



## OECD Survey on Risk Prevention Communication & Practices

### GENERAL INSTRUCTIONS

Dear respondent,

With this questionnaire the OECD Public Governance and Territorial Development Directorate seeks to gather and analyse information on risk prevention communication policies and practices across countries. The questionnaire is based on the framework that was presented at the 4th OECD High Level Risk Forum (document reference GOV/PGC/HLRF(2014)7), which was circulated in advance of the meeting and open to comment thereafter.

It is designed to gather information that will enable the OECD to give a comparative overview of risk communication practices and identifying good practices across OECD countries. The understanding of risk communication in this document pertains particularly to **aspects of communication for preventing risks**, not emergency or crisis communication, unless where there are linkages between the two. The questionnaire reflects the relevant prescriptions found in the *OECD Recommendation on the Governance of Critical Risks* as well as elements of the *European Union's Council Conclusions from 13-14 December 2011* on risk, emergency and crisis communication. This survey should contribute to monitoring country efforts to implement these policy recommendations.

The survey is structured in three main sections:

- 1) *Institutional arrangements for government communication about risk prevention*
- 2) *Design of risk prevention communication strategies*
- 3) *Good governance arrangements*

Follow-up interviews may be conducted (via telephone) once the questionnaires have been filled-out and where complementary information would be useful.

Thank you very much for your collaboration!



## OECD Survey on Risk Prevention Communication & Practices

### DEFINITIONS

#### **Critical Risks:**

Threats and hazards that pose the most strategically significant risk, as a result of (i) their probability or likelihood and of (ii) the national significance of their disruptive consequences, including sudden onset events (e.g. earthquakes, industrial accidents, terrorist attacks), gradual onset events (e.g. pandemics), and steady-state risks (notably those related to illicit trade or organised crime);

#### **Hazard:**

A natural or man-made source or cause of harm or difficulty



## OECD Survey on Risk Prevention Communication & Practices

PLEASE PROVIDE YOUR CONTACT DETAILS BELOW

**\*Please provide your full name (first name followed by surname).**

**\*Select your country from the drop-down list below:**

 

**\*Name of the ministry/department or organisation you work for:**

**\*Your job title:**

**Your telephone number (may contain numeric values only):**

*Will only be used in case of follow-up/clarification question.*

**\*Your email address:**

*Only used for follow-up/clarification purposes:*



## OECD Survey on Risk Prevention Communication & Practices

### GENERAL INSTITUTIONAL ARRANGEMENTS FOR RISK COMMUNICATION

(POLICY)

**\*What are the main national policies in your country that mandate or guide risk communication activities across sectors and levels of government?**

*Please describe each of them and kindly attach documents (or links to available documentation online) outlining these policies.*

## OECD Survey on Risk Prevention Communication & Practices

### GENERAL INSTITUTIONAL ARRANGEMENTS FOR RISK COMMUNICATION

(ACTORS)

#### \*Who are the main actors with formal responsibility for risk communication in your country?

*Check all that apply.*

- National government
- Local government
- Other public agencies
- International organisations
- Scientists and experts
- Industry, private sector
- Critical infrastructure providers
- NGO's and voluntary organisations
- Media
- 

#### \*Is the responsibility to communicate about certain types of risks conferred to specific authorities? (i.e. is there a determined ownership of risks by certain actors?)

- Yes
- No
- I don't know

Would you agree to the UN definition on direct economic costs?



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**GENERAL INSTITUTIONAL ARRANGEMENTS FOR RISK COMMUNICATION**

*(ACTORS)*

**Could you please provide examples?**



## OECD Survey on Risk Prevention Communication & Practices

### GENERAL INSTITUTIONAL ARRANGEMENTS FOR RISK COMMUNICATION

*(ACTORS)*

**\*Is there a lead organisation or coordinating platform for risk communication?**

- Yes
- No
- I don't know



**OECD Survey on Risk Prevention Communication & Practices**

**GENERAL INSTITUTIONAL ARRANGEMENTS FOR RISK COMMUNICATION**

*(ACTORS)*

**Could you please provide the name of this organisation and describe its role briefly?**





## OECD Survey on Risk Prevention Communication & Practices

### GENERAL INSTITUTIONAL ARRANGEMENTS FOR RISK COMMUNICATION

(ACTORS)

