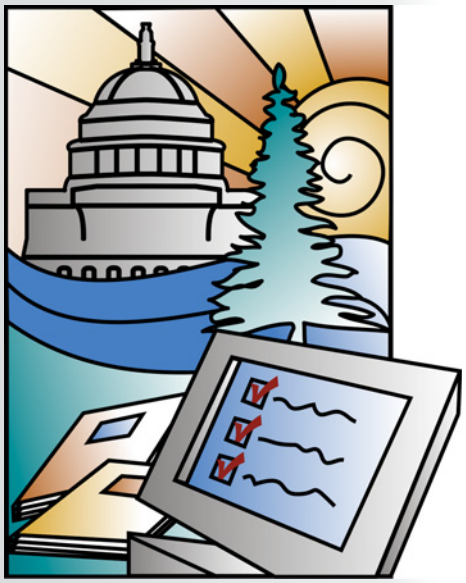
Science.

Technology.

Innovation.



For our clients, we

- ✓ Analyze audiences
- ✓ Develop and conduct training
- ✓ Create and implement communication programs
- ✓ Create communication products.

Risk Communication

Pacific Northwest National Laboratory helps our clients accurately communicate information about risks and avoid embarrassing and potentially lengthy legal entanglements. PNNL is the provider of choice for clients who need to communicate risks that involve scientific and technical components, such as water and marine life monitoring and air monitoring around hazardous waste sites.

Efficient Public Analysis

What does the public want to know about your risk? What are their concerns? Clients can avoid costly and inefficient analyses by asking PNNL risk communicators these and other questions during the planning of a risk assessment. During the planning phases, our risk experts – who are trained engineers and scientists – help determine the most effective studies that will provide the information the public wants and needs. With our help, clients can focus their resources on the research that will answer the public's questions.

Pacific Northwest National Laboratory provides risk communication products for clients that want to take responsible risks and avoid costly and embarrassing legal entanglements.

Expertise in Science and Communication

To communicate risks effectively, PNNL's specialists draw on their own scientific skills and create teams with scientific specialists at PNNL. By building and managing teams with the right mix of experts for each project, PNNL's communicators accurately provide information on

- Ecological risk
- Human health risk
- Fate and transport of chemicals and radionuclides
- Characterization and monitoring
- Environmental sampling
- Environmental remediation and restoration
- Industrial operations (such as cement, mining)

Pacific Northwest National Laboratory
Operated by Battelle for the U.S. Department of Energy

Effective Communication Approaches

Risk communication efforts succeed because the wants and needs of the audience are addressed effectively in every communication product. PNNL helps clients develop successful products that can enhance a company's reputation and improve the support and advocacy it receives. In addition, PNNL facilitates discussions between its clients and the audience. PNNL risk communicators build technically accurate, effective products, including

- Fact sheets and newsletters
- Websites
- Presentations
- Displays
- Press releases
- Briefings
- Immediate response statements
- Education and training materials.

In addition, PNNL researchers use two-way communication methods that resolve issues, bringing about a synergistic approach between clients and their stakeholders. Our two-way methods include establishing and/or conducting

- Focus groups
- Stakeholder dialogues
- Workshops
- Roundtables
- Public meetings
- Personal interviews
- Citizen advisory groups or community liaison groups
- Group presentations
- Open houses and site visits.

Key Projects

Successful risk communication projects PNNL has provided clients:

- Work with stakeholders across a multi-State region area to map geologic and terrestrial carbon sequestration opportunities.
- Prepare for disclosure of potential public health and safety consequences of accidental toxic releases, as required in the Clean Air Act, at ten Army Forces Command installations.
- Produce the annual Hanford Site report that communicates environmental monitoring data, results, exposure assessments, and risk information to the public, researchers, and regulators in a way that meets their needs and supports scientifically defensible decisions.
- Conduct public meetings and develop materials to communicate the results of a multi-million-dollar dose assessment project to decision makers and stakeholders regarding radiation released from the Hanford nuclear site during World War II and the Cold War.
- Provide information and gather feedback from communities near Eielson Air Force Base where petroleum spills are being cleaned up.
- Perform an independent study for the U.S. Army of community perspectives on the risk of incineration and other technologies for disposing the nation's chemical weapons stockpile.

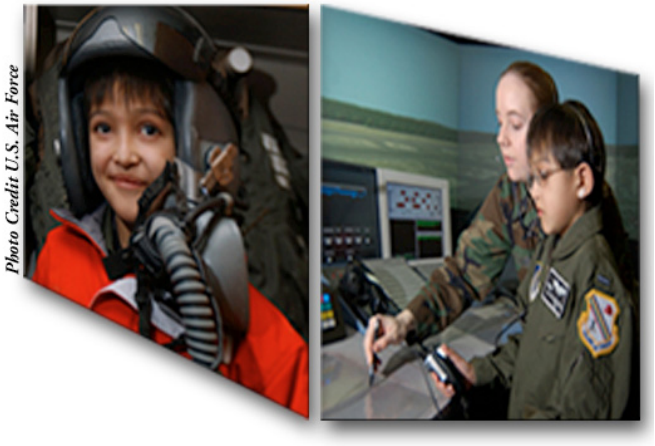


Photo Credit U.S. Air Force

Pacific Northwest National Laboratory developed and implemented the community relations plan to training of Air Force and contractor staff regarding cleanup of petroleum-contaminated sites at Eielson Air Force Base, Alaska.

About Pacific Northwest National Laboratory

A multiprogram national laboratory, PNNL conducts breakthrough research in environmental and energy science and technology, national and homeland security, and fundamental science. Located in Richland, Wash., PNNL has approximately 3,800 researchers and staff. In addition to its main Richland complex, PNNL operates the Marine Sciences Laboratory in Sequim, Wash., and has offices in Portland, Ore.; Seattle, Wash.; and Washington, D.C.

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April 2004

PNNL-SA-41366