OSH Communication and Risk

In view of the report:
Priorities for occupational safety and health research in Europe: 2013-2020

Sture Bye
Director of Communication and International Relations
Lineout

• On me
• NIOH Norway – a traditionalist
• Communication
• Risk
• Risk Communication and OSH
• EU-OSHAs report and communication
• Challenges
• Back to risk and communication
On me

42 years, married, 2 children

Background – life:
  Blue collar, Narvik Norway,
  Sibling No. 3/3 (= less IQ according to research from NIOH)
  Knew what I wanted to do at the age of 12 (= still smart)

Background – studies:
  Marketing, Sociology (work and cultural), Media and Communication,
  Management, Geography, Philosophy, Strategy, Administration

Background – work:
  Postal services, Geography, Sport, Art, Classical music, Training,
  Construction, Defense, Education, Dotcom, Mobile gaming, Radio,
  Events, Film, Health
NIOH Norway (STAMI)

Publically funded but not bound

An objective partner for all parties in the Norwegian worklife

The Norwegian authorities main institution and advisor for research upon work environment and occupational health

Scientific and strategic advisor for the Labour and Petroleum Inspectorate Authorities

A sectoral institute

Budget: approx. 13 mill €

Approx 122 man-labour years
NIOH on media and PR

Communication at NIOH shall contribute to:

People having, as far as possible, a safe, meaningful and health-bringing working life

Reduce work related sickness absence

Provide a possibility to prolongue their working life

Enhance the participation in the working life
NIOH on media and PR

Both inbound and outbound; both old and new media

By the employees at NIOH – each and one in particular

By the power of their knowledge, their role and their responsibility

By their research-projects and the findings therein

By the institutes role in society
## Communication

<table>
<thead>
<tr>
<th>WHY?</th>
<th>But really WHY?</th>
<th>How?</th>
</tr>
</thead>
<tbody>
<tr>
<td>To stand out</td>
<td>To learn</td>
<td>Disruptive</td>
</tr>
<tr>
<td>To be unique</td>
<td>To engage</td>
<td>Sizeable</td>
</tr>
<tr>
<td>To perform better</td>
<td>To take part</td>
<td>Shareable</td>
</tr>
<tr>
<td>To create</td>
<td>To share</td>
<td>Disintegrated</td>
</tr>
<tr>
<td>To educate</td>
<td>To perform together</td>
<td>Mashable</td>
</tr>
<tr>
<td>To deliver</td>
<td>To be -</td>
<td>Engagement driven</td>
</tr>
<tr>
<td>To succeed better</td>
<td></td>
<td>Not one-way-delivery</td>
</tr>
<tr>
<td>To teach others</td>
<td></td>
<td>Start-stories</td>
</tr>
<tr>
<td>To make deliveries</td>
<td></td>
<td>Direct</td>
</tr>
<tr>
<td>To be visible</td>
<td></td>
<td>For the many</td>
</tr>
</tbody>
</table>

For the few
By the many
Scientific communication

Paper…
But, digitally accessible to ease my own work

Static
Peer-review
Controlled access
For the few – for the educated
Citation-focus
The whole project
In a way – follow the leader (of your field), but be brave and ingenious

End-story – do not tell about it before published; then, to the ones that understand

Science take on communication:

"Yes, we see that we need people like you…, but we do not like it and we will not bend!
Prevention

Most often:
- Social campaigning
- Quest to change behaviour
- Politically decided
- ’sign of the time’ aka what’s in the wind/what’s modern now

Every now and then:
- Involvement in activities

Almost all the time:
- Little – to no – scientific studies performed on impact, effect and or change
- Little significant background on activities chosen
- Little follow-up after the campaign

More and more:
- Using different tools to reach and to have an impact (ex OIRA)
- Setting up interventions to see what has impact and not
- Directed towards user-needs
Risk

a situation involving exposure to danger

Oxford Dictionary
"You’re gonna need a bigger boat"
Risk Communication

Risk Communication most often comes to life when a crisis occurs

Therefore it is of vital importance to remember that:

Risk Communication is counter intuitive!

