

MAD COWS

AND MOTHER'S MILK



The Perils of Poor Risk Communication

WILLIAM LEISS and DOUGLAS POWELL

Second Edition

Mad Cows And Mothers Milk The Perils Of Poor Risk Communication

Ashok K. Singh



Mad Cows And Mothers Milk The Perils Of Poor Risk Communication:

Mad Cows and Mother's Milk William Leiss, Douglas Alan Powell, 1997 Mad Cows and Mother's Milk Douglas Powell, William Leiss, 1997-10-10 The first case study deals with the mad cow fiasco of 1996 one of the most expensive and tragic examples of poor risk management in the last twenty five years For ten years the British government failed to acknowledge the possibility of a link between mad cow disease and Creutzfeldt Jakob disease the human equivalent until increased scientific evidence and public pressure forced them to take action resulting in the slaughter of more than one million cattle The second study looks at what is commonly known as hamburger disease caused by a virulent form of the E coli bacterium which has struck thousands and killed over thirty people in the last few years Despite its widespread effects it is unclear whether scientific knowledge on preventing the disease is reaching the public Other case studies include the use of a genetically engineered hormone to increase milk production in cows health risks associated with silicone breast implants public controversies surrounding dioxins and PCBs and the introduction of agricultural biotechnology These case studies show that institutions routinely fail to communicate the scientific basis of various high profile risks These failures to inform the public make it difficult for governments industry and society to manage risk controversies sensibly and often result in massive costs With its detailed analyses of specific risk management controversies *Mad Cows and Mother's Milk* will help us avoid future mistakes Mad Cows and Mother's Milk, Second Edition William Leiss, 2004-11-25 Communicating the nature and consequences of environmental and health risks is still one of the most problematic areas of public policy in Western democracies *Mad Cows and Mother's Milk* outlines the crucial role of risk management in dealing with public controversies and analyses risk communication practice and malpractice to provide a set of lessons for risk managers and communicators This second edition adds new case studies on mad cow disease in North America climate change and genetics technologies The first of the new case studies brings the story of the Bovine Spongiform Encephalopathy BSE outbreak in the United Kingdom in the 1980s up to date Mad cow disease is still being discovered in UK herds and cases of mad cow disease have been found in twenty countries across the European continent and as far away as Japan with devastating consequences for the food industry BSE has now been discovered on the North American continent in two cows born in Canada The original cause of these two new cases is almost certainly importation of infected cattle cattle feed or both from Britain Canadian government regulators and those in the cattle industry have failed to correctly assess the risks of the disease in the Canadian herd take the precautionary measures needed to prevent the spread of disease and communicate risks and precautionary measures to the public The second new study deals with global warming Not only is every aspect of this risk debate both contentious and difficult for the public to understand but the potential consequences of the risks extend all the way to global catastrophe for human civilization A new chapter outlines the many dimensions of risk debate in the context of the need for effective and sustained dialogue by an informed public The last new case study provides an introduction to genomic science

which is placed in the context of both the health benefits expected from genetic manipulation and some of the risk factors associated with it. One example is gene therapy which can be used to eliminate inherited genetic diseases i.e. cystic fibrosis, enhance human traits i.e. athletic performance and perhaps double life spans. Gene technologies are relevant to some of the most fundamental human values. This new chapter suggests that we must think about the range of new risks introduced by these technologies as well as the potential benefits and that we should do this collective thinking soon since given the furious pace of genomics discoveries the possibilities will be with us sooner than we imagine. All of the case studies emphasize the need for effective communication about risks to allow effective dialogue by informed publics on health and environmental risks.

