



Effective communication on killing for depopulation: how to deal with citizens concerns

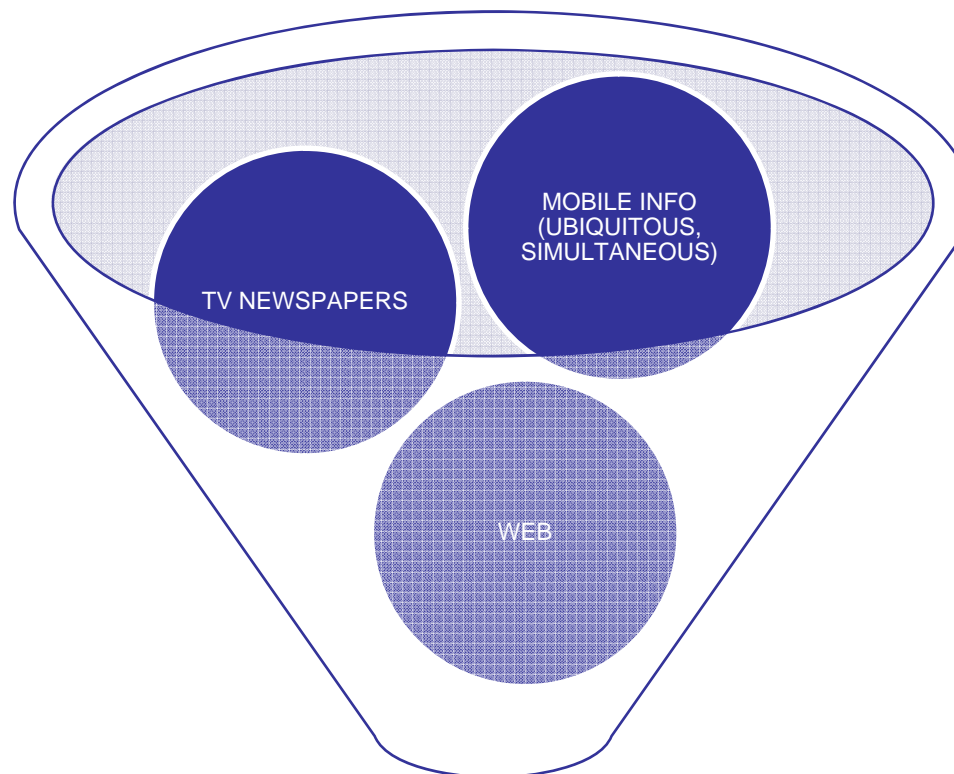
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Impacting communication

- [PETA](#)
- [WSPA](#)
- [Humane Society \(pag 4\)](#)
- [Cats in L'Aquila](#)
- [BBC FMD 1](#)
- [BBC HALAL](#)
- [BBC FMD 2003](#)



Public.
Public can choose



While we ...

Every year, nearly 360 millions pigs, sheep, goats and cattle and more than 4 billions of poultry are killed in EU slaughterhouses. In addition the European fur industry kills around 25 millions animals while hatcheries kill around 330 millions day-old-chicks. **The control of contagious diseases may also require the killing of thousands to millions of animals.**



We have no choice

WE HAVE TO COMMUNICATE



- One Cannot Not Communicate.
- Every behaviour is a kind of communication. Because behaviour does not have a counterpart (there is no anti-behaviour), it is not possible not to communicate.

WE HAVE TO KNOW HOW TO COMMUNICATE



- Every communication has a content and relationship aspect such that the latter classifies the former and is therefore a **metacommunication**: This means that all communication includes, apart from the plain meaning of words, more information - information on how the talker wants to be understood and how he himself sees his relation to the receiver of information.

WE HAVE TO USE THE APPROPRIATE MEANS



- Human communication involves both digital and analog modalities: Communication does not involve the merely spoken words (digital communication), but **non-verbal and analog-verbal** communication as well.



We need tools

Communication is a broad discipline and an imperfect art.

I am not promising that in case of emergency or disaster you will have the tools to manage the situation.

However, I wish to show you that we can compound problems during an emergency/disaster if a communication plan is in place.



Emergency risk communication

The effort by experts to provide information to allow an individual, stakeholder or entire community to make **the best possible decisions** about their well-being within nearly **impossible time constraints** and help people ultimately to accept the **imperfect nature of choices** during the emergency.



