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Strategies

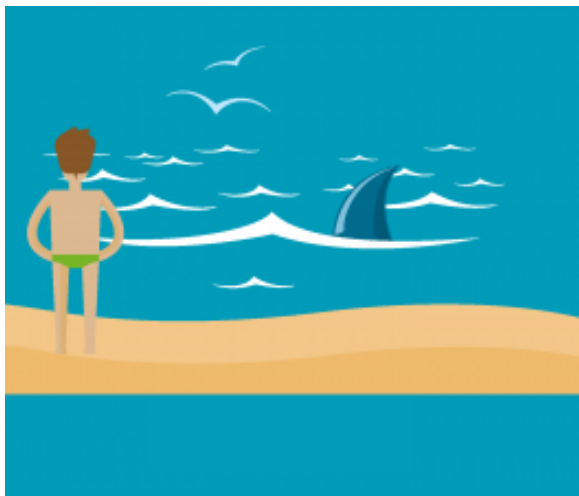
13 September 2022



Risk is the likelihood of harm, based on hazard and exposure

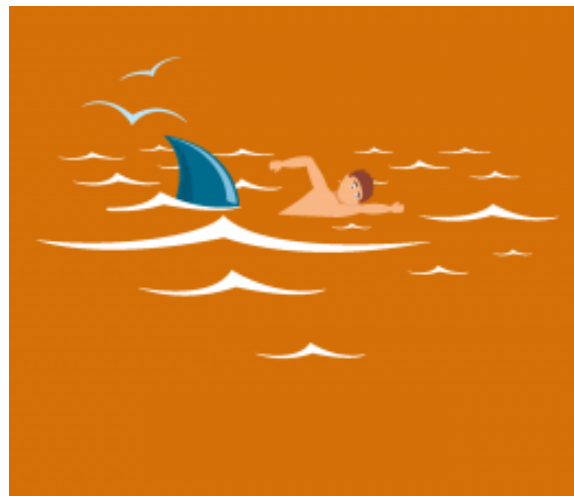
Hazard: Something that can cause harm

- Sharks in the ocean



Exposure: Contact with a hazard

- Swimming with sharks



Agricultural biotechnology

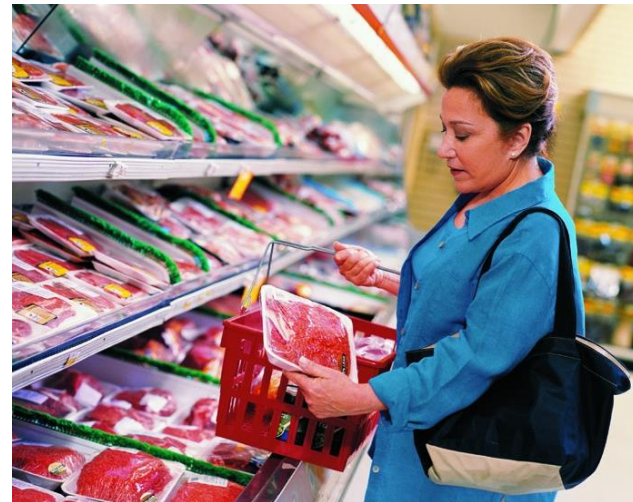
Low hazard

- low likelihood of harm



High exposure

- high likelihood of contact



Factors affecting concern

Low concern

- voluntary
- natural
- familiar
- understandable
- trustworthy
- high benefit

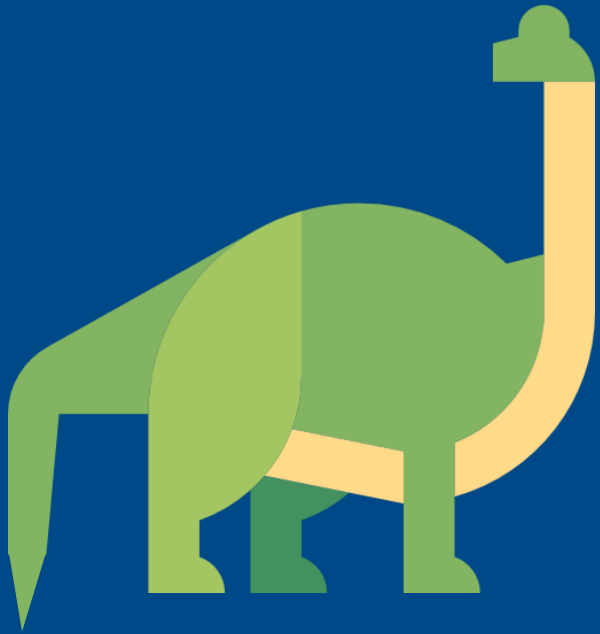


High concern

- lack of control
- industrial
- unfamiliar
- confusing
- untrustworthy
- benefit unclear



Types of communication



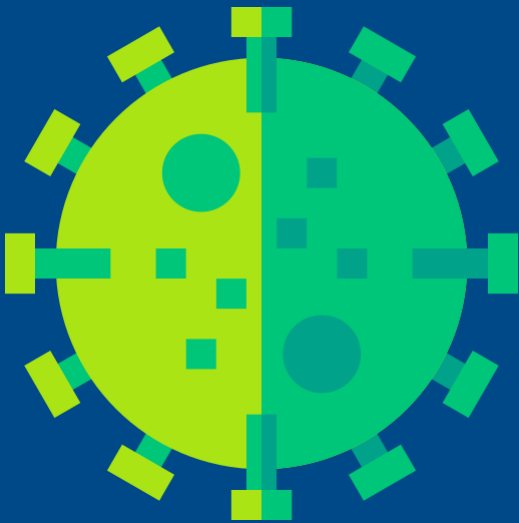
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Types of communication



