acceptable risk?

Group 3 – What major findings did Rogers (1998) document regarding perceived and acceptable risk?

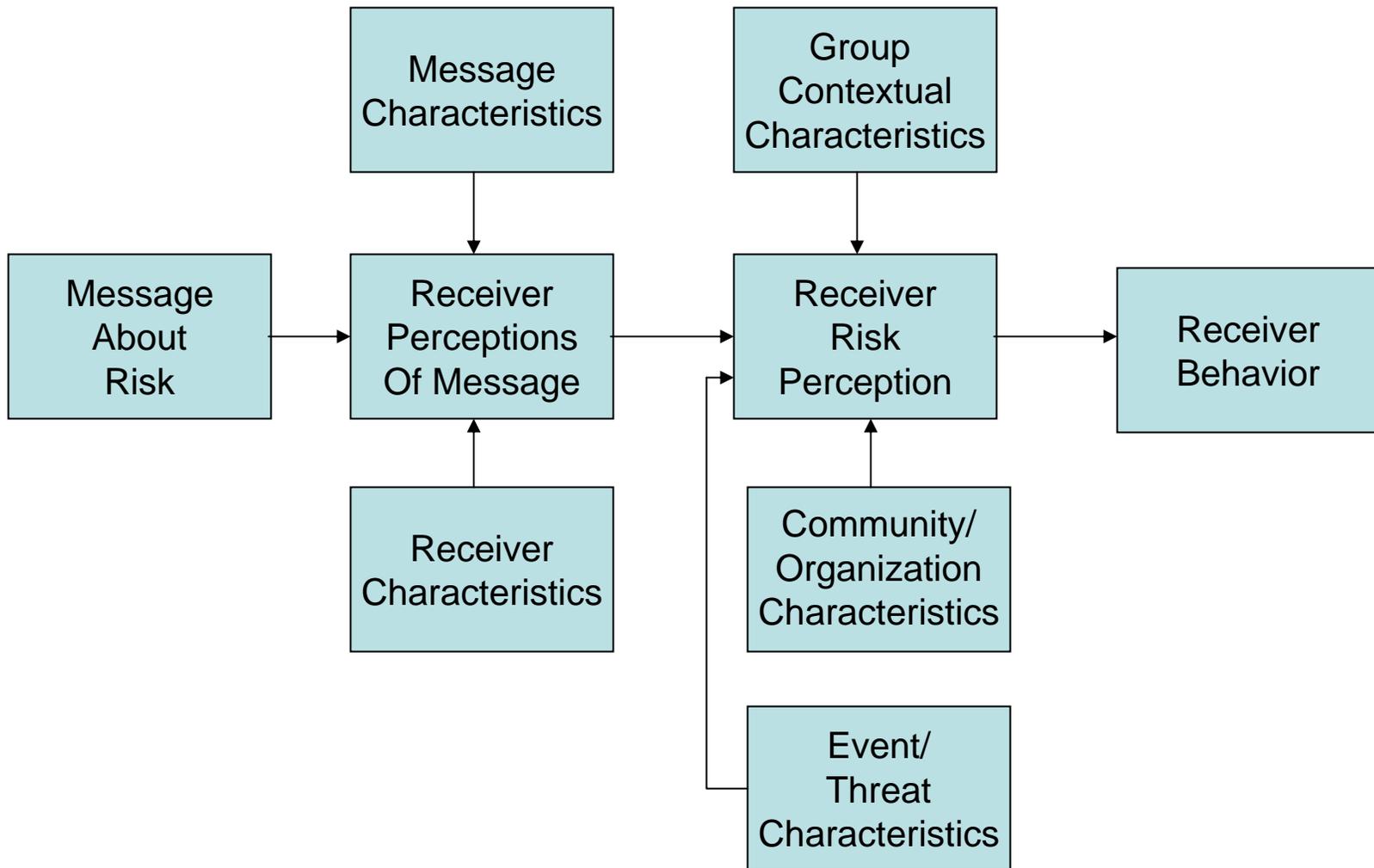
Group 4 – What general principles did Rogers (1998) document regarding perceived and acceptable risk?

12 Steps in Community Disaster Education

1. Identify Community Hazards
2. Develop a Community Profile
3. Identify Target Audiences
4. Identify Current Community Disaster Education Activities
5. Organize a Community Disaster Education Planning Team
6. Determine the Community's Information Needs
7. Identify Ways Target Audiences Receive Information
8. Determine Activities and Approaches
9. Determine Cost and Resource Requirements
10. Put It All Together
11. Implement the CDE Plan
12. Evaluate and Build on Initial Work

Source: American Red Cross. 1992. *Community Disaster Education Guide*.
Washington, D.C.: American National Red Cross.

Theoretical Model: Risk Communication



Research Examples

- Event Characteristics – Rogers 1997; O'Brien 2003
- Location – Blanchard-Boehm 1998
- Gender – Major 1999
- Race – Adeola 2003

General Principles of Risk Communication

- Behavior can be changed
- Message content
- Use risk maps
- Order the presentation
- Use a modular approach
- Personal communication follow-ups
- Importance of the risk
- Repeat the message
- Distribution through routine

Source: Adapted from Mileti, Dennis S. and Jo Anne De-Rouen Darlington. 1995. "Societal Response to Revised Earthquake Probabilities in the San Francisco Bay Area." *International Journal of Mass Emergencies and Disasters* 13:119-145.

Strategies to Promote a Social Problem

- Increase Visibility
- Establish Commonness
- Horrify the Consequences
- Personalize the Condition
- Simplify

Source: Adapted from Loseke, Donileen R. 2003. "How to Successfully Construct a Social Problem." Pp. 291-303 in *The Study of Social Problems: Seven Perspectives* edited by Earl Rubington and Martin S. Weinberg, New York: Oxford University Press.