

Preview of Challenges and Principles

This table shows how each core principle aligns with the communication challenges.

		Risk Communication Principles				
		State what's known and unknown	Use and explain numbers clearly	Make the risk personally relevant	Monitor and address inaccurate health information	Work with trusted partners
Communication Challenges	 Scientific uncertainty	☒	☒	☐	☒	☐
	 Misaligned risk perceptions	☐	☒	☒	☐	☒
	 Inaccurate health information	☐	☐	☒	☒	☒
	 Trust in sources	☒	☐	☐	☒	☒