Tell it and tell it fast

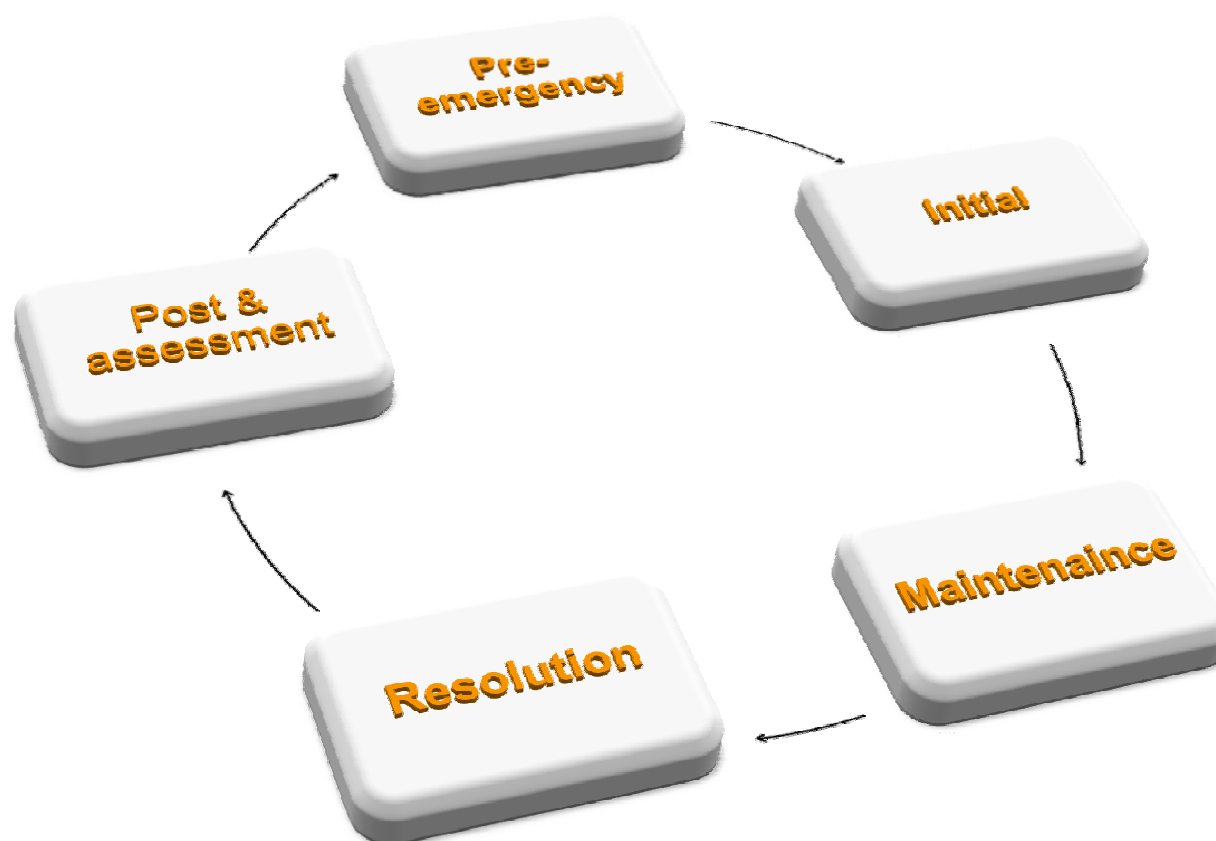
It's better for negative information to come directly from the NCA in the form of a honest explanation.

However, a fine line exists between responding quickly and acting hastily. Going public is irresponsible if you don't have sufficient information, and more importantly, satisfying answers about what you're doing to manage the situation.

