

Radiation Safety Counseling News

How Well Do You Communicate About Radiation Issues?

Dear Reader,

Are your communication skills keeping up with the trends of increasing social engagement through the internet? With the Internet, Facebook, Twitter, etc. workers and the public no longer need to seek out radiation experts for guidance. Anyone can now go online to find information on radiation risks and make decisions on radiation safety. Sources of information can be compared for trustworthiness and scientific credibility. For example, Ray Johnson presented a workshop recently where he was challenged by a factory worker who said he found different information online. Are you prepared to handle such challenges to your credibility? When you communicate about radiation risks, are you able to go beyond the technology of radiation safety to address the social world where risk decisions are made every day?



Larry Petcovic

Below is a guide to identify communication skill levels along with desired audience outcomes. If you have questions about this material or would like to know how we can help you improve your communication skills, please contact Ray or I by email at:

Ray Johnson - ray@radiationcounseling.org

Larry Petcovic - larry@radiationcounseling.org

Regards,

[Larry Petcovic](#)

Radiation Safety Counseling Services

Communication Competency Guide

Larry Petcovic has developed a **Communication Competency Guide** to identify three levels of communication skills and anticipated audience outcomes at each level.

Level I - Basic. The communicator will have sufficient communication skills and knowledge to present basic radiation safety practices as required by regulations. The communication emphasis is on technical content and safety procedures.

Level II - Advanced. The communicator will have skills to build trust and credibility for enabling workers (or the public) to make confident decisions for radiation safety. The communication emphasis is on technical content AND how to enable individuals to make confident safety decisions about what is acceptable or not acceptable for radiation risks.

We are on



We have created a Facebook page for the Radiation Safety Counseling Institute. This is another resource for the sharing of radiation safety related information and questions.

Click below to visit our page!

[Find us on Facebook](#) 

Quick Links

[Website](#)

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Got Questions?

If you have a question about radiation safety that you would like to share, please post your question on our Forum (blog) or our Facebook page. Each week our experts will select a question and post an answer that will also be included in our monthly newsletter.

To post a question go to:

[Radiation Safety Forum](#)

or

[RSCI on Facebook](#)

Level III - Master. The communicator will have skills for building advocacy for a culture of radiation safety. The communication emphasis is on technical content AND decision making at the individual level AND building a sustainable social network for advocates of a safety culture.

Examples of Skill Levels & Desired Outcomes

Communication Skills	Desired Outcomes
Basic Level I	
<ul style="list-style-type: none"> • Technical knowledge of ionizing radiation • Knowledge of instructional design • Presentation Skills • Evaluation techniques • Adult learning basics • Media design and support 	<ul style="list-style-type: none"> • Individual worker will gain knowledge of: <ul style="list-style-type: none"> ○ Understanding radiation risks ○ Safe practices to minimize risks ○ How to monitor radiation ○ What to do in an emergency
Advanced Level II	
<ul style="list-style-type: none"> • How to deal with feelings related to risks • How to manage doubt and conflict • How to deal with uncertainty of risks • How the brain makes risk decisions • How to build trust 	<ul style="list-style-type: none"> • Workers or public will know you have heard their concerns • They will trust you as a reliable source of safety information • They will be enabled to make their own risk decisions • They will have confidence in their risk decisions
Master Level III	
<ul style="list-style-type: none"> • Communicator will have skills to include: • Emotional Intelligence • Social Intelligence • How to build audience affinity and advocacy • How to maintain trust and credibility • How to build advocate networks • How to motivate team performance 	<ul style="list-style-type: none"> • Workers or public will advocate a culture of safety • Workers will initiate improved safety practices • Workers will have confidence in management of a safe environment • Workers will build advocacy networks through social media • Workers will counsel peers about radiation

Communication Insights

Each week, we post another installment of guidance to improve communication with others. To stay informed, you can go to our [blog](#) and click on Follow: RSS, then choose to "Subscribe to this Feed".

You can also go to our [Facebook](#) page and choose "Like" to have our status updates displayed on your Facebook wall.

We hope you find this information helpful and welcome your comments, questions, or other feedback.

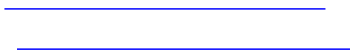
What About Your Communication Skills?

Larry has also developed a program for charting or mapping a communicator's skills for use of the three levels above to achieve desired audience outcomes. Examples of communication skills mapping will be presented in the next newsletter.

Radiation Safety Counseling Services can provide instruction, mentoring, coaching, and counseling in all three levels of communication skills. Please feel free to contact us to learn how we may help with your communication needs.

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