



“Keep Talking”

Risk Communications and Crisis Mitigation



26 June 2024

Presenters



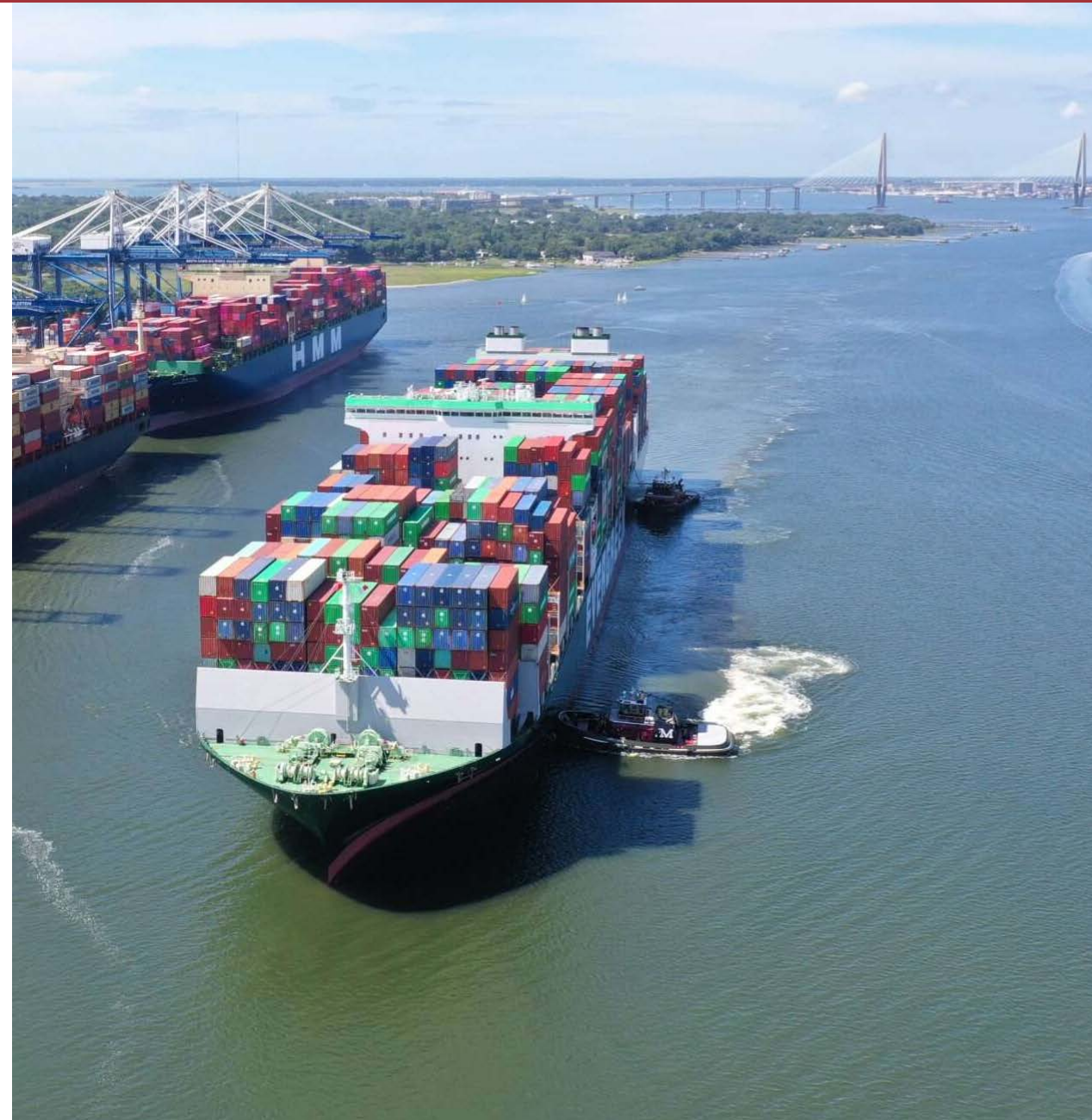
Christina Jettie, PE
Chief Operating Officer /
Sr. Environmental
Engineer

Charleston, SC
8 years with Hana



Andy Owens
Marketing and
Communications
Specialist

Charleston, SC
2 years with Hana



About Hana

Capabilities

Environmental
Engineering
Munitions
Construction Management
Drilling and Field Services



- Established in 2013
- Certified 8(a) small business, expiring May 2026
- “Big firm” experience with small business agility and culture
- Headquartered in Richmond, VA, with offices in Charleston, SC, and Hadensville, VA



Risk Communications

Project Information

Hana has been conducting in-person, hands-on training in Risk Communications and PFAS messaging for the U.S. Army Environmental Command and Army National Guard.

What is Risk Communications?

Risk Communications is the study and research into the perception of Risk vs. Hazard.

It's crisis mitigation, not crisis communication, which is what you do in an emergency. We train environmental personnel on how to manage perception of risk.



Risk Communications



Risk Communications

How did we get here?

Risk Communications isn't new.

1993

Asbestos scare at New York schools.

2002

Military personnel refuse order to receive anthrax vaccine.

2020

COVID-19 Pandemic and vaccine scare.

All of these instances have a direct connection between perception of risk.

Today, we're back again with PFAS.



PFAS and national security

12,000 products and counting have been found to contain PFAS substances ...

- Industrial products
- Manufacturing processes
- Paint
- Tape
- Cell phones
- Popcorn bags
- Firefighting foam



Keeping Outrage in Balance

Sharks on the golf course.

Sharks in the ocean.

Are sharks a hazard?

Understanding your risk

Now go back and change Sharks to PFAS and the Golf Course to your drinking water. Perception matters.



“We train like we fight.”

We train for communication.

We train about PFAS, including the latest research and guidance.

We practice by getting in front of a camera and simulating a Q&A session with public, reporters, base commanders, and other stakeholders.

Then we do it again, and again, and again.
Until participants are comfortable with being uncomfortable.



Emerging Contaminants

- Science and data regarding PFAS
- How PFAS enters our environment
- Health Concerns
- Drinking Water Standards
- EPA Guidance
- Effective mitigation methods
- The challenge ...

Keeping up





We're going to demonstrate some of the training we do

Training tools:

1. Role-playing.
2. Scientific Data/Research.
3. Storytelling.
4. Practice, Practice, Practice.

Our role-playing exercises are grounded in research. The anecdotal responses from our class participants show that it works when deployed in the field.

Questions?

HANA ENGINEERS AND CONSULTANTS, LLC

8(a) Small Business

UEI: PPUJDLJBD7J3

CAGE: 779W3

Contact Number

804-621-1250

Email Address

Christina.Jettie@hanaengineers.com

Andy.Owens@hanaengineers.com