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- Risk communication: providing information about risks
- Crisis communication: providing needed information when risk and concern are high

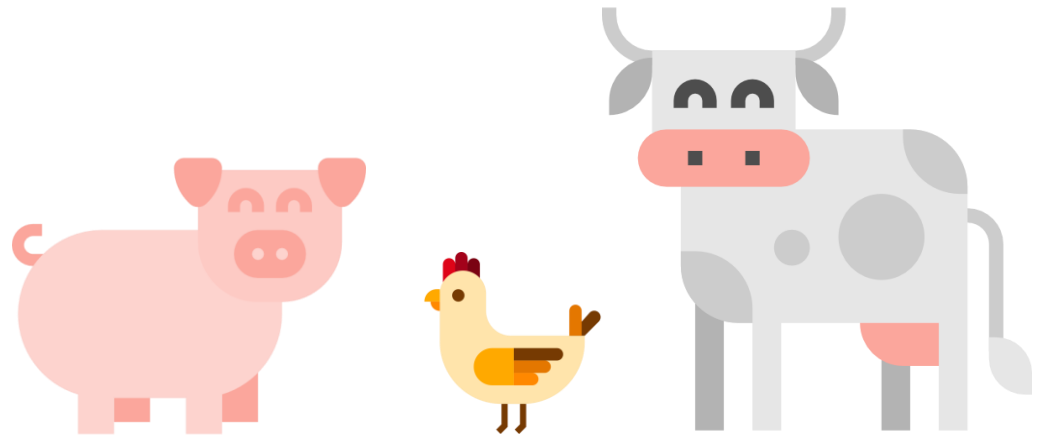
Types of communication



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- Concern management: encouraging calm when risk is low, but concern is high

Types of communication

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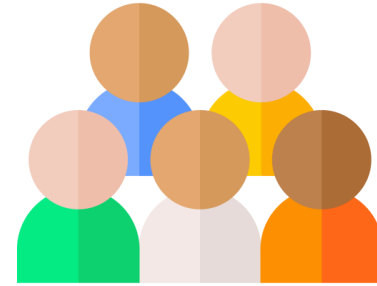
Science communication

Concern management

- Make a connection
 - Be first, be right, be credible
-
- Share curiosity
 - Show enthusiasm
 - Keep it real
- Express empathy
 - Show respect
 - Promote action

Communication basics

1. *Who*
2. What
3. Where
4. When
5. Why
6. How



- Who are we speaking to?
- Who do we want to speak to?
- General public or selected audience?
- Who is speaking?
- Who should be speaking to be heard effectively?

