

The FSA Risk Communication Toolkit

Area of research interest: [Behaviour and perception](#)

Project status: Completed

Risk communication refers to the exchange of real-time information, advice and opinions between experts and people facing threats to their health, economic or social well-being.

Objectives

The toolkit provides a framework for communicating food risk to consumers. It has been developed to:

- Make risk communications planning rigorous and consistent with the latest thinking
- Support science, policy and strategy teams in understanding how to communicate effectively

Research approach

The content of the toolkit is drawn from advice from the [FSA Science Council](#) and a working group of the [FSA Advisory Committee for Social Science](#), and supported by bespoke research including:

- A [review of the available literature](#) exploring risk communication theory and the way that 18 other Government organisations have set out their communications toolkits
- Qualitative research with communications practitioners and intermediaries as well as consumers across England, Wales and Northern Ireland

The toolkit comes with a checklist to use when developing risk communications.

The core principles outlined in this toolkit are complementary with the [Government Communications Services' OASIS model](#) which was developed to bring order and clarity to planning campaigns.

Research report

PDF

[View The FSA risk communication toolkit as PDF\(Open in a new window\)](#) (557.98 KB)

PDF

[View The FSA risk communication checklist as PDF\(Open in a new window\)](#) (119.52 KB)