

CHAPTER OVERVIEW

Section 15: Intuitive Toxicology and Risk Communication

Learning Objectives

After completing this lesson, you will be able to:

- Describe aspects of Intuitive Toxicology.
- Describe aspects of Risk Communication.

In this section...

Topics include:

[15.1: Intuitive Toxicology](#)

[15.2: Risk Communication](#)

Section 15: Key Points

What We've Covered

This section made the following main points:

- Intuitive toxicology:
 - Combines the intuitive elements of expert and public risk judgments involved with exposure assessment, toxicology, and risk assessment.
 - Asks if toxicologists agree or disagree that an animal's reactions to a chemical reliably predict human reactions.
 - Asks if a chemical found in a scientific study to cause cancer in animals can be reasonably assumed to cause cancer in humans.
- When communicating risk, one needs to:
 - Accept and involve the public as a legitimate partner.
 - Listen to the public's specific concerns.
 - Be honest, frank, and open.
 - Coordinate and collaborate with other credible sources.
 - Meet the needs of the media.
 - Speak clearly and with compassion.
 - Plan carefully and evaluate your efforts.
 - Acknowledge and describe uncertainty, such as any data gaps or issues relating to methodology.

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