Communication basics

1. Who
2. *What*
3. Where
4. When
5. Why
6. How



- What are we trying to say?
- What are our core messages?
- Does the message resonate?

Communication basics

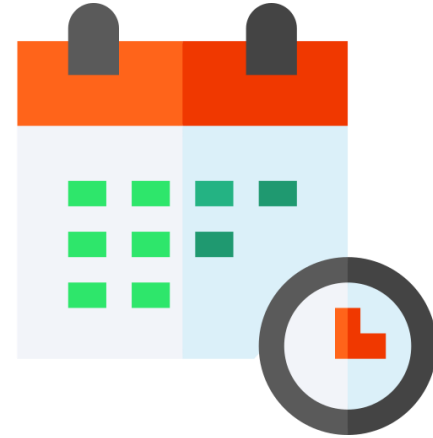
1. Who
2. What
3. *Where*
4. When
5. Why
6. How



- Where will we communicate?
- Online or in-person?
- Small or large venue?
- Casual or formal?
- One-way or two-way?

Communication basics

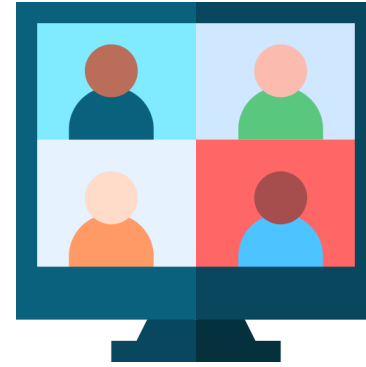
1. Who
2. What
3. Where
4. ***When***
5. Why
6. How



- When will we communicate?
- Proactive or reactive?
- Timed with an event?

Communication basics

1. Who
2. What
3. Where
4. When
5. *Why*
6. How



- Why are we communicating?
- What are our overall goals?
- How to measure success?

Communication basics

1. Who
2. What
3. Where
4. When
5. Why
6. *How*



- How will we meet our goals?
- Short or long term?
- Communicate directly with audience or influence the influencer?