**\*Does the private sector have any formal responsibility for risk communication?**

- Yes
- No
- I don't know



## OECD Survey on Risk Prevention Communication & Practices

### GENERAL INSTITUTIONAL ARRANGEMENTS FOR RISK COMMUNICATION

(ACTORS)

**Please describe the private sector's formal role and perhaps actual activities?**

*You may also provide a link to potential documentation online.*



## OECD Survey on Risk Prevention Communication & Practices

### GENERAL INSTITUTIONAL ARRANGEMENTS FOR RISK COMMUNICATION

*(PRIVATE SECTOR)*

**\*Are there any examples of private sector actors not living up to their legal or formal responsibilities with regard to risk communication?**

- Yes
- No
- I don't know



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**GENERAL INSTITUTIONAL ARRANGEMENTS FOR RISK COMMUNICATION**

*(PRIVATE SECTOR)*

**Please specify examples or instances where this has been the case.**



## OECD Survey on Risk Prevention Communication & Practices

### GENERAL INSTITUTIONAL ARRANGEMENTS FOR RISK COMMUNICATION

#### (PRIVATE SECTOR)

**\*What are the key processes for exchanging information about risks between government institutions and major private sector organisations?**

*Please check all that apply.*

- Periodic meetings (with a fixed schedule)
- Spontaneous meetings (called upon specific needs)
- Informal channels (telephone, email)
- Written reports available periodically
- Written reports available eventually
- Other, please specify:



## OECD Survey on Risk Prevention Communication & Practices

### DESIGN OF RISK COMMUNICATION ACTIVITIES

*(RISK TYPES)*

**\*Is there an all-hazards approach to risk communication, and/or a separate strategy for different types of risks?**

- An all-hazard approach to risk communication is in place
- It is exclusively conducted for specific hazards
- I don't know



## OECD Survey on Risk Prevention Communication & Practices

### DESIGN OF RISK COMMUNICATION ACTIVITIES

*(RISK TYPES)*

Could you provide examples to illustrate the all-hazard or single-hazard approaches to communicating about risks?



## OECD Survey on Risk Prevention Communication & Practices

### DESIGN OF RISK COMMUNICATION ACTIVITIES

#### (RISK TYPES)

**\*What is the focus of the risk communication strategies in terms of known/experienced risks or unknown/not yet experienced risks?**

- The focus is exclusively on known risks
- The focus is on both experienced and unknown/not yet experienced risks
- I don't know

**\*Are notions of complex or cascading effects of risks conveyed in risk communication?**

- Yes
- No
- I don't know





## OECD Survey on Risk Prevention Communication & Practices

### DESIGN OF RISK COMMUNICATION ACTIVITIES

(RISK TYPES)

#### How are these notions conveyed?

*Please describe examples.*



## OECD Survey on Risk Prevention Communication & Practices

### DESIGN OF RISK COMMUNICATION ACTIVITIES

*(RISK TYPES)*

**\*Does risk communication incorporate trans-boundary risks?**

- Yes
- No
- I don't know



## OECD Survey on Risk Prevention Communication & Practices

### DESIGN OF RISK COMMUNICATION ACTIVITIES

(RISK TYPES)

#### How are trans-boundary risks communicated?

*Please describe an example.*



### OECD Survey on Risk Prevention Communication & Practices

In the following a number of purposes of risk communication are listed. Please rank the importance of each of the below items in your work.

**\*Raise public awareness about hazards and risks**

not		important		extremely	
important				important	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5	n/a

**\*Enhance knowledge about risks through education and training**

not		important		extremely	
important				important	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5	n/a

**\*Encourage protective behaviour**

not		important		extremely	
important				important	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5	n/a

**\*Promote the acceptance of risk management measures**

not		important		extremely	
important				important	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5	n/a

**\*Inform on how to behave during hazardous events**

not		important		extremely	
important				important	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5	n/a

**\*Warn of and trigger actions in response to imminent and current events**

not		important		extremely	
important				important	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5	n/a

**\*Reassure the public, improve relationships (build trust, cooperation, networks)**

not		important		extremely	
important				important	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5	n/a

**\*Enable mutual dialogue and understanding**

not		important		extremely	
important				important	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5	n/a

**\*Involve actors in decision making**

not		important		extremely	
important				important	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5	n/a

If you want to add another purpose of your risk prevention communication not listed in the above, please fill in here:



