Risk communication in food safety is a dynamic process, and there is often a tendency to promote health at the expense of trying to provide reassurances. Those involved in developing technologies and processes that could benefit humanity must be able to communicate both their work and concerns to those they serve. In addition, an effort needs to be made to incorporate concerns from the public, though there is a need to distinguish between high outrage risks and high hazards. Once these differences have been highlighted, information campaigns that employ risk communication can be developed to help alleviate fears and save lives.

Educators, including scientists, must understand their role in risk communication. Anyone involved in education must be able to understand the management of outrage. A good deal of this information is transferred through mass media, though there are many other sources of information including interpersonal communication. Everyone is involved in education and risk communication—industry representatives, business spokespersons, activists, university scientists and journalists must be skeptical, not only in their approaches to others but also to their own messages.

Most of what has been discussed to this point centers on the idea of trust. Trust is really another word for credibility, which, according to research, emerges from three factors: confidence, altruism and similarity. Credibility is a function of interest, both in an individual’s well-being and in that of others.

You are credible to the extent that I think you know what you are doing.
You are credible to the extent that I think you have my interest at heart.
You are credible to the extent that I think you are like me.
on altruism and the public does not know what or whom to believe. Risk communicators need to recognize that the problem is not a matter of being trusted; rather the problem is that they have not figured out how to do business when their trust is questioned.

The challenge is to be able to talk about issues where the outrage, hazard and benefit may all be high. Emerging technologies have the potential of doing enormous good for humankind, but there are still many unknowns. Uncertainty is a component of risk, and, as risk communicators we must not shy away from the unknown.

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**High outrage risks compete with high hazard risks in terms of time, attention and probably resources.**