New Frontiers in Radiation Risk Communications
AAHP Special Session
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Social Neuroscience Insights for Building Relationships during Radiation Risk Communications

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Social Neurosciences
Bring Out Your Brain!
ALL COMMUNICATION HAS 3 DIMENSIONS

1. Words, Content, Technical Stuff, Data, Information, Rational, Logical thought ... Technical Literacy

2. Affective Context & Nonverbal Reinforcement – Emotional Intelligence

3. Social Role (Organization, Professional, Personal) provides the social meaning of 1 & 2 based on Social Relationship - Social Intelligence
Public vs. Known (Work, Home, Friends ...)  
% of Communications Effort

<table>
<thead>
<tr>
<th></th>
<th>Public (unknown)</th>
<th>Known</th>
</tr>
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<tbody>
<tr>
<td>Content</td>
<td>10</td>
<td>85</td>
</tr>
<tr>
<td>Affective</td>
<td>30</td>
<td>10</td>
</tr>
<tr>
<td>Social</td>
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3 Social Communication Techniques to build a relationship

1. Change your Social Role
   - Organizational
   - Professional
   - Personal

2. Advocacy vs Nonadvocacy

3. Neurolinguistic Breaker State
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2. Advocacy vs Nonadvocacy
How do I define successful radiation risk communications ???????

**Advocate**

• Define success as agreement with your position ...

**Nonadvocate**

• Define success as when the other person makes a radiation risk decision with due process, self-confidence and an open mind ... AND YOU WILL NOT JUDGE THEIR DECISION!!
Your Brain on Communications

Who controls communication process?

Expert answering questions?

Person asking questions?
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• The most difficult skill for a leader to perform is?
• The most difficult skill for a leader to perform is?

• NOT TO ANSWER A QUESTION TO WHICH YOU KNOW THE ANSWER!!
## Basic Level Skill

### Stop being an Expert

1. **ONCE a day, do not answer a question as an EXPERT**
2. Shift to being a LEARNER
3. Ask 3 open ended questions
4. THEN Answer the question

### 3 M&M Content Technique

1. **ONCE a Day !!**
2. Place 3 M&Ms on your desk etc... look at them!
3. Pick up and eat one M&M with your first question
4. Listen to answer and use for question 2
5. Pick up and eat 2\textsuperscript{nd} M&M
6. Repeat then answer question
Exercise:

1. Get your 3 M&Ms

2. Pair Up. One person will ask the question “Is radiation safe?”
   - You will not answer as an expert
   - You will take first M&M and ask open ended question
     - NOT - What you mean by safe? – Bill Clinton”
     - “I’d like to know a little more context. What has been your experience with radiation?”
     - “I’m going to answer your question. But first, can you tell me a little about your experience or your family experience with radiation?”

3. Switch Roles
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