Risk Communication Regina E. Lundgren, Andrea H. McMakin, 2013-05-17 A fully updated handbook on effectively communicating environmental safety and health risks. Written by two well known risk practitioners with over twenty five years experience in the field this fully updated Fifth Edition of Risk Communication: A Handbook for Communicating Environmental Safety and Health Risks offers sound scientific research with practical hands on advice for those in the public and private sectors. Highly accessible and easy to understand this must read includes real life examples of such headline making events as the tsunami and radiation release in Japan in 2011, the BP oil disaster in the Gulf of Mexico in 2010 and extreme weather events along with the lessons learned from them. It offers new chapters on public health campaigns and on the use and effectiveness of social media for risk communication purposes. Risk Communication is divided into five self contained parts. Part I provides background information for understanding the basic theories and practices of risk communication. Part II explains how to plan a risk communication effort. Part III describes how to put risk communication into action. Part IV discusses how to evaluate risk communication efforts including techniques for measuring success. Part V highlights special cases in risk communication including disasters and other emergencies, international risk communication and public health campaigns. An ideal introduction to the field this book is also a welcome reference for those involved in communicating environmental safety and health risks in government, industry and academia.

Communicating in Risk, Crisis, and High Stress Situations: Evidence-Based Strategies and Practice Vincent T. Covello, 2021-12-29 COMMUNICATING IN RISK CRISIS AND HIGH STRESS SITUATIONS LEARN THE UNIFYING PRINCIPLES BEHIND RISK CRISIS AND HIGH STRESS COMMUNICATION WITH THIS STATE OF THE ART REFERENCE WRITTEN BY A MAJOR LEADER IN THE FIELD. Communicating in Risk Crisis and High Stress Situations: Evidence Based Strategies and Practice is about communicating with people in the most challenging circumstances, high stress situations characterized by high risks and high stakes. The ability to communicate effectively in a high stress situation is an essential communication competency for managers, engineers, scientists and professionals in every field who can be thrust into demanding situations complicated by stress. Whether you are confronting an external crisis, an internal emergency or leading organizational change this book was written for you. Communicating in Risk Crisis and High Stress Situations brings together in one resource proven

scientific research with practical hands on guidance from a world leader in the field The book covers such critical topics as trust stakeholder engagement misinformation messaging and audience perceptions in the context of stress This book is uniquely readable thorough and useful thanks to features that include Evidence based theories and concepts that underlie and guide practice Tools and guidelines for practical and effective planning and application Experience based advice for facing challenges posed by mainstream and social media Provocative case studies that bring home the key principles and strategies Illuminating case diaries that use the author s breadth and depth of experience to create extraordinary learning opportunities The book is a necessity for managers engineers scientists and others who must communicate difficult technical concepts to a concerned public It also belongs on the bookshelves of leaders and communicators in public and private sector organizations looking for a one stop reference and evidence based practical guide for communicating effectively in emotionally charged situations Written by a highly successful academic consultant and trainer the book is also designed as a resource for training and education

Risky Business G. Bruce Doern,Edward James Reed,2000-01-01 The essays in this volume ask what risks Canadians might be exposed to as fiscal pressures strain the capacity of regulators in areas such as food drugs pesticides fisheries and the environment

The Application of Risk Communication to Food Standards and Safety Matters Food and Agriculture Organization of the United Nations,1999-01-01 With increased public concern regarding food safety greater demands are placed on risk communicators to involve the public and other interested parties in an interactive dialogue and to explain the magnitude and severity of risks associated with foodborne hazards in clear and comprehensible terms that convey credibility and trustworthiness This requires communicators to recognize and overcome gaps in knowledge as well as obstacles inherent in the uncertainties of scientific risk assessment This document is the report of a Joint FAO WHO Expert Consultation on the Application of Risk Communication to Food Standards and Safety Matters was held from 2 6 February 1998 at the Italian Ministry of Health Rome

