RISK COMMUNICATION

by:

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Numbers do not lie. Our country’s statistics towards COVID-19 crisis victim is a manifestation of our nation’s mediocre risk communication.

As of December 2020, our country has more than 400,000 verified cases of COVID-19 with almost 9,000 death toll. Undoubtedly, the manner our country supervises the risk communication for the pandemic impacts largely to this catastrophe.

Risk communication assumes a critical part in assisting associations with applying the ideas of risk management in their every day activities. It is basic to the accomplishment of any association, particularly with regards to advertising and client maintenance. Successful communication should be a two-way channel. This indicates there ought to be a mass and a conversationalist. The communicator should educate the crowd concerning the dangers identified with a particular risk. The crowd should likewise give input so the two players can think of fitting relief measures.

The principal motivation behind imparting risks is to advise individuals about the potential perils identified with a specific condition or movement. Such liabilities is probably be openly attached to an entity, body or resources. It includes a two-route trade of data between the groups liable to be influenced. The conversationalist necessitates to create alliance to each person and counters every inquiry and apprehension. Communicators apply useful and logical standards to cooperate with both groups viably, particularly during dubious circumstances.
Nonetheless, alongside with the turmoil of current global emergency, an ace which has arisen in conformation with this crisis is an infodemic – a superfluous of data, wherein some are exact, and some are not, making it difficult for individuals to discover dependable and solid direction to settle on educated choices. This infodemic has likewise been found to make trouble and increment chances for psychological well-being problem, for example, depression and nervousness.

Hence, there is a requirement for upgraded communication rules and systems that slice through the infodemic by better comprehending human practices and inspirations. Remember that a climate and setting that cultivate self-sufficiency, certainty, and trust are probably going to upgrade adherence and improve wellbeing results.

Though we are battling this pandemic for almost year now, there is still time to improve our country’s risk communication. After all, it is still better to be late than never. The civilian’s weal must not be put in jeopardy. We had risked too much; our nation cannot afford to risk more.

References: