NextGEM

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 electromagnetic radiofrequency fields [1].

PROVIDE CLEAR, ACCURATE, AND RELIABLE INFORMATION

To effectively disseminate technicalinformation,itis recommended to:

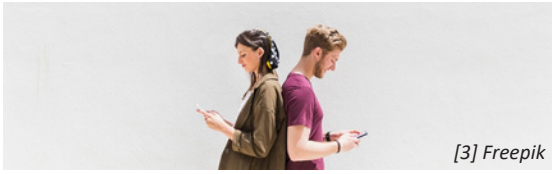
- Explain the following technical aspects:
  - What RF-EMF are and the ubiquitous presence
  - How RF-EMF differ from ionising radiation
  - Biological and potential health effects
  - Exposure levels and patterns
- Leave out technical details that impede understandability.
- Clarify how risks are assessed:
  - 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

[2] Antenna via Unsplash

Two-wayriskcommunication 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



[3] Freepik

OPTIMISE ACCESSIBILITY AND REACH

To improve accessibilityandreach, considerthefollowingsuggestions:

- 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

Foreffectiveconsultationand 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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