The Governance of Knowledge Nico Stehr,2017-07-05 Social surveillance and regulation of knowledge will be one of the most important issues in the near future one that will give rise to unending controversy In The Governance of Knowledge Nico Stehr predicts that such concerns will create a new political field namely knowledge policy which will entail regulating dissemination of the anticipated results of rapidly increasing knowledge The number and range of institutionalized standards for monitoring new knowledge has hitherto been relatively small Only in cases of technological applications has social control in the form of political regulation so far intervened All modern societies today have complex regulations and extensive concerns with the registration licensing testing and monitoring of pharmaceutical products The increasingly important and extensive area of intellectual property legislation and administration is an example of social control in which certain measures selectively determine the use of scientific finds and technical knowledge The Governance of Knowledge assembles a range of essays that attempt to explore the new field of knowledge politics for the first time It is divided into four parts The Emergence of Knowledge Politics Origins

Context and Consequences Major Social Institutions and Knowledge Politics Case Studies on the Governance of Knowledge and Issues in Knowledge Politics as a New Political Field Individual chapters concern the emergence of knowledge policy the embeddedness of such regulations in major social institutions and offer case studies of the governance of knowledge and discuss controversial issues that are bound to accompany efforts to regulate new knowledge Professionals and graduate students in the fields of sociology political science social science and law including policymakers and natural scientists will find this book extremely informative

Nature's Experts Stephen Bocking, 2004-09-29 With clarity and grace Stephen Bocking tackles the complicated question of the role of scientific expertise in environmental policy making *Nature's Experts* is a timely and important book David H Guston author of *Between Politics and Science Assuring the Integrity and Productivity of Research* This book by Stephen Bocking is as much about deliberative democracy as it is about science and the environment Stephen Bocking's treatment is deep perceptive and profoundly wise He has caught the heart of present and future environmental science politics and democratic governance C S Holling The Resilience Alliance and emeritus professor Arthur R Marshall Jr Chair in Ecological Sciences at the University of Florida If knowledge is power how should expert advice be deployed by a would be democratic society This perennial question is newly illuminated by this timely and wide ranging review of the role played by science in the making of environmental policy William C Clark Harvey Brooks Professor of International Science Public Policy and Human Development Harvard University John F Kennedy School of Government It seems self evident that science plays a central role in environmental affairs Regulatory agencies businesses and public interest groups all draw on scientific research to support their claims Some critics however describe science not as the solution to environmental problems but as their source Moreover the science itself is often controversial as debates over global warming and environmental health risks have shown *Nature's Experts* explores the contributions and challenges presented when scientific authority enters the realm of environmental affairs Stephen Bocking focuses on four major areas of environmental politics the formation of environmental values and attitudes management of natural resources such as forests and fish efforts to address international environmental issues such as climate change and decisions relating to environmental and health risks In each area practical examples and case studies illustrate that science must fulfill two functions if it is to contribute to resolving environmental controversies First science must be relevant and credible and second it must be democratic where everyone has access to the information they need to present and defend their views

Transatlantic Environment and Energy Politics Stacy D VanDeveer, Mr Henrik Selin, Professor Miranda A Schreurs, 2013-03-28 Environmental and energy policies have become increasingly significant in European and North American politics This fascinating book uses a wide range of case studies that embrace climate change product standards chemical regulations renewable energy policies food safety and genetically modified organisms to examine areas of conflict and cooperation in the transatlantic relationship While there are many areas where the European Union and the United States are following

divergent policy paths there are also many signs that a more cooperative transatlantic relationship could emerge in the future Transatlantic Environment and Energy Politics is highly relevant to understanding how the European Union and North America can cooperate more effectively in meeting today's many global environmental and energy policy challenges It is essential reading for all advanced students and scholars

Risk Communication and Infectious Diseases in an Age of Digital Media Anat Gesser-Edelsburg, Yaffa Shir-Raz, 2016-11-10 In a digital world where the public's voice is growing increasingly strong how can health experts best exert influence to contain the global spread of infectious diseases Digital media sites provide an important source of health information however are also powerful platforms for the public to air personal experiences and concerns This has led to a growing phenomenon of civil skepticism towards health issues including Emerging Infectious Diseases and epidemics Following the shift in the role of the public from recipients to a vocal entity this book explores the different organizational strategies for communicating public health information and identifies common misconceptions that can inhibit effective communication with the public Drawing on original research and a range of global case studies this timely volume offers an important assessment of the complex dynamics at play in managing risk and informing public health decisions Providing thought provoking analysis of the implications for future health communication policy and practice this book is primarily suitable for academics and graduate students interested in understanding how public health communication has changed It may also be useful to health care professionals