- One cannot wait until all information is on hand
- One cannot necessarily show that one is in control
- The situation is on-going and needs to be handled

Source:

Jana Telfer, National Center for Environmental Health, CDC, Risk Communication Specialist
American Authorities’ advisor to Japan during the Fukushima crisis
Risk Communication

Good Risk Communication therefore involves:

- Be human
  convey feelings; caring and empathy

- Acknowledge uncertainty
  it’s bad – it can get worse

- Share information as it comes in
  we know, we don’t know, we do this to close gap

Source:
Jana Telfer, National Center for Environmental Health, CDC, Risk Communication Specialist
American Authorities’ advisor to Japan during the Fukushima crisis
“Risk communication, and OSH communication in general, are closely related to the transfer and dissemination of research results.”

Priorities for OSH research in Europe 2013-2020
On Risk in our setting

Risk assessment - Scientific / Based in science
Risk management - Policy and/or study/review of consequences
Risk communication - Risk perception – risk communication
On Risk in our setting

Individual level
– when the worker knocks on your door

Group level
– clusters of illness, special events and follow up

Population level
– is factor x in work potentially harmful for health; what does science know?
Risk Communication

Risk Communication is more or less a regular communication process in, most often, a regular situation;

Every so often, it involves regular communication in a non regular situation

A two-way interactive communication process which provides the necessary information;

In order for the involved to be able to make decisions regarding their own health and safety

It is integrated in the risk-analysis process and most functional when performed systematically

http://www.who.int/foodsafety/micro/riskcommunication/en/
Priorities for occupational safety and health research in Europe: 2013-2020
Communication

Risk communication is – in general – related to scientific findings.

Communication is a key component of effective risk management.

It empowers non-expert and includes stakeholders.

The communication focus is oriented on change of behaviour.

The report states a need for strengthened research on risk communication.
Priorities

The identification of stakeholders and target groups

To characterise of the stakeholders and target groups

To assess the effectiveness of different communication channels

To adapt these channels to the OSH-audiences
Priorities

Assessing new technologies

Identifying underlying mechanisms and influences

Investigating how these are determinants of behaviour

Further development of methodologies of evaluation

Development of risk communication strategies suitable for uncertainty

Leading us back to the stated need for strengthened research on risk communication; with an addition of effect and impact
Challenges
What happens in the world of OSH + science

Interactive tools are being more and more used -
(www.stami.no_noa)

Interactivity eats it’s way into peer-review -
(http://www.rsc.org/AboutUs/News/PressReleases/2013/Altmetric-partnership-article-level-metrics.asp)

Science goes mobile;NIOSH merges science and media convergence -
(http://www.synlab.gatech.edu/project.php?id=66)

Social media is positioning within the researchers world, changing action and providing a platform for personalized inbound media within science as well -
(http://www.researchgate.net/)
Becomes engaging and shared

Content changes – stories change

We must adjust to other media-types
What does this mean to us?

EASY: the set-up is changing
the storytelling is changing
the target-groups are changing
technology is continuously changing
science-performing is changing

HARD: it imposes changes on how we think science and dissemination
it imposes changes on how we are being perceived
it imposes changes on our culture and way of being
it imposes changes on our visibility
it imposes changes on how we perceive ourselves and what we do
Challenges

New Media does not change science -

– it changes the perception of science and its findings
– it changes the possibilities to perform science
– it changes the dissemination and importance of science
– it challenges the scientists on other arenas but science
– it provides possibilities for enhanced transparency and openness
– it provides possibilities for more accountability and trust
– it must change culture; our scientific culture on dissemination
Back to Risk and OSH communication

It is all about strategic leadership and strategic communication
Integrated use of channels
Strategically decided and used

Risk assessment needs to be performed more regularly
Not just on end-findings,
but on the stories that carries our findings

We need to add surveillance into the equation
Big data
OSH Surveillance data and indicators
Eurofund-statistics

We need to add social media content and engagement into the equation
What is the talk on?
Can we spot the next area of communicative action by use of #
Risk Communication - tools

Center for Risk Communication
Information dealing with the development and use of advanced communication methods.
http://www.centerforriskcommunication.com

Health Risk Communication Bibliography
National Library of Medicine bibliography listing for Health Risk Communication.

CDC Risk and Crisis Communication Tools
Crisis and Emergency Risk Communication (CERC); Preparedness and Response.
http://emergency.cdc.gov/cerc/
Contact

Sture Bye
Director of Communication & International Relations

National Institute of Occupational Health, Norway (STAMI)