



Understanding Environmental Risk Communication Seminar

May 12, 2016

5 Professional Development Hours (PDH) available!

The Marcellus Shale Coalition's Health and Safety Committee, in conjunction with the Hull Risk Analysis Center (HullRAC) are pleased to offer Environmental Risk Communication Seminar. This workshop is geared towards oil and gas industry professionals involved in health & safety, environmental, and professionals who interact with both regulators and the public.

Environmental risk issues are increasingly raised to support polarized views, sometimes masking more relevant issues. Technical assessments of risk and public perceptions of risk often do not match. Environmental advocacy groups understand risk perception and communication, and use this understanding to gain advantage over scientific facts. This seminar suggests how to improve risk communication by understanding the language of risk, factors that affect risk perception and risk acceptance, and using more effective and interactive approaches to dialogue about hazards and risks. This can help ease public anxiety, build trust, and support properly informed decisions. Please bring examples of risk communication challenges and successes that we can discuss!

Agenda

9:00 – 9:30 am	Registration and Continental Breakfast
9:30 – 10:00 am	The Language of Risk: The Impact of How Risk is Defined and Presented Ed Pfau, Senior Risk Assessor, Hull Risk Analysis Center William Rish, Ph.D., Principal, Hull Risk Analysis Center
10:00 – 10:45 am	Psychology and Social Aspects of Risk Perception and Risk Acceptance: How to Recognize and Respond Ed Pfau, Senior Risk Assessor, Hull Risk Analysis Center William Rish, Ph.D., Principal, Hull Risk Analysis Center
10:45 – 11:00 am	Break
11:00 am – 12:00 pm	Industry Case Study Sarah Barczyk, Director, Government Affairs and Community Relations, Columbia Pipeline Group/Columbia Midstream Group
12:00 – 1:00 pm	Lunch
1:00 – 2:00 pm	Industry Case Study Timothy Bingman, D.A.B.T., Technical Fellow, E.I. du Pont de Nemours and Company
2:00 – 2:15 pm	Break
2:15 – 3:15 pm	Improving Practices in Environmental Risk Communication: Dialogue and Trust Ed Pfau, Senior Risk Assessor, Hull Risk Analysis Center William Rish, Ph.D., Principal, Hull Risk Analysis Center

Register (deadline: May 9)

MSC Member:	\$250
MSC Member Group Rate*:	\$225
Non-Member:	\$300
Non-Member Group Rate*:	\$275
(*Receive discounted rate per attendee when registering four or more attendees from one company)	

To register: <http://16envriskcomm.eventbrite.com>
Admission fees are non-refundable. Substitutions accepted.

Location

Hilton Garden Inn
1000 Corporate Drive
Canonsburg, PA 15317

A block of rooms has been reserved under the Marcellus Shale Coalition on a first-come, first-served basis. Please call (724) 743-5000 to make a reservation.

For more information and other training opportunities, please visit www.marcelluscoalition.org/get-involved or contact Sarah Braun, Events Manager, at sbraun@marcelluscoalition.org.

Understanding Environmental Risk Communication Presentations

The Language of Risk: The Impact of How Risk is Defined and Presented

The technical definition of risk includes (probability X consequence) and the source – exposure – toxicity concept. But different valid concepts of risk can be held by stakeholders in environmental discussions. Effective risk communication needs to account for these differences in definition and ways to present risks. It is also possible (and not uncommon) to mislead perceptions of risk by how risks are presented. Examples of differences in risk definition and presentation by different stakeholders communicating about shale gas risks will be presented and discussed.

Ed Pfau, Senior Risk Assessor, Hull Risk Analysis Center
William Rish, Ph.D., Principal, Hull Risk Analysis Center

Psychology and Social Aspects of Risk Perception and Risk Acceptance: How to Recognize and Respond

There are decades of research on how psychology and social viewpoints affect risk perception and risk acceptance. The main findings of this research will be presented in the context of environmental issues of shale gas development. Examples will be discussed, including how to recognize when “outrage factors” may come into play, how they may be used by opposition to an issue, and how to respond when they are encountered.

Ed Pfau, Senior Risk Assessor, Hull Risk Analysis Center
William Rish, Ph.D., Principal, Hull Risk Analysis Center

Industry Case Study

This session will examine the timeline of events and communication process involving an inadvertent underground release of Bentonite and mineral fiber during routine pipeline construction activities. These non-toxic, naturally occurring substance are commonly used during pipeline construction; however, landowners, public officials and the media perceive this situation much differently than does the pipeline industry. Based on the day’s earlier sessions, we will discuss what the company did correctly and what we could have done differently in recognizing and responding to the public’s concern.

Sarah Barczyk, Director, Government Affairs and Community Relations, Columbia Pipeline Group/Columbia Midstream Group

Industry Case Study

A synthetic stone-like road sub-base material that had been used to construct residential streets in several northern California towns was found to contain dioxins. The manufacturer conducted a risk assessment to understand the potential risks associated with this situation and shared it with the affected communities. This case study will provide a history of the situation and will detail the events that followed the release of the assessment. A retrospective examination of the communications process identified several key elements that led to its success, including the fact that several “outrage factors” (e.g. dread, distrust, lack of control and children’s health issues) that contributed to stakeholder concerns were addressed throughout the process.

Timothy Bingman, D.A.B.T., Technical Fellow, E.I. du Pont de Nemours and Company

Improving Practices in Environmental Risk Communication: Dialogue and Trust

The group will discuss how the information presented during the seminar can be used to improve risk communication practices for shale gas environmental issues. Recommendations for improving dialogue on risk issues will be presented and developed, including language, message, counter-messaging, accounting for social and psychological factors, meeting form and content, and follow up. Attendees are encouraged raise situations or examples for discussion by the group.

Ed Pfau, Senior Risk Assessor, Hull Risk Analysis Center
William Rish, Ph.D., Principal, Hull Risk Analysis Center