Engineered Nanoparticles Ashok K. Singh, 2015-11-24 Engineered Nanoparticles Structure Properties and Mechanisms of Toxicity is an indispensable introduction to engineered nanomaterials ENM and their potential adverse effects on human health and the environment Although research in the area of pharmacology and toxicology of ENM is rapidly advancing a possible correlation between their physicochemical properties and biomedical properties or toxicity is not yet fully understood This understanding is essential to develop strategies for the safe applications and handling of ENM The book comprehensively defines the current understanding of ENM toxicity first describing these materials and their physicochemical properties and then discussing the toxicological theory and methodology before finally demonstrating the potential impact of ENM on the environment and human health It represents an essential reference for students and investigators in toxicology pharmacology chemistry material sciences medicine and those in related disciplines who require an introduction to ENM and their potential toxicological effects Provides state of the art physicochemical descriptions and methodologies for the characterization of engineered nanomaterials ENM Describes the potential toxicological effects of ENM and the nanotoxicological mechanisms of action Presents how to apply theory to practice in a public health and risk assessment setting

Transparent Lives Colin J. Bennett, Kevin D. Haggerty, David Lyon, Valerie Steeves, 2014-04-01 Although most Canadians are familiar with surveillance cameras and airport security relatively few are aware of the extent to which the potential for surveillance is now embedded in virtually every aspect of our lives We cannot walk down a city street register for a class pay with a credit card

hop on an airplane or make a telephone call without data being captured and processed Where does such information go Who makes use of it and for what purpose Is the loss of control over our personal information merely the price we pay for using social media and other forms of electronic communication or should we be wary of systems that make us visible and thus vulnerable to others as never before The work of a multidisciplinary research team Transparent Lives explains why and how surveillance is expanding mostly unchecked into every facet of our lives Through an investigation of the major ways in which both government and private sector organizations gather monitor analyze and share information about ordinary citizens the volume identifies nine key trends in the processing of personal data that together raise urgent questions of privacy and social justice Intended not only to inform but to make a difference the volume is deliberately aimed at a broad audience including legislators and policymakers journalists civil liberties groups educators and above all the reading public <http://surveillanceincanada.org>

Sociologists in Action Kathleen Odell Korgen, 2013-03-14 Brings the subject matter of sociology to life for students Linking theory and practice this textbook explores how sociological knowledge is used in the community to fight for social change and justice

If Only We Knew John Willinsky, 2002-05-03 First published in 2000 Routledge is an imprint of Taylor Francis an informa company

Public Health in the Age of Anxiety Paul Bramadat, Maryse Guay, Julie A. Bettinger, Réal Roy, 2017-01-01 Public Health in the Age of Anxiety enhances both the public and scholarly understanding of the motivations behind vaccine hesitancy in Canada

Food Biotechnology in Ethical Perspective Paul B. Thompson, 2007-05-05 Agrifood biotechnology the genetic transformation of plants and animals through recombinant means has created controversy in the food system for more than twenty years This thoroughly revised and amended edition of Paul B Thompson's path breaking study of ethical and philosophical issues raised by this technology up to date The original 1997 edition was the first book length treatment by a philosopher to focus on food and agricultural biotechnology covering ethical issues associated with risk assessment labelling animal transformation patents and the impact of biotechnology on traditional farming communities in both the developed and developing world The new edition reflects lessons from the hotly contested debates over those issues in the intervening decade and includes wholly new discussions on ethical issues associated with livestock cloning the Precautionary Principle and the transatlantic debate between United States and European perspectives on biotechnology Thompson's unique and insightful approach to addressing the risks and questions of public acceptability associated with novel technology stands as a model for anyone interested in technological innovation and social change The book should be of interest to scholars and citizens interested in the Internet or nanotechnology while it remains an essential resource for understanding the twists and turns of debate over the role of molecular genetics in the transformation of the global food system