## OECD Survey on Risk Prevention Communication & Practices

### DESIGN OF RISK COMMUNICATION ACTIVITIES

#### *(STAKEHOLDER ENGAGEMENT)*

**\*Are stakeholders from the private sector or NGOs or citizens involved in the design process of risk communication ?**

- Yes
- No
- I don't know



## OECD Survey on Risk Prevention Communication & Practices

### DESIGN OF RISK PREVENTION COMMUNICATION ACTIVITIES

#### (STAKEHOLDER ENGAGEMENT)

**\*Which of the following stakeholders are involved in framing the communication processes?**

- NGO's
- Private Sector
- Citizens
- Neighbourhood groups
- Academia/Science
- Other, please specify

**Please provide examples of how the above listed stakeholders are involved in the framing of risk prevention communication.**



## OECD Survey on Risk Prevention Communication & Practices

### DESIGN OF RISK COMMUNICATION ACTIVITIES

#### *(STAKEHOLDER ENGAGEMENT)*

**\*Are stakeholders involved in the actual communication process?**

- Yes
- No
- I don't know





## OECD Survey on Risk Prevention Communication & Practices

### DESIGN OF RISK COMMUNICATION ACTIVITIES

#### (STAKEHOLDER ENGAGEMENT)

#### How are stakeholders involved in the communication process?

*Please describe examples.*



## OECD Survey on Risk Prevention Communication & Practices

### DESIGN OF RISK COMMUNICATION ACTIVITIES

#### (STAKEHOLDER ENGAGEMENT)

**\*Does risk communication policy include a specific focus on vulnerable population groups?**

*Such groups could be elderly, youth, disabled, linguistic minorities, etc..*

- Yes
- No
- I don't know



## OECD Survey on Risk Prevention Communication & Practices

### DESIGN OF RISK COMMUNICATION ACTIVITIES

#### *(STAKEHOLDER ENGAGEMENT)*

**Please describe such efforts to target vulnerable population groups by providing examples.**



## OECD Survey on Risk Prevention Communication & Practices

### PREVENTION-FOCUSED RISK COMMUNICATION

**\*Does risk communication include communication about actions citizens should take in terms of prevention or mitigation measures?**

- Yes
- No
- I don't know



## OECD Survey on Risk Prevention Communication & Practices

### PREVENTION-FOCUSED RISK COMMUNICATION

**Please provide examples that can illustrate such an action-for-prevention-oriented approach.**



## OECD Survey on Risk Prevention Communication & Practices

### PREVENTION-FOCUSED RISK COMMUNICATION

**\*How would you describe the weight of emphasis in your risk communication efforts given to the provision of information and preventative actions to take?**

From left to right the below suggests a scale from "simply conveying information" to "conveying information and providing lists of actions that can be taken to prevent risks".

Conveys information

Conveys information and provides SOME guidance on preventative actions

Conveys information and provides an extensive list of preventative actions

1

2

3

Don't know or n/a

You may provide comments on the above description in the box below:



## OECD Survey on Risk Prevention Communication & Practices

### MODES AND CHANNELS OF RISK COMMUNICATION

#### \*What are the channels through which risk communication is delivered?

Please check all that apply.

- TV ads
- Radio ads
- Newspapers ads
- Information campaigns covering several communication channels
- Active use of political leadership
- Other, please specify:

#### \*What are the modes that are used in the above channels for communicating?

Please check all that apply.

- Written (newspaper, letters, reports, billboards, posters in public places),
- Verbal (lectures, storytelling, conversation)
- Non-verbal/visual (gestures, body language, sign language, facial expressions, graphics, movies).
- Direct (face-to-face: for example, meetings, focus groups, lectures)
- Telephone, videoconferences or if larger audience, brochures, leaflets booklets mass media and social marketing)
- Conventional and interactive media (such as social media)
- Other, please specify:

#### \*Are there feedback or interaction mechanisms from citizens to the government?

- Yes
- No
- I don't know



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**MODES AND CHANNELS OF RISK COMMUNICATION**

**Please describe how such feedback and interaction is taking place.**





## OECD Survey on Risk Prevention Communication & Practices

### MODES AND CHANNELS OF RISK COMMUNICATION

#### **\*Is interactive media used to communicate about risks?**

*Example: social networks.*

- Yes
- No
- I don't know



## OECD Survey on Risk Prevention Communication & Practices

### MODES AND CHANNELS OF COMMUNICATION

#### \*What type of social media platforms do you use?

*Please check all that apply*

- Twitter
- Facebook
- Instagram
- Other, please specify:

**If you would like to provide examples/details on the use of social media, please provide it here:**



## OECD Survey on Risk Prevention Communication & Practices

### RISK COMMUNICATION TOOLS

#### \*What kinds of tools are used to communicate?

Please check all that apply.

