

Risk Communications Training Portal

Have you ever wondered why the deployment of some mobile phone base stations seems to go smoothly and others seem to be so difficult? Understanding the principles of risk communication can give you some insight and assistance when considering potential locations for mobile base stations and preparing strategies to achieve them.

The Mobile Carriers Forum has been actively involved in preparing an on line training portal to help front line staff deal with planning and progressing mobile base stations, particularly where there may be opposition to facilities. Developed in conjunction with international industry organisations, the GSM Association (GSMA) and the Mobile Manufacturers Forum (MMF), the training portal focuses on understanding the principles of risk communication and applying them to mobile network development.

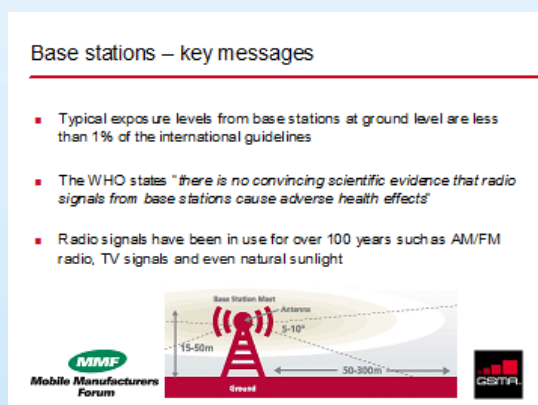
What is risk communication all about?

Effective risk communication aims to promote understanding of the proposals and of the importance and benefits of mobile communications. The **primary** objective of effective risk communication is to establish a **good working relationship** with stakeholders. The **secondary** objective is to **convey information**.

Professor Kemp presents a powerpoint slide show which includes his commentary and also a summary package of notes with each slide. It's just like sitting in a room listening directly to an expert and allows you to go through the presentation at your own pace.

The training module is broken into seven sections:

1. Risk perception and risk perception factors
2. Perceptions about mobile phones
3. Perceptions about antenna sites
4. Effective risk communications
5. Developing a risk communications process
6. Guidance on risk communications practice
7. Ten golden rules for risk communications



The slide titled "Base stations – key messages" contains three bullet points and a diagram. The diagram shows a base station mast with an antenna at a height of 15-50m, emitting a signal cone with a 5-10° angle, reaching a ground level distance of 50-300m. Logos for MMF (Mobile Manufacturers Forum) and GSMA are present.

- Typical exposure levels from base stations at ground level are less than 1% of the international guidelines
- The WHO states "there is no convincing scientific evidence that radio signals from base stations cause adverse health effects"
- Radio signals have been in use for over 100 years such as AM/FM radio, TV signals and even natural sunlight

How do you learn about risk communication on line?

The training modules are presented in an easy to follow format. As you proceed through the training package, you watch video presentations of UK's risk communications expert, Ray Kemp.

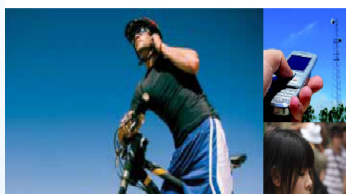
The presentation runs through some of the theory about risk communication but its main focus is to help provide a practical approach to understanding the issues that need to be addressed during rollout of a network in order to ensure that public and stakeholder concerns are identified in advance and addressed efficiently.

The training is supported by information in the handbook "Risk Communication Guide for Mobile Phones and Base Stations: Practical guidance and support on good risk communications practice for the mobile industry" which can also be downloaded from the RFNSA website.



Risk Communication Guide for Mobile Phones and Base Stations

Practical guidance and support on good risk communications practice for the mobile industry



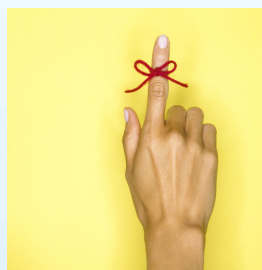
There is a group of key concepts that can be learnt and practiced to improve your ability to communicate effectively in high-concern, low-trust situations. Preparation is the key to risk communication and Professor Kemp provides many useful tips about planning your site specific strategies and dealing with difficult scenarios.

How do I access the training?

Risk communication training and the risk communication handbook are available through the GSMA web site. You can also access the material through www.rfnsa.com.au

I have already done risk communication training ...

Many of the front line teams have already benefited from some level of information about risk communication. The on line training is useful for newcomers to the industry but is equally useful as a refresher on a regular basis. The MCF encourages a regular review of the fundamental principles of risk communication as part of ongoing development of mobile networks. Keep the handbook handy for a quick reference guide.



Remember!!

"Keep communications short and concise, make positive statements, avoid technical jargon and be responsive to the concerns of the audience"

"A picture is worth a 1000 words"

"the key to effective risk communication is to know your audience"

"if people do not perceive you to be trusted and credible, there is little chance that they will accept the information that you provide"



The Media on Mobile Phones

Cancer risk in mobile phones: Official

Mobiles may be death sentence

MMF Mobile Manufacturers Forum

Contact details for the MCF

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