



University of Kentucky  
UKnowledge

Kentucky Water Resources Annual Symposium

2013 Kentucky Water Resources Annual  
Symposium

Mar 18th, 1:00 PM

## Session 2A: *Developing Post-Incident Risk Communication Guidelines for Intentional Water Contamination Events*

Pamela Cupp

University of Kentucky, [pam.cupp@uky.edu](mailto:pam.cupp@uky.edu)

Shari R. Veil

University of Kentucky, [shari.veil@uky.edu](mailto:shari.veil@uky.edu)

Timothy L. Sellnow

University of Kentucky, [tim.sellnow@uky.edu](mailto:tim.sellnow@uky.edu)

H. Dan O'Hair


University of Kentucky, [ohair@uky.edu](mailto:ohair@uky.edu)

Nicole Staricek

University of Kentucky, [nicole.staricek@uky.edu](mailto:nicole.staricek@uky.edu)

*See next page for additional authors*

Follow this and additional works at: [https://uknowledge.uky.edu/kwrri\\_proceedings](https://uknowledge.uky.edu/kwrri_proceedings)

 Part of the [Engineering Commons](#), [Life Sciences Commons](#), and the [Physical Sciences and Mathematics Commons](#)

Cupp, Pamela; Veil, Shari R.; Sellnow, Timothy L.; O'Hair, H. Dan; Staricek, Nicole; Anthony, Katy; Young, Laura; Anyaegbunam, Chike; Madinger, Charles B.; and Hoover, Anna Goodman, "Session 2A: *Developing Post-Incident Risk Communication Guidelines for Intentional Water Contamination Events*" (2013). *Kentucky Water Resources Annual Symposium*. 6.  
[https://uknowledge.uky.edu/kwrri\\_proceedings/2013/session/6](https://uknowledge.uky.edu/kwrri_proceedings/2013/session/6)

This Presentation is brought to you for free and open access by the Kentucky Water Resources Research Institute at UKnowledge. It has been accepted for inclusion in Kentucky Water Resources Annual Symposium by an authorized administrator of UKnowledge. For more information, please contact [UKnowledge@lsv.uky.edu](mailto:UKnowledge@lsv.uky.edu).

---

**Presenter Information**

Pamela Cupp, Shari R. Veil, Timothy L. Sellnow, H. Dan O'Hair, Nicole Staricek, Katy Anthony, Laura Young, Chike Anyaegbunam, Charles B. Madinger, and Anna Goodman Hoover

DEVELOPING POST-INCIDENT RISK COMMUNICATION GUIDELINES FOR  
INTENTIONAL WATER CONTAMINATION EVENTS

Pamela Cupp, Research Associate Professor  
Shari R. Veil, Assistant Professor  
Timothy L. Sellnow, Professor  
H. Dan O'Hair, Dean and Professor  
Nicole Staricek, Instructor/Doctoral Student  
Katy Anthony, Instructor/Doctoral Student  
Laura Young, Instructor/Doctoral Student  
Chike Anyaegbunam, Professor  
Charles B. Madinger, Doctoral Student  
College of Communication and Information  
University of Kentucky  
Lexington, KY 40506  
Phone: 859-257-8133  
Email: pam.cupp@uky.edu

Anna Goodman Hoover, Research Instructor  
College of Public Health  
University of Kentucky  
111 Washington Ave., Room 204C  
Lexington, KY 40536  
Tele: 859-218-0343  
Email: Anna.Hoover@uky.edu

This panel will discuss a US EPA-funded research project intended to improve risk communication for post-incident decontamination and clearance activities associated with intentional contamination of a water system. The study incorporates two complementary methods conducted in successive phases. The recently-completed first phase included robust case study analyses of risk communication related to recent and significant contamination incidents. The second phase, which is currently underway, will identify ways in which disparate stakeholder groups in a metropolitan area differentially perceive risk and subsequent risk communication efforts. The session will be broken into four presentations of 15-20 minutes, as follows:

**1) Study Overview.** This segment will focus on research questions, study design, and research team composition. The benefits of the mixed-methods approach will be discussed. Process-related challenges and solutions to date will be described.

**2) Best Practices in Risk Communication.** The second segment will provide an introduction to the Best Practices in Risk Communication, as outlined in a 2006 special issue of the *Journal of Applied Communication Research*. The key elements of the Best Practices will be discussed, as well as their evolution over time. The use of the Best Practices as a framework for case study analysis will be described.

**3) Case Study Analysis: Lessons Learned.** The third segment will present lessons learned from four case studies involving water contamination: a 2002 train derailment in Minot, North Dakota; the Tar Creek National Priorities List Superfund site in Oklahoma; the 2010 British Petroleum oil spill into the Gulf of Mexico; and the 2008 TVA coal ash spill at the Kingston Fossil Fuel Plant in Tennessee. This segment will focus on cross-cutting lessons learned from comparing and contrasting post-incident communication responses to current Best Practices for Risk Communication.

**4) Employing Community-Based Participatory Communication (CBPC) to Improve Best Practices.** The final segment will discuss the use of participatory communication methodologies, in conjunction with lessons learned from case study analyses, to identify key stakeholder groups and improve understanding of the values, knowledge, beliefs, information, and channel preferences for each. This process will contribute to the creation of stakeholder-driven Best Practices guidelines to assist US EPA, public health officials, and emergency responders in communicating with key constituencies during the decontamination and clearance stages of an intentional water contamination event.

The session will close with an interactive discussion with the audience regarding the project and future directions for similar applied environmental risk communication research.