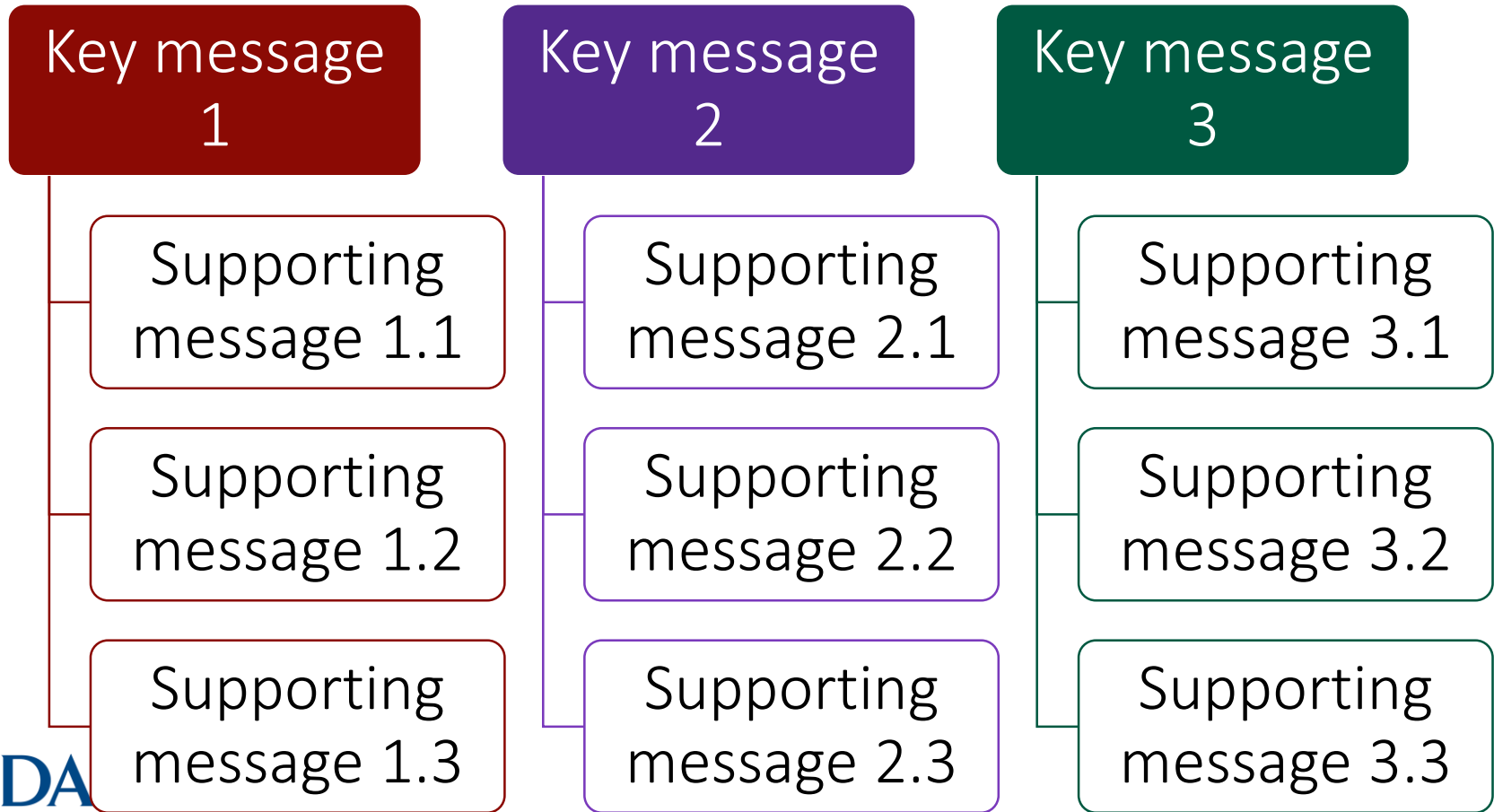
Message map



Statements should be:

- accurate
- understandable
- positive
- concise
- quotable

Message map



Transition phrases

- “This is the key point...”
- “What I can tell you is this...”
- “Here’s what we believe...”
- “Let’s review the facts...”
- “What we do is...”
- “What I know is...”



Message map example

Long history of animal breeding

Selecting animals for hundreds of years

Modern methods allow greater precision

Similar results as breeding

Improves animal welfare

Heat tolerance helps animals adapt

Replace necessary but sometimes painful procedures

Healthier animals are more comfortable

Helps small farmers

More efficient animals need less feed

Disease resistant animals need less antibiotics

More consistent income for families

Resources

- [Gene Editing Communication Resource](#) from the Coalition for Responsible Gene Editing in Agriculture
- [Gene Editing and Soy Communication Resource](#) from the Center for Food Integrity
- [Biotech Information Resources](#) from the International Service for the Acquisition of Agri-biotech Applications (ISAAA)
- [Information toolkit on food biotechnologies with a focus on food safety](#) from the United Nations (UN) Food and Agriculture Organization (FAO)

Resources

- [Fed by Science](#) from the Supporters of Agricultural Research (SoAR) Foundation
- [FoodUnfolded](#) from the European Institute of Innovation and Technology
- [Farmer Directory](#) from the Global Farmer Network
- [Risk communication](#) resources from U.S. Environmental Protection Agency (EPA)
- [Bridging the Knowledge Divide: Experiences in Communicating Crop Biotechnology](#) from ISAAA (dated, but has example message maps)
- [Risk Communication Website](#) from Peter Sandman