

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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Communications

Radiation Sciences

Behavioral Sciences

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

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	Public (unknown)	Known
Content	10	85
Affective	30	10
Social	60	5

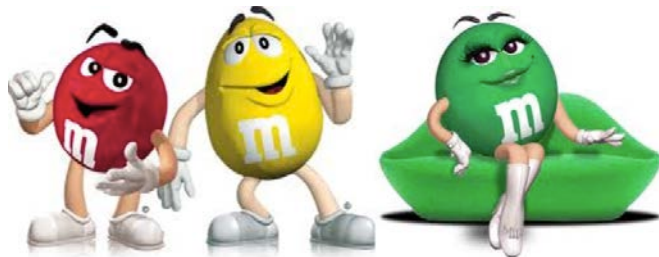
3 Social Communication Techniques to build a relationship

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 ????????

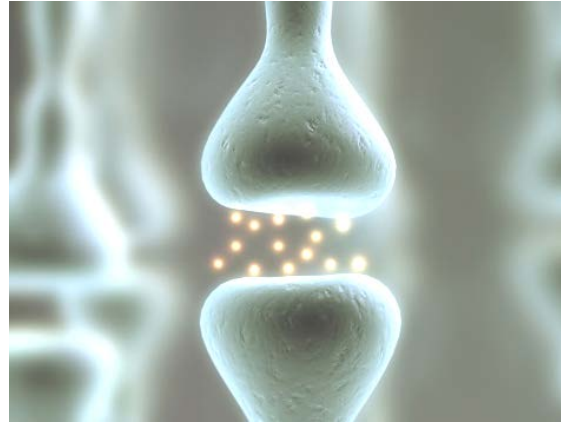
Advocate

- 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



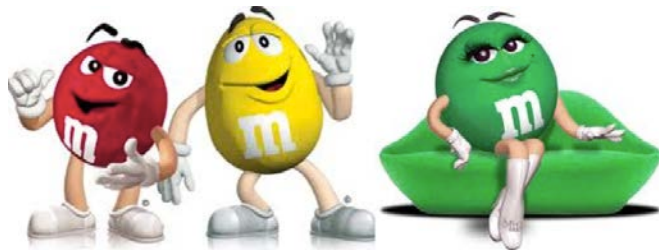
Who controls communication process?

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 2nd 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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