



Effective Risk Communication: A Message-Centered Approach (Food Microbiology and Food Safety)

Timothy L. Sellnow, Robert R. Ulmer, Matthew W. Seeger, Robert Littlefield

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Coordination of risk assessments and risk communication strategies requires information sharing and establishing networks of working relationships between groups and agencies. Establishing these relationships necessitates overcoming institutional, cultural, and political boundaries. Significant barriers exist between regulatory agencies and industry groups. Traditionally, these groups have mistrusted one another, and cooperation and collaboration, including sharing information, correspondingly has been limited. The adoption of radio frequency identification technology for tracking livestock, for example, has been met with significant resistance due in part to mistrust between regulatory agencies and producers (Veil, 2006). In the food industry, the need for coordination has been enhanced by industry integration and globalization of both markets and production. In the case of GM foods discussed earlier, disagreements between U. S. , European Union, and Canadian regulatory agencies fueled the debate over the safety of GM crops. Overcoming institutional and cultural barriers, and mistrust is necessary to create consistency in risk messages. Open communication and information sharing can help clarify where risk perceptions diverge and identify points of convergence. The outcome may not be universal agreement about risks, but convergence around the general parameters of risk. Summary These best practice strategies of risk communication are not designed to function as distinct steps or isolated approaches. Rather than being mutually exclusive, they serve to complement one another and create a coherent approach to confronting risk communication problems.

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