- Signs marking the location or some feature of a past disaster
- Maps that indicate the geographic extent of past hazardous events
- Other, please specify:

#### How are modern technologies used to enhance risk communication (such as satellite-based technologies and systems utilising space-driven geospatial information), including mobile based content and apps?

Please provide examples, if possible.

#### How has behavioural science been used to improve the effectiveness of risk communication? What results of psychological experiments have been informative to the design of risk communication practices?

Please provide examples, if possible.



## OECD Survey on Risk Prevention Communication & Practices

### MESSAGE - FRAMING OF COMMUNICATION MESSAGES

**\*Does risk communication include communicating about uncertainty?**

- Yes
- No
- I don't know



**OECD Survey on Risk Prevention Communication & Practices**

MESSAGE - FRAMING OF COMMUNICATION MESSAGES

**Please provide examples, if possible.**



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### MESSAGE - FRAMING OF COMMUNICATION MESSAGES

**\*Are messages and language adapted to different recipients of the communication message?**

- Yes
- No
- I don't know



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### MESSAGE - FRAMING OF COMMUNICATION MESSAGES

**Please provide examples, if possible.**



## OECD Survey on Risk Prevention Communication & Practices

### MESSAGE - FRAMING OF COMMUNICATION MESSAGES

**\*Are prevailing conditions (such as geography, climate, cultural differences) taken into account in communication messages?**

- Yes
- No
- I don't know





## OECD Survey on Risk Prevention Communication & Practices

### MESSAGE - FRAMING OF COMMUNICATION MESSAGES

**How are these conditions integrated in the design of communication messages?**

*Please provide examples.*



## OECD Survey on Risk Prevention Communication & Practices

### RISK COMMUNICATION BASED ON GOOD GOVERNANCE

**\*Are measures in place to ensure that risk communication is grounded in (scientific) evidence?**

- Yes
- No
- I don't know



## OECD Survey on Risk Prevention Communication & Practices

### RISK COMMUNICATION BASED ON GOOD GOVERNANCE

**What are those measures for grounding risk communication in scientific evidence?**

*Please provide examples.*



## OECD Survey on Risk Prevention Communication & Practices

### IMPACT OF RISK COMMUNICATION

**\*Are there any studies to assess the impact of risk communication in your country?**

- Yes
- No
- Don't know



## OECD Survey on Risk Prevention Communication & Practices

### IMPACT OF RISK COMMUNICATION

**Please describe the results and if possible attach any available documentation.**



## OECD Survey on Risk Prevention Communication & Practices

### IMPACT OF RISK COMMUNICATION

**\*Is there an integrated approach to risk, crisis, and emergency communication?**

- Yes
- No
- Don't know



## OECD Survey on Risk Prevention Communication & Practices

### IMPACT OF RISK COMMUNICATION

**Is the integrated approach stipulated in a law or a guidance document provided by national or international agencies?**

*Please describe and attach relevant documentation.*



## OECD Survey on Risk Prevention Communication & Practices

### TRAINING OF RISK COMMUNICATION STAFF

**\*How is training and education of staff dealing with risk communication ensured and organised?**

- Online courses
- In-work training
- External training
- Self-learning materials
- Other, please specify:

**If you would like to add a description of the training activities you engage in, please provide it here:**





## OECD Survey on Risk Prevention Communication & Practices

### FINAL NOTE

**If there is anything you want to add to the questionnaire that you deem important to the subject but that you found to be insufficiently covered in this questionnaire, please feel free to add it here and/or send us any additional information through email.**



## **OECD Survey on Risk Prevention Communication & Practices**

Thank you very much for taking the time to fill out this survey!

Should you have any questions or you would like to share additional documents, please contact the Secretariat at:

[catherine.gamper@oecd.org](mailto:catherine.gamper@oecd.org)