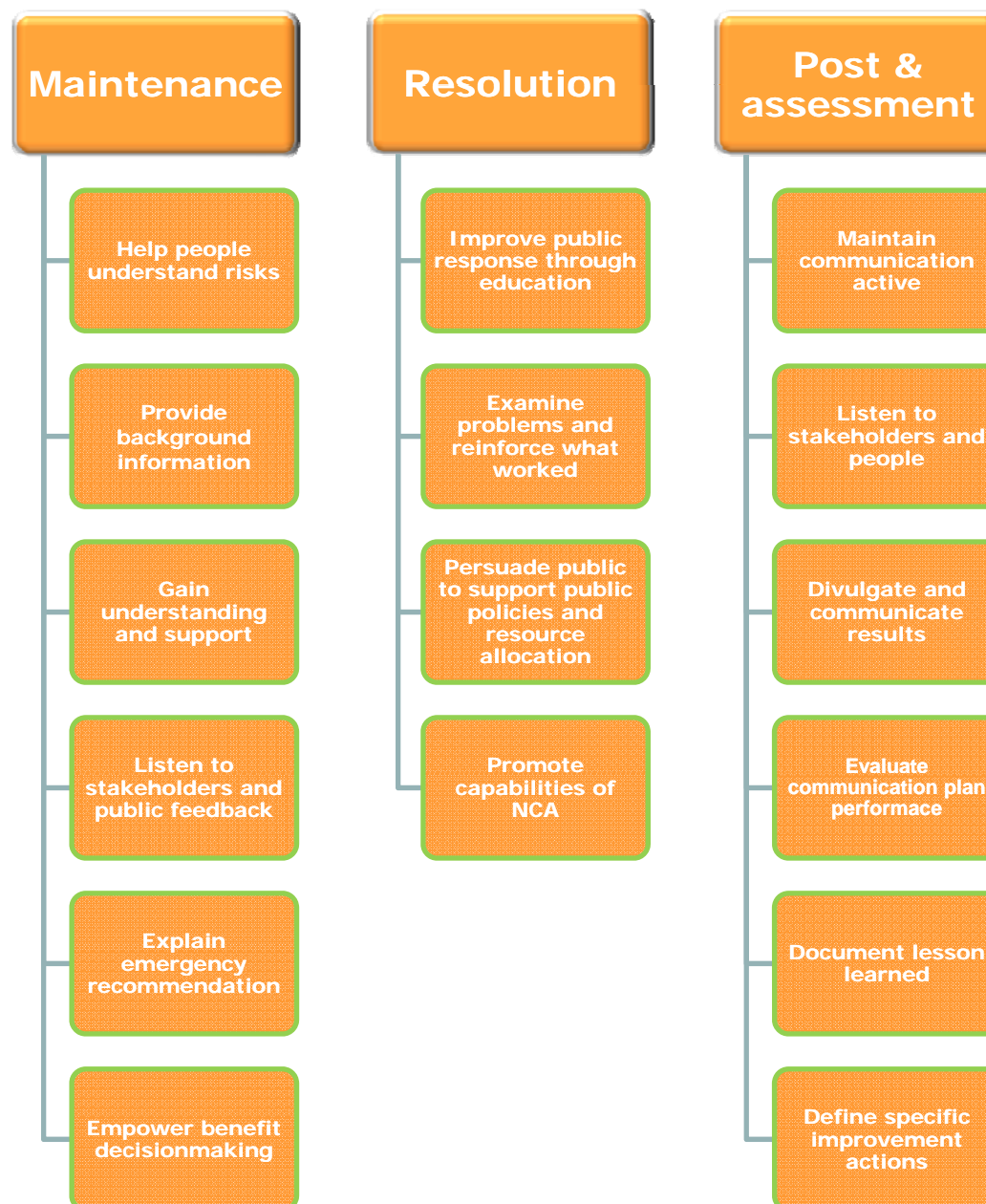
A smart first move is to send out a press release covering the basic who, what, when, where and how. NCA should also display concern. The idea is to always be the one supplying the most information the fastest.



When a mass killing is necessary, put your plan into action









The 7 EPA cardinal rules of risk communication

ACCEPT AND INVOLVE PUBLIC AS A LEGITIMATE PARTNER

People have the right to participate in decisions that affect their lives, property, things they value.

The goal should be to produce an informed public that is involved, reasonable, solution-oriented and collaborative



The 7 EPA cardinal rules of risk communication

LISTEN TO THE AUDIENCE

People are more concerned about trust, empathy, competence, compassion, then about mortality statistics and quantitative risk assessment

If people feel that they are not being heard, they cannot be expected to listen

Effective risk communication is a two way activity



The 7 EPA cardinal rules of risk communication

BE HONEST, FRANK AND OPEN

The messenger must be perceived as trustworthy

Trust and credibility judgements are resistant to change once made. Once lost, they are impossible to regain

Short term judgements: verbal and non verbal communication

Long term judgements: actions and performances



The 7 EPA cardinal rules of risk communication

COORDINATE AND COLLABORATE WITH OTHER CREDIBLE SOURCES

Avoid conflicts and disagreements with other public credible sources

Build bridges and partnerships

Try to promote joint communication



The 7 EPA cardinal rules of risk communication

MEET THE NEEDS OF THE MEDIA

They are prime transmitters of information

They play a critical role in determining outcomes

They are more interested in politics than in risks, in simplicity than in complexity, in blaming than promoting safety

Respect their deadlines, provide tailored information (numbers, graphics, visual aids) and background information, repeat the positive key messages, say only what you want to be repeated, be short



The 7 EPA cardinal rules of risk communication

SPEAK CLEARLY AND WITH COMPASSION

Technical language and jargon are barriers

Empathy and caring often carry more weight than numbers and technical facts

Acknowledging and responding to emotions are to be translated into words and actions

Say that any illness, injury or death is a tragedy and to be avoided



The 7 EPA cardinal rules of risk communication

PLAN AND EVALUATE PERFORMANCE

Different goals, audience and media need different strategies

Planning is the secret for success. Clarify your goals

Ongoing assessment allows to correct actions

Train staff, TRAIN TRAIN TRAIN.....



Because...

... we need preparation to response. To be prepared for an emergency, we must create a detailed communication plan with a communication team assigned to execute the plan.

With a plan in place, it is more likely to respond quickly, take immediate steps to control the message and successfully gain the public's trust.



References

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THANK YOU

