

# **Crisis Communication:**

## **For More Information (*Page 1*)**

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### **Depth: For More on "The Sandman Approach" to Crisis Communication**

Dr. Sandman's risk communication website can be found at [www.psandman.com](http://www.psandman.com). Much of the website deals with aspects of risk communication in non-crisis situations. Content particularly relevant to crisis communication is listed at [www.psandman.com/terror.htm#links](http://www.psandman.com/terror.htm#links). As of this writing (February 2004), the most important crisis-relevant articles on the site, in reverse chronological order, are:

- Fear of Fear: The Role of Fear in Preparedness ... and Why It Terrifies Officials by Peter M. Sandman and Jody Lanard (September 2003) [www.psandman.com/col/fear.htm](http://www.psandman.com/col/fear.htm)
- "Fear Is Spreading Faster than SARS" — And So It Should! by Peter M. Sandman and Jody Lanard (April 2003) [www.psandman.com/col/SARS-1.htm](http://www.psandman.com/col/SARS-1.htm)
- Duct Tape Risk Communication by Peter M. Sandman and Jody Lanard (February 2003) [www.psandman.com/col/ducttape.htm](http://www.psandman.com/col/ducttape.htm)
- Beyond Panic Prevention: Addressing Emotion in Emergency Communication (February 2003) (Adobe PDF file) [www.psandman.com/articles/beyond.pdf](http://www.psandman.com/articles/beyond.pdf)
- Dilemmas in Emergency Communication Policy (February 2003) (Adobe PDF file) [www.psandman.com/articles/dilemmas.pdf](http://www.psandman.com/articles/dilemmas.pdf)
- Obvious or Suspected, Here or Elsewhere, Now or Then: Paradigms of Emergency Events (February 2003) (Adobe PDF file) [www.psandman.com/articles/obvious.pdf](http://www.psandman.com/articles/obvious.pdf)
- Public Health Outrage and Smallpox Vaccination: An Afterthought (January 2003) [www.psandman.com/col/smallpx2.htm](http://www.psandman.com/col/smallpx2.htm)
- Smallpox Vaccination: Some Risk Communication Linchpins (December 2002) [www.psandman.com/col/smallpox.htm](http://www.psandman.com/col/smallpox.htm)
- Anthrax, Bioterrorism, and Risk Communication: Guidelines for Action (December 2001) [www.psandman.com/col/part1.htm](http://www.psandman.com/col/part1.htm)
- Risk Communication and the War Against Terrorism: High Hazard, High Outrage (October 2001) [www.psandman.com/col/9-11.htm](http://www.psandman.com/col/9-11.htm)

**Other relevant articles on the site are listed at**  
[www.psandman.com/terror.htm#links](http://www.psandman.com/terror.htm#links).

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The American Industrial Hygiene Association also publishes a risk communication book and three risk communication videos by Dr. Sandman.

See [www.aiha.org/RiskCommunication.htm](http://www.aiha.org/RiskCommunication.htm), [www.psandman.com/book.htm](http://www.psandman.com/book.htm), or [www.psandman.com/videos.htm](http://www.psandman.com/videos.htm) for more information. Note that this material focuses on how to manage low-hazard, high-outrage risk controversies, as opposed to high-hazard, high-outrage crisis situations.

### **Breadth: For More on Other Approaches to Crisis Communication**

Since 9/11, many crisis communication manuals have been produced, and more keep coming out every year. Often they stay in print only briefly. The most complete of the manuals, and the best single overall source on crisis communication, is a CD-ROM produced by the U.S. Centers for Disease Control and Prevention in 2003, entitled “CDCynergy Emergency Risk Communication: Your Guide to Effective Emergency Risk Communication Planning.” See [www.cdc.gov/communication/cdcynergy.htm](http://www.cdc.gov/communication/cdcynergy.htm) for ordering information.

### **Other sources of particular value:**

- Covello V.T., Peters R., Wojtecki J., and Hyde R., “Risk Communication, the West Nile Virus Epidemic, and Bioterrorism: Responding to the Communication Challenges Posed by the Intentional or Unintentional Release of a Pathogen in an Urban Setting.” *Journal of Urban Health: Bulletin of the New York Academy of Medicine*, 2001: 78(2)(June):382-391.
- Kahneman D., and Tversky A., “Prospect Theory: An Analysis of Decision under Risk.” *Econometrica*, 1979: 47(2):263-291.
- Morgan G., and Fischhoff B., *Risk Communication: A Mental Models Approach*. Cambridge University Press, 2001.
- Powell D., and Leiss W., *Mad Cows and Mother’s Milk: The Perils of Poor Risk Communication*. Montreal, Canada: McGill-Queen’s University Press, 1997.

### **Three on-line risk communication bibliographies are good places to look for more leads:**

1. [www.kfa-juelich.de/mut/rc/inhalt.html](http://www.kfa-juelich.de/mut/rc/inhalt.html)
2. <http://dceps.nci.nih.gov/DECC/riskcommbib/>
3. [www.nlm.nih.gov/pubs/cbm/health\\_risk\\_communication.html](http://www.nlm.nih.gov/pubs/cbm/health_risk_communication.html)

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