



Project: Technical assistance to improve implementation of food safety standards and disease crisis preparedness

Training course: Risk communication

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Date: 23-24 March 2023

Place: Nicosia, Cyprus

*Project funded by the European Union within the scope of the Aid Programme for the Turkish Cypriot community,
implemented by the NSF Euro Consultants Consortium*



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The briefing could be a short text that announces the holding of the briefing but does not disclose data that can serve to form questions during the briefing, or it could contain up-to-date comprehensive information to reduce the public pressure and provide time for further dissemination of information or briefings.

A press release should be distributed as widely as possible via the Internet and printed publications.

The data and information which are disseminated should be correct and verified and up to date.

A good press release could reduce the frequency of briefings.

The press release should emphasize the message that needs to be sent to the audience.

10 rules for briefing



1. Careful preparation is required. The material must be deeply learned and understood.
2. Numbers, locations and other values, the reporter should know without records.
3. Through the organizers of the briefing, we establish the rules for the implementation of the briefing, the rules “how and when” (for example providing data, asking questions)

10 rules for briefing



4. No question should be left unanswered (*for this sometimes you need to make notes and records*).
5. Answers are provided exclusively within the scope of competence. Unrelated issues including political ones should be left out...
6. We avoid provocative questions, emphasize politeness and order and leave them "without comments".

10 rules for briefing



7. Do not respond to technical questions that do not relate to the pre-announced topic of the briefing.
8. Instead of the phrase « Everything under **control** », we use the construction «... **we do everything possible, to keep control of the situation** ».



9. The briefing must end with an appeal to the public and sending messages we want:

- *I'm asking you to follow the rules, clarify the reasons for the restrictions, calm down, and remove tension*
- *Repeat the message as many times possible*
- *Takes at least 50 % of the questions*
- *Removes tension from critical topics*

10. In a report, provide only answers and data, in which you are convinced and have no doubts. Be sure to provide clarification in case of doubt.



- The report should be made by a person who has experience working under stress.
- Any form of stress-releasing substances should not be used before the performance.
- Hands must be visible. For a soft soothing effect, you could hold something (pencil, pen) in your hands in front of yourself.
- Speak slowly and understandably.



- Don't take long pauses and deep breaths, especially before the answer, or if you do not know the answer.
- Don't smile when answering, or explaining (*it can be treated as sarcasm, etc.*).
- Don't get nervous during provocations, leave provocative questions without comments.



- Do not comment on questions that contain information about public offences of a criminal or administrative nature, you refer them to local enforcement bodies.
- Persons who reported a criminal offence committed by a third party, or an administrative offence, should be kindly asked to remain in the premises for collecting additional information.



- Briefing is an important communication event for the wide audience.
- It aims to disseminate wanted messages and information and reduce the level of public tension.
- It is considered successful when the provided information reduced the number of questions, and it is disseminated without the changes and distortions by both friendly and opposition audience.



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THANK YOU FOR YOUR ATTENTION



École Nationale des Services Vétérinaires
France Vétérinaire International

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