

## WHEN TO USE RISK COMMUNICATION

**CONCERN**

<p><b>High Concern</b> <b>Low Trust</b> [risk communication is essential]</p>	<p><b>High Concern</b> <b>High Trust</b> [risk communication is essential]</p>
<p><b>Low Concern</b> <b>Low Trust</b> [risk communication is recommended]</p>	<p><b>Low Concern</b> <b>High Trust</b> [risk communication is optional]</p>

**TRUST**