

HOW TO COMMUNICATE ABOUT RF-EMF

This factsheet provides a concise overview of recommendations for communicating about RF-EMF.

A more comprehensive overview is provided in the document Practical tools for communicating about radiofrequency electromagnetic fields [1].

PROVIDE CLEAR, ACCURATE, AND RELIABLE INFORMATION

To effectively disseminate technical information, it is recommended to:

- Explain the following technical aspects:
 - What RF-EMF are and the ubiquitous presence
 - How RF-EMF differ from ionising radiation
 - Biological and potential health effects
 - Exposure levels and patterns
- Leave out technical details that impede understandability.
- Clarify how risks are assessed:
 - Research methods and evaluation of the evidence
 - Clarify how exposure limits are determined
 - Reflect on the current state of knowledge and acknowledge scientific uncertainty

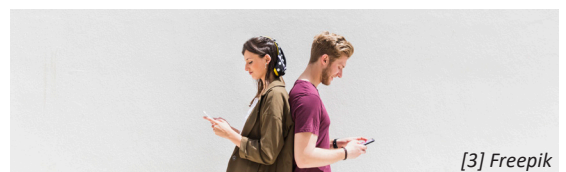


ENGAGE WITH AND TAILOR INFORMATION TO AUDIENCES



Two-way risk communication requires:

- In depth knowledge of the different target audiences.
 - Adequately and regularly identify audiences
 - Consult representatives of audiences with diverse different backgrounds and opinions
- To take questions and concerns seriously.
 - By active and empathic listening
 - By committing to helping people
- Selection of information that is relevant for audiences.
 - Determine core messages, based on the specific information needs
 - Refer to more comprehensive sources for those seeking more information



OPTIMISE ACCESSIBILITY AND REACH

To improve accessibility and reach, consider the following suggestions:

- Use and develop communication expertise
 - Include (risk) communication experts for (risk) information dissemination
 - Develop protocols and invest in training for professionals
- Use multiple formats and channels
 - To reach a wide audience and to ensure information is obtained more than once
 - Ensure a balanced & layered approach to minimise information overload
 - Accompany complex information with accessible summaries or infographics
 - Invest in measures to improve the findability of information
- Be available in both formal and informal settings
 - Organise physical (informal) information sessions to effectively address questions and concerns
 - Introduce a point of contact to address questions and concerns, and for referral to other organisations



FACILITATE STAKEHOLDER DIALOGUE



[4] Freepik

For effective consultation and proactive involvement of stakeholders, it is suggested to:

- Create regular opportunities for dialogue.
 - Initialise dialogue at the earliest opportunity, far before decision-making
 - Improve inter-organisational collaboration and referral in general
- Commit to being a trustworthy and reliable source and partner in dialogue.
 - Acknowledge limited knowledge
 - Be honest, patient, transparent, and accountable
 - Report relevant information in early stages and keep stakeholders informed

FIGURE SOURCES

- [1]: [Available] <https://www.nextgem.eu/>
[2]: <https://unsplash.com>
[3, 4]: <https://www.freepik.com/>

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About NextGEM

NextGEM aims to ensure the safety of EU citizens by developing frameworks for monitoring and assessing EMF exposure. Visit NextGEM website in: <https://www.nextgem.eu>



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