

# Lost in Translation

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# What just happened here?

- Framing – we all do it
- We can't control it
- It governs our day to day lives
- It changes
- It causes fear
- It allows us to take risks

# What is Framing?

- Social theory that governs how people interpret information they are provided
- Individual series of emotional filters that we use to make sense of the world
- Provide people with quick, easy ways to process information.
- The “packaging” of a message in such a way as to encourage certain interpretations and discourage others.

# What changes our frames?

- Context in which information is provided
- Explanations (or lack thereof) provided
- We only become aware of the frames we are using when something forces us to change a frame
- Attitude and Behavior Changes

# Framing in the Media

- Societal norms and values
- Organizational pressures
- Pressure from interest groups
- Political Pressures
- Journalist Ideology
- Cultural Contexts
- Sponsoring

# Risky Business

- Expected outcome of a current or future outcome
- Value can be positive or negative
- Threat to which we value
- The probability that something will cause injury or harm
- Probability of suffering uncertain dangers or hazards

Which would you pick?

- A. 200 Lives will be saved
- B. There is a  $1/3$  probability that 600 lives will be saved and a  $2/3$  probability that 0 lives will be saved.

Which would you pick?

C. 400 lives will be lost

D. There is a  $1/3$  probability that 0 lives will be lost and a  $2/3$  probability that 600 lives will be lost



# Which would you pick?

- Programs A and C are identical
  - A. 200 Lives will be saved
  - C. 400 lives will be lost
- Programs B and D are identical
  - B. There is a  $\frac{1}{3}$  probability that 600 lives will be saved and a  $\frac{2}{3}$  probability that 0 lives will be saved.
  - D. There is a  $\frac{1}{3}$  probability that 0 lives will be lost and a  $\frac{2}{3}$  probability that 600 lives will be lost.

# Risky Business

- If perceived outcome of a risk is positive, or the risk of a negative outcome is low, we think of this as a risk that has a high benefit to society
- If the perceived outcome is negative, or the risk of a positive outcome is low, we view that risk as one that has little benefit to society.
- Changes in risk perception occur because of how the risks are described

# Risk Perception

- Not the same as risk assessment
- Differs by individual
- Expectations of zero risk
- Voluntary risk



# Risk Communication

- Conveying potential risks to the public in a manner which creates the appropriate level of concern without causing undue alarm
- Nobody likes uncertainty, but risk is always uncertain
- Pressure toward certainty
- We hear, remember, and report more certainty than exists.

# Risk Communication

- Its about the uncertainty of bad outcomes
- To communicate risk you need the courage to talk when you are uncertain.
- Don't wait to long to communicate
- If imperfect, tentative information is all you have, then it is what you have to give
- But you can FRAME it and put it into a perspective that people can understand

# NEORSD PPCP Sampling

## **Uncertainty**

- Limitations of the Study
- Analytical Methods
- Variability
- Quality of Results
- Source of contamination
- Dose response

## **Certainty**

- No evidence of detrimental effects on human health
- Estimates of environmental concentrations
- Low levels
- We are working to provide you the best information possible

# Make the Results Meaningful – Caffeine

- 18.5 ng/L
- To consume the same amount of caffeine as a 5 oz cup of coffee (80mg), you would have to drink 1.5 Olympic-size swimming pools of water from Lake Erie





# Make the Results Meaningful - Zithromax

- 1350 ng/L
- To ingest a typical adult dose at 64 ounces of water a day it would take 664 years.





# Questions