Can Emerging Technologies Make a Difference in Development? Rachel A. Parker, Richard P. Appelbaum, 2013-02-28 In this innovative and entirely original text which has been thoughtfully edited to ensure coherence and readability across disciplines scientists and practitioners from around the world provide evidence of the opportunities for

and the challenges of developing collaborative approaches to bringing advanced and emerging technology to poor communities in developing countries in a responsible and sustainable manner This volume will stimulate and satisfy readers seeking to engage in a rich and challenging discussion integrating many strands of social thought and physical science For those also seeking to creatively engage in the great challenges of our times for the benefit of struggling farmers sick children and people literally living in the dark around the world may this volume also spark imagination inspire commitment and provoke collaborative problem solving

Networked Disease S. Harris Ali, Roger Keil, 2011-07-05 A collection of writings by leading experts and newer researchers on the SARS outbreak and its relation to infectious disease management in progressively global and urban societies Presents original contributions by scholars from seven countries on four continents Connects newer thinking on global cities networks and governance in a post national era of public health regulations and neo liberalization of state services Provides an important contribution to the global public debate on the challenges of emerging infectious disease in cities Examines the impact of globalization on future infectious disease threats on international and local politics and culture Focuses on the ways pathogens interact with economic political and social factors ultimately presenting a threat to human development and global cities Employs an interdisciplinary approach to the SARS epidemic clearly demonstrating the value of social scientific perspectives on the study of modern disease in a globalized world

Encyclopedia of Science and Technology Communication Susanna Hornig Priest, 2010-07-14 In the academic world the term science communication refers both to a set of professions such as science journalism and public information work and to an interdisciplinary scholarly research specialization Much of this research is aimed at improving our understanding of the best ways to communicate complex information especially to people who are not scientists Science communication specialists are concerned with giving people useful information about health environment and technology as well as science itself In order to do this we also need to improve our understanding of how people think form opinions and process information Additionally professional practitioners in science communication are engaged in strategic and ethical decisions every day such as How should reporters cover the issue of climate change Should the views of scientists who do not believe that climate change has been caused by human activity be included alongside the views of those who do in order to give a balanced story or does this mislead the public into thinking that both of these positions are equally accepted within the scientific community The Encyclopedia of Science and Technology Communication provides information on the entire range of interrelated issues in this interdisciplinary field in one place along with clear suggestions on where to begin the search for more Geared towards undergraduate and graduate students in journalism communication mass communication and media studies as well as towards working journalists public information officers and public relations specialists this encyclopedia introduces this vast fascinating field while challenging the reader to question assumptions inherent in communication across disciplinary boundaries Key Themes Associations and Organizations Audiences Opinions and Effects Challenges Issues and

Controversies Changing Awareness Opinion And Behavior Critical Influences and Events Global and International Aspects
Government Agencies US History Philosophy and Sociology of Science Important Figures Journal Publications Key Cases and
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Whispering the Secrets of Language: An Mental Journey through **Mad Cows And Mothers Milk The Perils Of Poor Risk Communication**

In a digitally-driven world where displays reign great and instant connection drowns out the subtleties of language, the profound techniques and psychological subtleties concealed within words usually go unheard. Yet, nestled within the pages of **Mad Cows And Mothers Milk The Perils Of Poor Risk Communication** a interesting literary value blinking with natural thoughts, lies an exceptional journey waiting to be undertaken. Penned by a talented wordsmith, that wonderful opus invites readers on an introspective journey, gently unraveling the veiled truths and profound influence resonating within the very cloth of every word. Within the emotional depths with this touching evaluation, we will embark upon a genuine exploration of the book is primary subjects, dissect their charming writing design, and fail to the powerful resonance it evokes strong within the recesses of readers hearts.

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